



2013 Survey of Arkansas Adult Smokers



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2013 Survey of Arkansas Adult Smokers

UALR Institute of Government
Survey Research Center

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2013 SURVEY OF ARKANSAS ADULT SMOKERS

EXECUTIVE SUMMARY

The UALR Institute of Government Survey Research Center conducted the Survey of Arkansas Adult Smokers (SAAS) during the last part of 2012 and first half of 2013. When it comes to smoking there are two options for tobacco control: 1) help people to not start or 2) help people to quit if they have already started. The SAAS focuses on people in the second group. The purpose of the survey was to obtain an understanding of the attitudes, behaviors, and beliefs of current smokers in Arkansas. To accomplish this, 1005 smokers were interviewed by phone and then the results were weighted to represent the population of smokers in Arkansas based on estimates from the Behavioral Risk Factor Surveillance System survey from 2011-2012.

Extent of smoking addiction and attempts to quit:

- ✘ The majority of smokers reported smoking every day (86%) compared to only some days (14%). [Q2](#)
- ✘ Approximately 63% of smokers smoke their first cigarette within 30 minutes of waking up. [Q5](#)
- ✘ Most smokers admit to being addicted to smoking with approximately 91% reporting they are either “somewhat addicted” or “very addicted.” [Q6](#)
- ✘ Of the 84% who have tried to quit smoking, 1 out of 4 have tried five or more times. [Q11](#), [Q12](#)
- ✘ Approximately 1 out of 3 (31%) smokers say they are not planning to quit smoking. [Q167](#)

Perception of harm:

- ✘ Smokers were asked how often they think about the dangers of smoking. Over half (55%) reported that they think about it “often” or “very often”. [Q16](#)
- ✘ Over half (55%) think “often” or “very often” about the harm their smoking may do to others. [Q19](#)
- ✘ The majority of smokers report that they “never” or “rarely” think about the bad conduct of tobacco companies (65%). [Q20](#)
- ✘ When asked if smoke is dangerous to those around them, 8 out of 10 smokers either “agree” or “strongly agree” that it is. [Q141](#)
- ✘ Some smokers (28%) think that the medical evidence that smoking is harmful is exaggerated. [Q155](#)

Knowledge of harm:

- ✘ Based on what you know or believe, does smoking cause:
 - Heart Disease in smokers; 86% said yes [Q23](#)
 - Stroke in smokers; 79% said yes [Q24](#)

- Impotence in male smokers; 47% said yes Q25
- Lung cancer in smokers; 93% said yes Q26
- Lung cancer in non-smokers from secondhand smoke; 76% said yes. Q27

Strategies:

Tobacco taxes are levied at the federal, state, and local levels of government. It is estimated that an increase of 10% in the price of cigarettes reduces cigarette consumption by 3-5% (based on research by Chaloupka et al).

- ✘ Almost two-thirds (64%) of smokers said they would try to quit smoking if the price went up. Q88

Medications can help a smoker deal with cravings and the symptoms of withdrawal from nicotine when they are trying to quit. These include NRT (nicotine replacement therapies) and bupropion or varenicline prescription medications.

- ✘ Nearly all smokers have heard about medications to help people stop smoking and 42% have used at least one. Q111, Q112
- ✘ Of the 65% of smokers in Arkansas who visited a doctor or other health professional in the past year, 64% were advised to quit smoking and 17% received additional help or a referral to another service to help them quit. Q126, Q127, Q128

Warning labels have been required on cigarette packages shortly after the release of the first Surgeon General's report in 1964.

- ✘ Most (94%) of smokers report noticing warning labels on tobacco packages. Nearly 4 out of 10 (36%) say they "rarely" or "never" read or look closely at these labels. Q37

Electronic Cigarettes:

Electronic cigarettes or e-cigs are electronic nicotine delivery devices. They are battery-powered devices that simulate tobacco smoking.

- ✘ Nearly everyone who participated in the survey (97%) report having heard of electronic cigarettes. Approximately half of those have actually tried an electronic cigarette. Q98, Q100
- ✘ Of the smokers who have used electronic cigarettes:
 - 66% reported doing so because they think "they may not be as bad for your health" Q102
 - 14% reported doing so because they taste better Q103
 - 53% reported doing so because they can smoke in places where smoking regular cigarettes are banned Q104
 - 66% reported doing so because they say it makes it easier to cut down on the number of cigarettes they smoke Q105
 - 69% reported doing so because they think they might help them quit. Q106
- ✘ Over half (62%) of smokers who have not tried electronic cigarettes are interested in trying them in the future. Q107
- ✘ Seventy percent (70%) of smokers think that electronic cigarettes are less harmful than regular cigarettes. Q108

Rules:

- ✘ When asked about smoking rules in their home, 60% of smokers reported that smoking is allowed at least places. With 31% saying “allowed anywhere”, 40% saying “never allowed anywhere,” and the other 29% saying “something in between.” [Q134](#)
- ✘ Smokers responding to the survey were asked about their smoking behavior when riding in a car with non-smokers. Over half (60%) reported that they never smoke and 7% reported that they smoke as they normally do. The other one-third reported that they do something in between. [Q135](#)

Purchasing Patterns:

- ✘ Respondents were asked where they last bought tobacco for themselves. Of those aged 18-45, 62% said convenience stores or gas stations. [Q70](#)
- ✘ Nearly 4 out of 10 (37%) smokers have purchased tobacco outside of Arkansas in the last 6 months. [Q77](#)

Friends:

- ✘ When asked how many of their five closest friends are smokers, 63% report that most of their five closest friends or acquaintances that they spend time with on a regular basis are smokers. [Q195](#)

Other beliefs:

- ✘ Approximately 6 out of 10 (61%) smokers agree that tobacco products should be more tightly regulated. [Q159](#)
- ✘ Over half (63%) of smokers think that the government doesn’t really care about people smoking because it makes so much money from tobacco taxes. [Q164](#)

The Survey of Arkansas Adult Smokers is an important tool to help understand the attitudes, behaviors, and beliefs of current smokers and inform tobacco control efforts in the state. See the full report for methodology.

Methodology

Data collection was via telephone interviews with a statewide representative sample of approximately 1,000 smokers conducted between November 7, 2012 and June 26, 2013. The study was conducted in two phases: Recruitment phase and main survey phase. In the recruitment phase a dual-frame sample of phone numbers drawn from both a RDD landline databank and a cell phone databank associated with the state of Arkansas was used to screen for eligibility. Qualifying respondents were Arkansas residents at least 18 years old who smoked cigarettes or other tobacco products including cigars, cigarillos, and pipes daily, weekly or monthly. The main survey was conducted 1-2 weeks after recruitment. Respondents received a \$25 Wal-Mart gift card as compensation for their time. The average length of interviews was 32 minutes, representing one of the most in-depth, state-level, telephone interviews of tobacco users conducted in the US. Forty-two (42) percent of the interviews were conducted with adult smokers residing in cell phone only/mostly households. Fifty-eight (58) percent of the interviews were conducted in landline households with one adult randomly selected from all adult smokers in the home. All phone numbers in the samples were called until either fully resolved with a final disposition code assigned, a refusal was obtained, or a minimum of 12 call attempts were made during weekday afternoons, evenings and weekends.

The main survey instrument used for this study was adapted from the instrument developed by the International Tobacco Control Policy Evaluation Survey (ITCPES) team for Wave 1 of the ITC 4-Country Survey.

The data were weighted for age, gender and race in order to bring the sample representations in line with the actual adult smoker population proportions in Arkansas. The 2011-2012 Arkansas BRFSS estimates provided the sample estimates that formed the basis for weighting. There were 8 age groups that resulted in a total of 48 weighted groups (8 age groups x 2 gender categories x 3 racial groups). All percentages presented in this report are based upon weighted data. Percent frequency table, chart, and confidence intervals are presented for each response for each question asked in the interview.

The following table shows the demographics of the survey participants as both raw and weighted data. The weighted data are the collected survey data that has been adjusted to represent the population from which the samples were drawn.

Demographic Profile of Survey Respondents

Age	Raw Data	Weighted Data
18-24	8%	13%
25-34	13%	24%
35-44	16%	17%
45-54	24%	23%
55-64	24%	15%
65-74	12%	7%
75-84	3%	2%
85+	0.4%	0.1%

Race	Raw Data	Weighted Data
White	84%	79%
Black	13%	16%
Other	3%	4%

Income	Raw Data	Weighted Data
Less than 15K	20%	22%
15-25K	28%	28%
More than 25K	49%	47%
DK/Ref	3%	3%

Education	Raw Data	Weighted Data
Less than High School	18%	19%
High School or GED	41%	43%
Some College	27%	26%
College Graduate	14%	13%

The report includes descriptive data analysis with percent frequency distributions and cross-tabulation by two age groups: Younger and Older Smokers. Younger Smokers include all respondents less than 46 years of age. The Older Smokers include all respondents 46 years of age and older. The overall response rate (RR3) for the main survey was 57% with a cooperation rate (COOP3) of 78%.

For each response percent a 95% confidence interval (CI) was calculated and reported. The CIs provide a range of values, within which, we are 95% confident that the “true” percentage lies. Because the reported percentages are based on a sample of the Arkansas adult smoking population, some uncertainty will exist about the accuracy of the estimate. The CI is interpreted as the plausible range of values for the “true percent.” Generally, a wide CI indicates that the sample size is small and the precision

of the estimated value is poor. When comparing the response percentages between Younger and Older smokers the overlap (or lack of overlap) in the CIs indicates when the differences are statistically significant.

Because of the size of the data set, the level of statistical significance is designated to be 0.05. **When tests indicate a less than 5 percent probability that a difference between the percentages for Younger and Older smokers occurred by chance, that difference is considered to be statistically significant and terminology is used to reference these differences. All noted differences in Younger and Older smokers responses are statistically significant.** The reader should be aware that a finding may be “statistically significant,” but the term does not imply that the difference is always of practical significance. Likewise, if differences are not found to be statistically significant, it does not mean that the results are always unimportant. This research is conducted in accordance with protocols and procedures approved by the UALR Institutional Review Board for Human Subjects Research.

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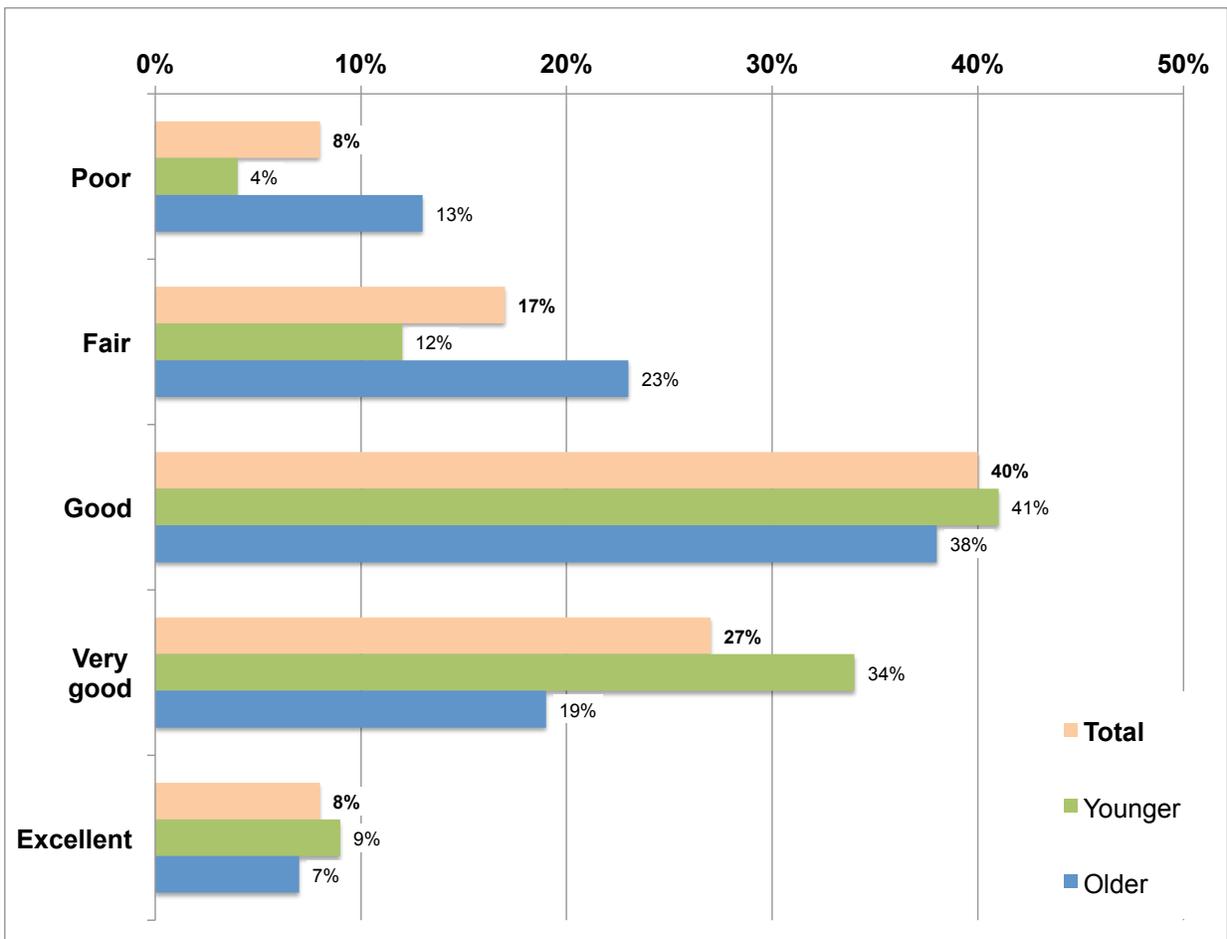
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General Health

In general, how would you describe your health? Would you say . . .

Tobacco smokers generally describe their health as "Good." A higher percentage of Younger smokers view their health as "very good" as compared to the Older smokers.

	n=1005		n=389		n=616	
	Total		Younger		Older	
Poor	8%		4%		13%	
Fair	17%		12%		23%	
Good	40%		41%		38%	
Very good	27%		34%		19%	
Excellent	8%		9%		7%	



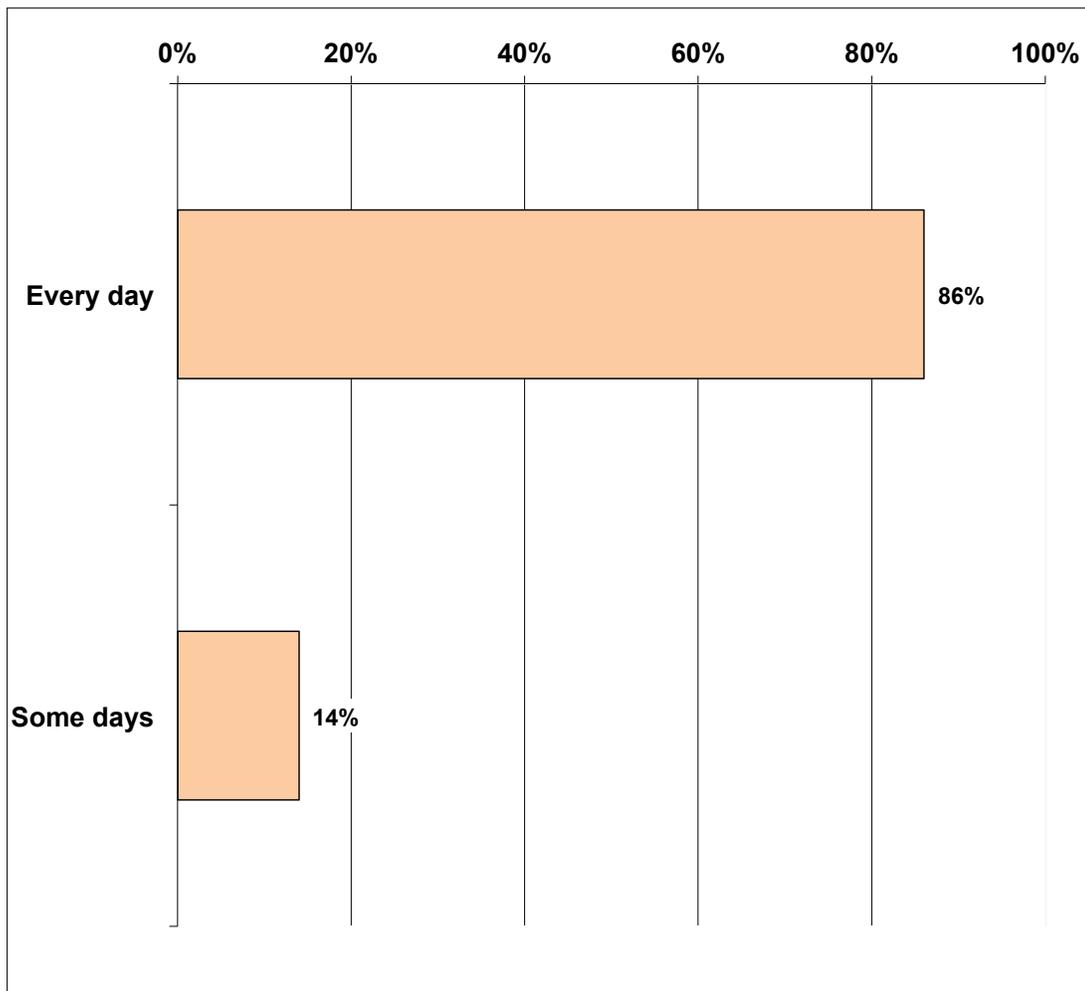
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Poor	6.3%	9.7%	2.1%	5.9%	10.3%	15.7%
Fair	14.7%	19.3%	8.8%	15.2%	19.7%	26.3%
Good	37.0%	43.0%	36.1%	45.9%	34.2%	41.8%
Very good	24.3%	29.7%	29.3%	38.7%	15.9%	22.1%
Excellent	6.3%	9.7%	6.2%	11.8%	5.0%	9.0%

Smoking Frequency

Do you currently smoke <tobacco type> every day or some days?

A large percentage of the respondents smoke tobacco on a daily basis.
More Older smokers smoke daily compared to Younger smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Every day	86%	83%	90%
Some days	14%	17%	10%



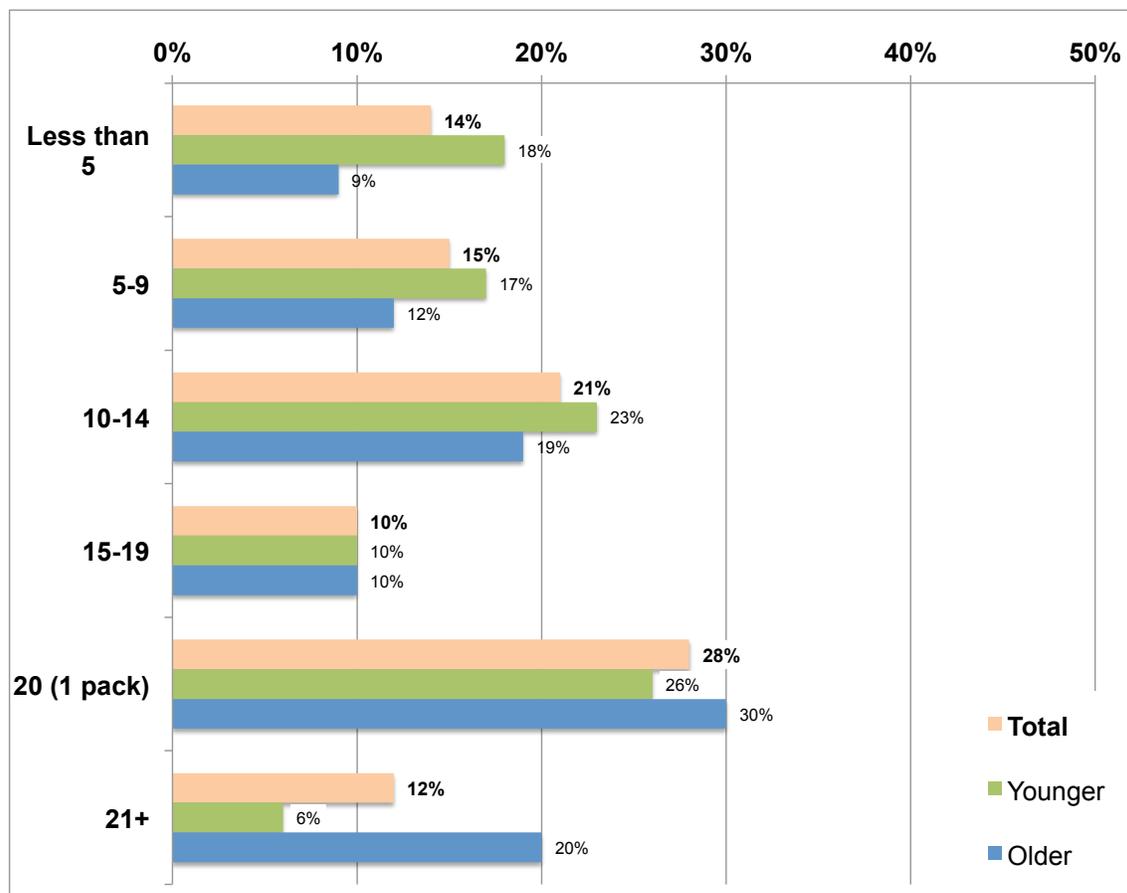
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Every day	83.9%	88.1%	79.3%	86.7%	87.6%	92.4%
Some days	11.9%	16.1%	13.3%	20.7%	7.6%	12.4%

Amount of Tobacco Used

On average, how many <tobacco type> do you smoke on the days when you smoke?

Approximately a quarter of the respondents smoke 20 cigarettes a day.* The Younger smokers smoke fewer cigarettes per day than the older respondents, with 35% compared to 21% smoking between 1-9 per day.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Less than 5	14%		18%	9%		
5-9	15%		17%	12%		
10-14	21%		23%	19%		
15-19	10%		10%	10%		
20 (1 pack)	28%		26%	30%		
21+	12%		6%	20%		



*Or alternate tobacco type including cigars, cigarillos or pipes

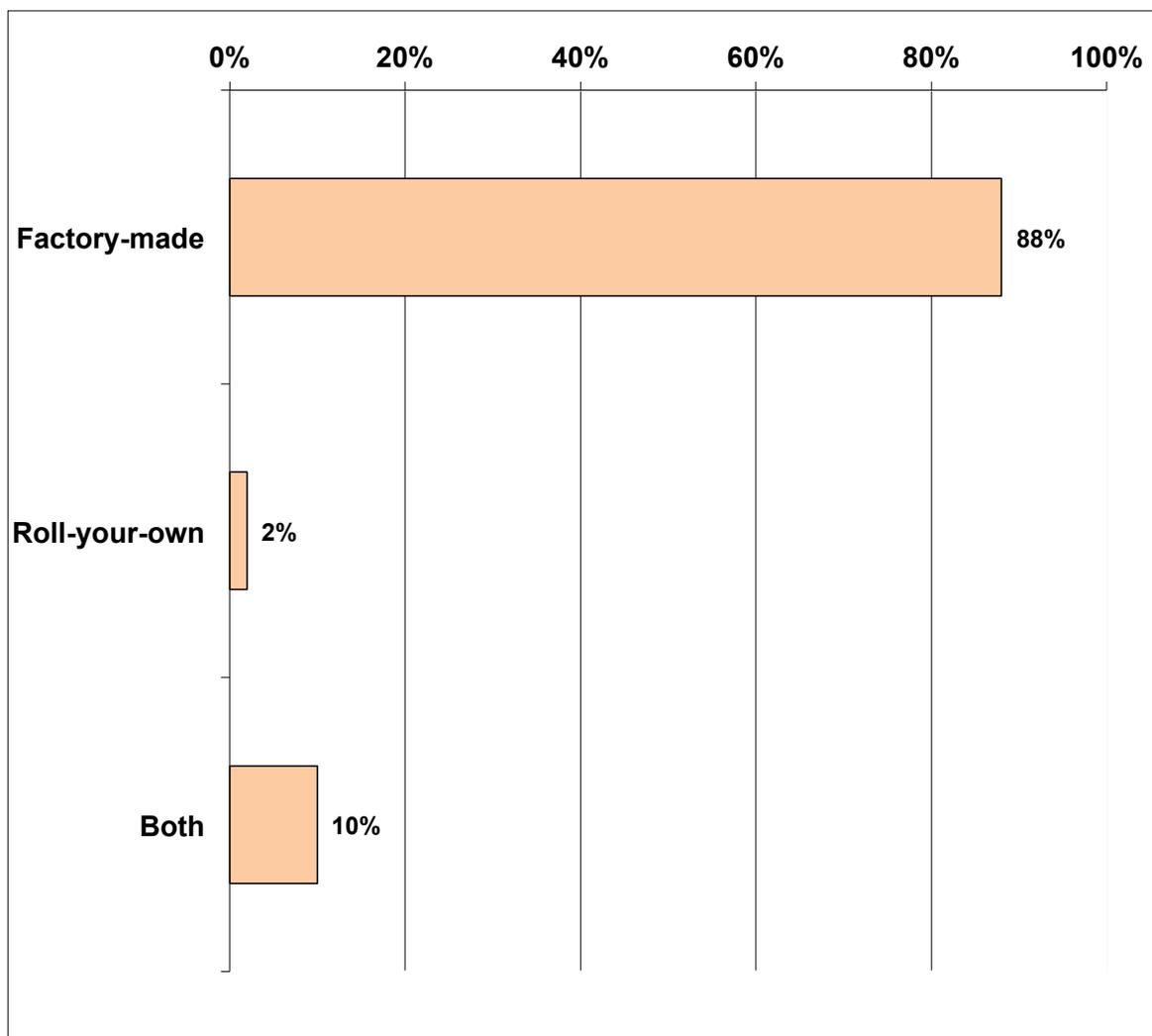
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Less than 5	11.9%	16.1%	14.2%	21.8%	6.7%	11.3%
5-9	12.8%	17.2%	13.3%	20.7%	9.4%	14.6%
10-14	18.5%	23.5%	18.8%	27.2%	15.9%	22.1%
15-19	8.1%	11.9%	7.0%	13.0%	7.6%	12.4%
20 (1 pack)	25.2%	30.8%	21.6%	30.4%	26.4%	33.6%
21+	10.0%	14.0%	3.6%	8.4%	16.8%	23.2%

Cigarette Type

Do you smoke factory-made cigarettes, roll your own cigarettes, or both?

The majority of the respondents smoke factory-made cigarettes with no differentiation between the Younger and Older smokers.

	n=958		n=374		n=584	
	Total		Younger	Older		
Factory-made	88%		86%	90%		
Roll-your-own	2%		2%	3%		
Both	10%		12%	8%		



	Total	
	Lower CI	Upper CI
Factory-made	85.9%	90.1%
Roll-your-own	1.1%	2.9%
Both	8.1%	11.9%

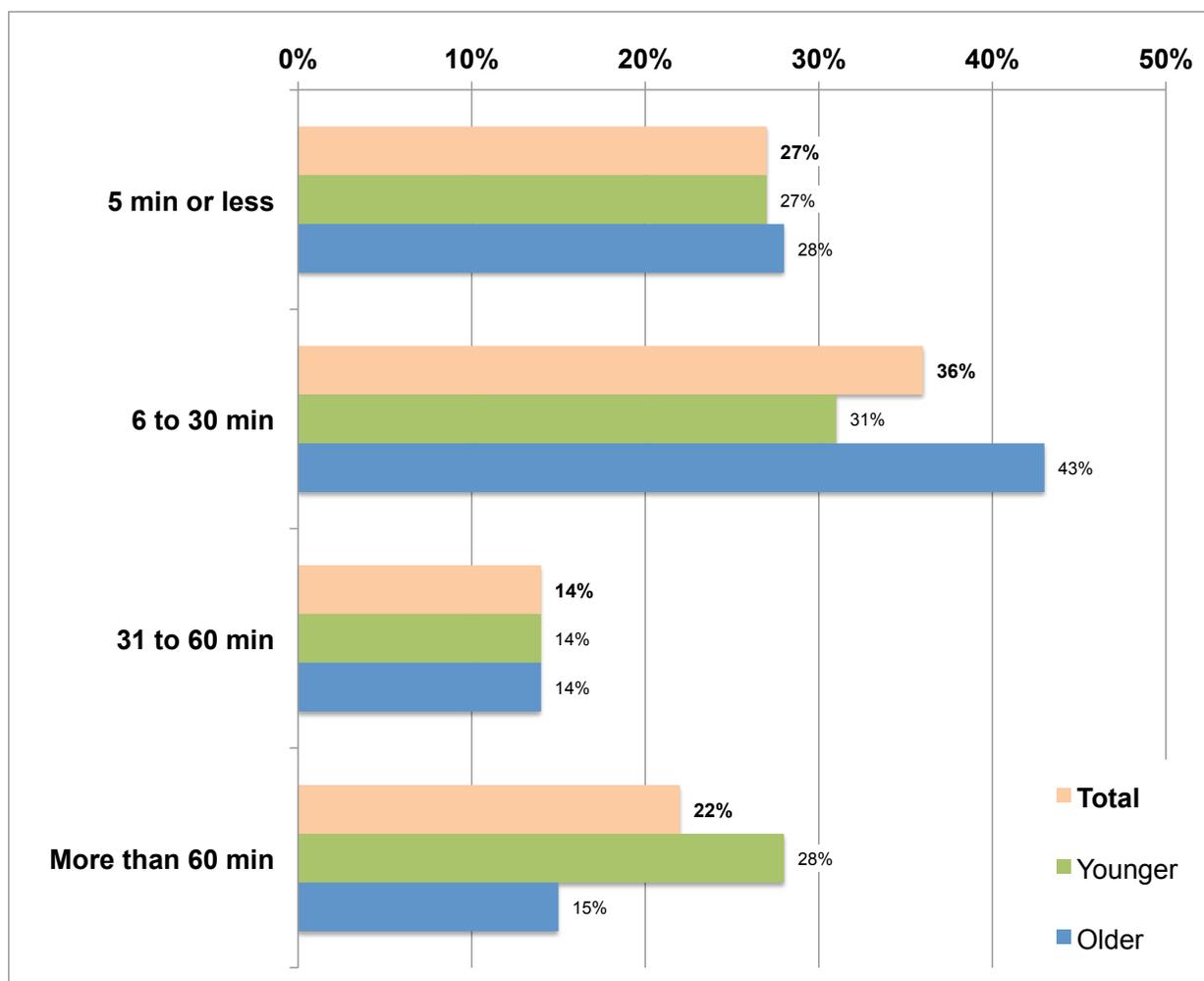
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Factory-made	82.5%	89.5%	87.6%	92.4%
Roll-your-own	0.6%	3.4%	1.6%	4.4%
Both	8.7%	15.3%	5.8%	10.2%

First Smoke of the Day

How soon after you wake up do you smoke your first <tobacco type>?

One measure of nicotine dependence is the length of time before the smoker's first smoke after waking. Approximately 3 out of 10 smokers (27%) report smoking within 5 minutes of waking up. A larger percentage of the Younger smokers wait more than 60 minutes before smoking compared to the Older smokers.

	n=1005		n=389		n=616	
	Total		Younger	Older		
5 min or less	27%		27%	28%		
6 to 30 min	36%		31%	43%		
31 to 60 min	14%		14%	14%		
More than 60 min	22%		28%	15%		



	Total	
	Lower CI	Upper CI
5 min or less	24.3%	29.7%
6 to 30 min	33.0%	39.0%
31 to 60 min	11.9%	16.1%
More than 60 min	19.4%	24.6%

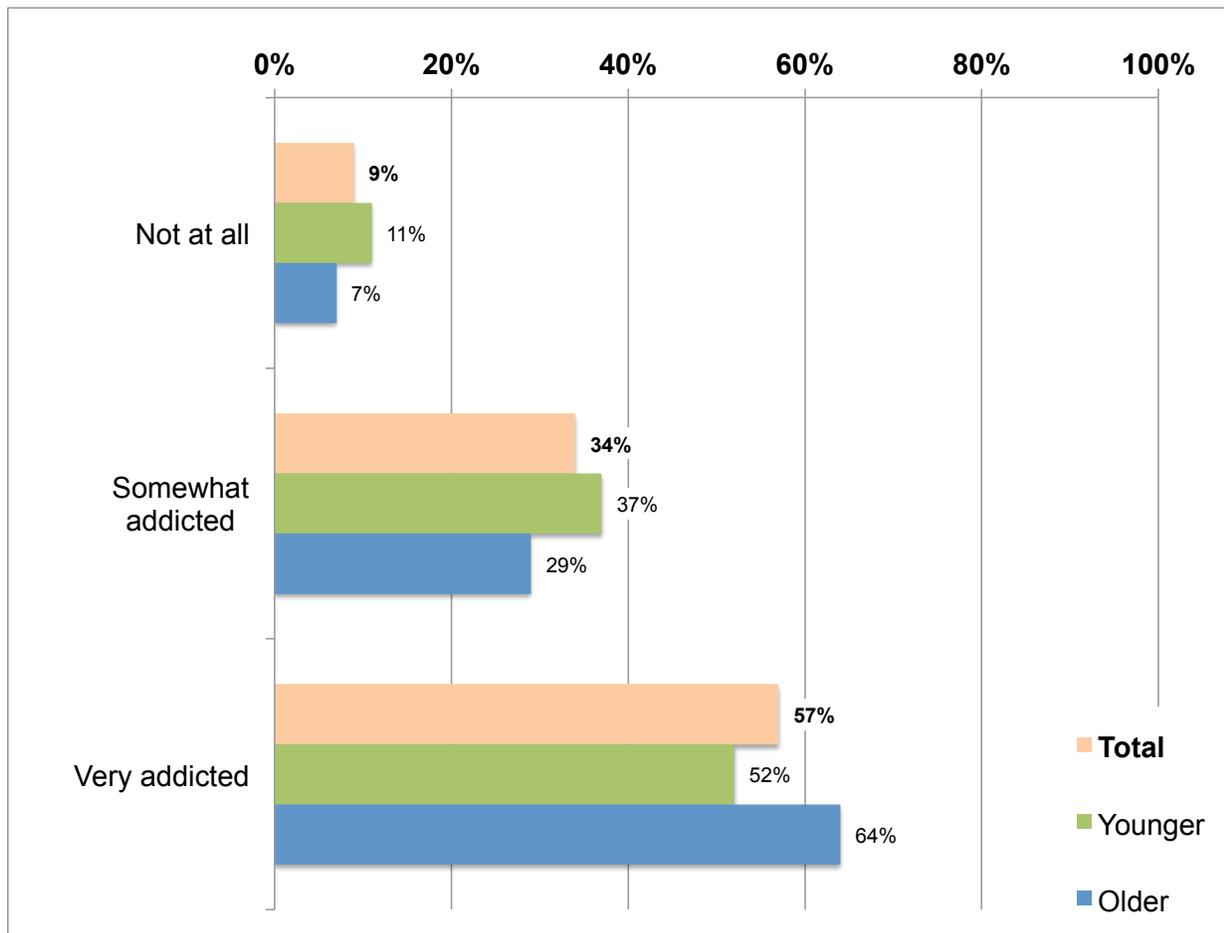
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
5 min or less	22.6%	31.4%	24.5%	31.5%
6 to 30 min	26.4%	35.6%	39.1%	46.9%
31 to 60 min	10.6%	17.4%	11.3%	16.7%
More than 60 min	23.5%	32.5%	12.2%	17.8%

Addiction Level

Would you say you are not at all addicted, somewhat addicted, or very addicted to <tobacco type>?

Self-described addiction assessment showed that over half (57%) of the smokers view themselves as "Very Addicted" to tobacco. A lower percentage of Younger smokers view themselves as very addicted compared to Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	9%	11%	7%
Somewhat addicted	34%	37%	29%
Very addicted	57%	52%	64%



	Total	
	Lower CI	Upper CI
Not at all	7.2%	10.8%
Somewhat addicted	31.1%	36.9%
Very addicted	53.9%	60.1%

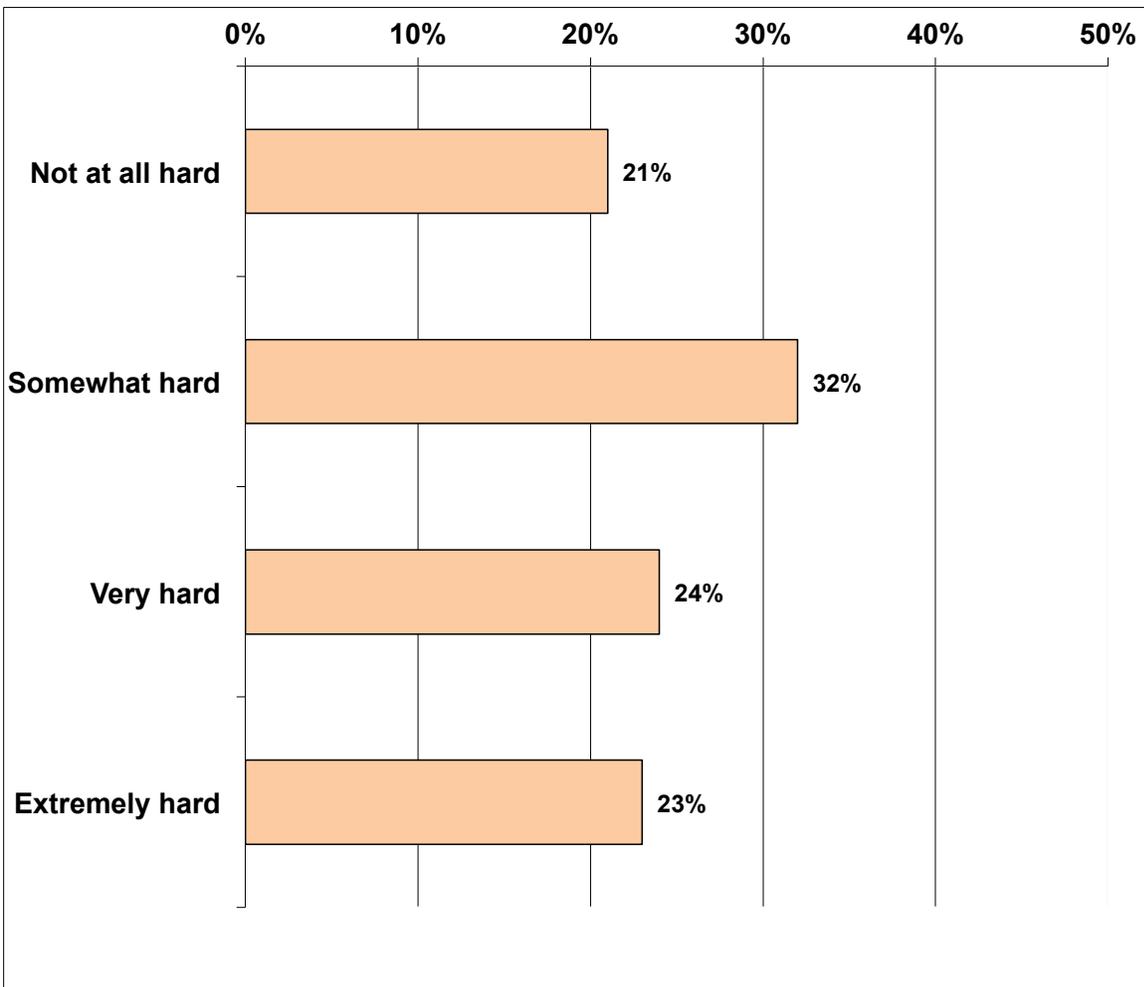
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	7.9%	14.1%	5.0%	9.0%
Somewhat addicted	32.2%	41.8%	25.4%	32.6%
Very addicted	47.0%	57.0%	60.2%	67.8%

Difficulty Level of Not Smoking

How hard is it to go without smoking for a whole day? Would you say not at all hard, somewhat hard, very hard, or extremely hard?

Another measure of addiction assessment is the ability of the user to forego tobacco use. When asked how hard it is to go a whole day without smoking, the respondents are evenly split between difficulty levels.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all hard	21%	24%	18%
Somewhat hard	32%	34%	29%
Very hard	24%	22%	26%
Extremely hard	23%	21%	26%



	Total	
	Lower CI	Upper CI
Not at all hard	18.5%	23.5%
Somewhat hard	29.1%	34.9%
Very hard	21.4%	26.6%
Extremely hard	20.4%	25.6%

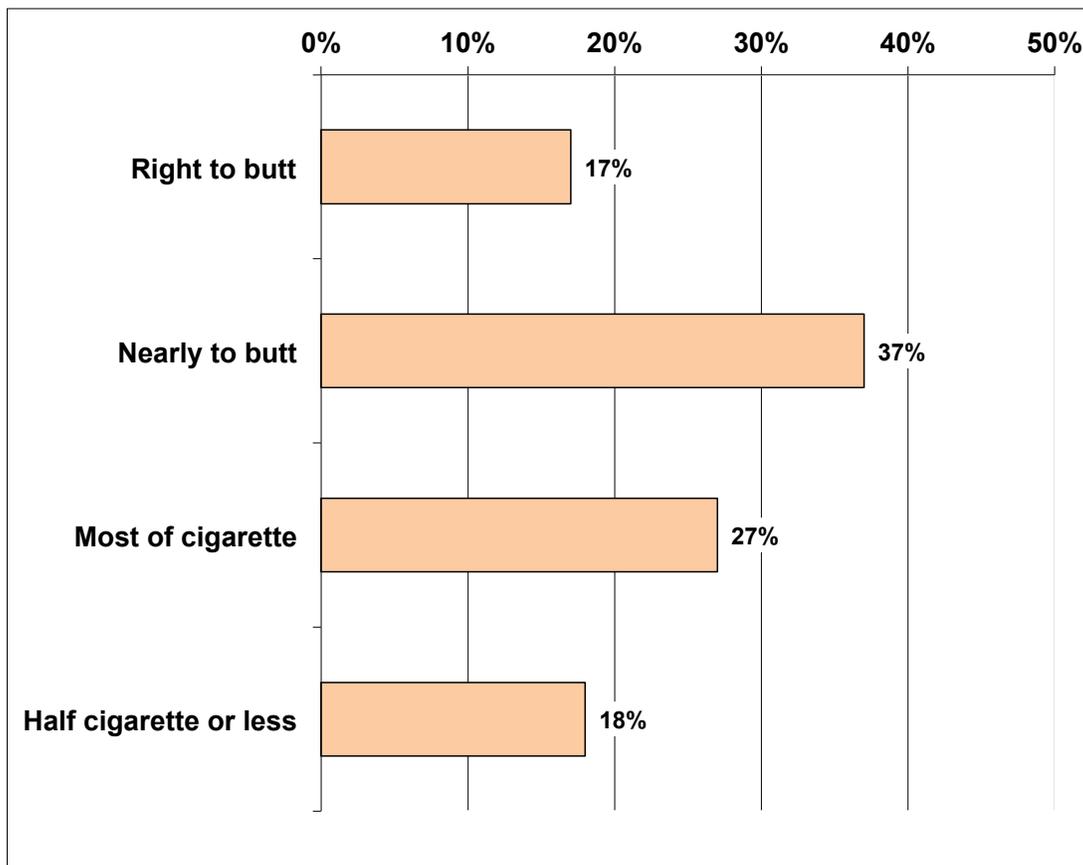
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Not at all hard	19.8%	28.2%	15.0%	21.0%
Somewhat hard	29.3%	38.7%	25.4%	32.6%
Very hard	17.9%	26.1%	22.5%	29.5%
Extremely hard	17.0%	25.0%	22.5%	29.5%

Amount of Item Smoked

Normally, how much of the <tobacco type> do you usually smoke? Right to the butt, nearly to the butt, most of the <tobacco type>, or about half the <tobacco type> or less?

When asked how much of the tobacco product they normally smoke, nearly 4 out of 10 smokers report that they smoke "Nearly to the butt."

	n=1005	n=389	n=616
	Total	Younger	Older
Right to butt	17%	19%	15%
Nearly to butt	37%	40%	33%
Most of cigarette	27%	26%	30%
Half cigarette or less	18%	14%	22%
Not applicable	1%	1%	1%



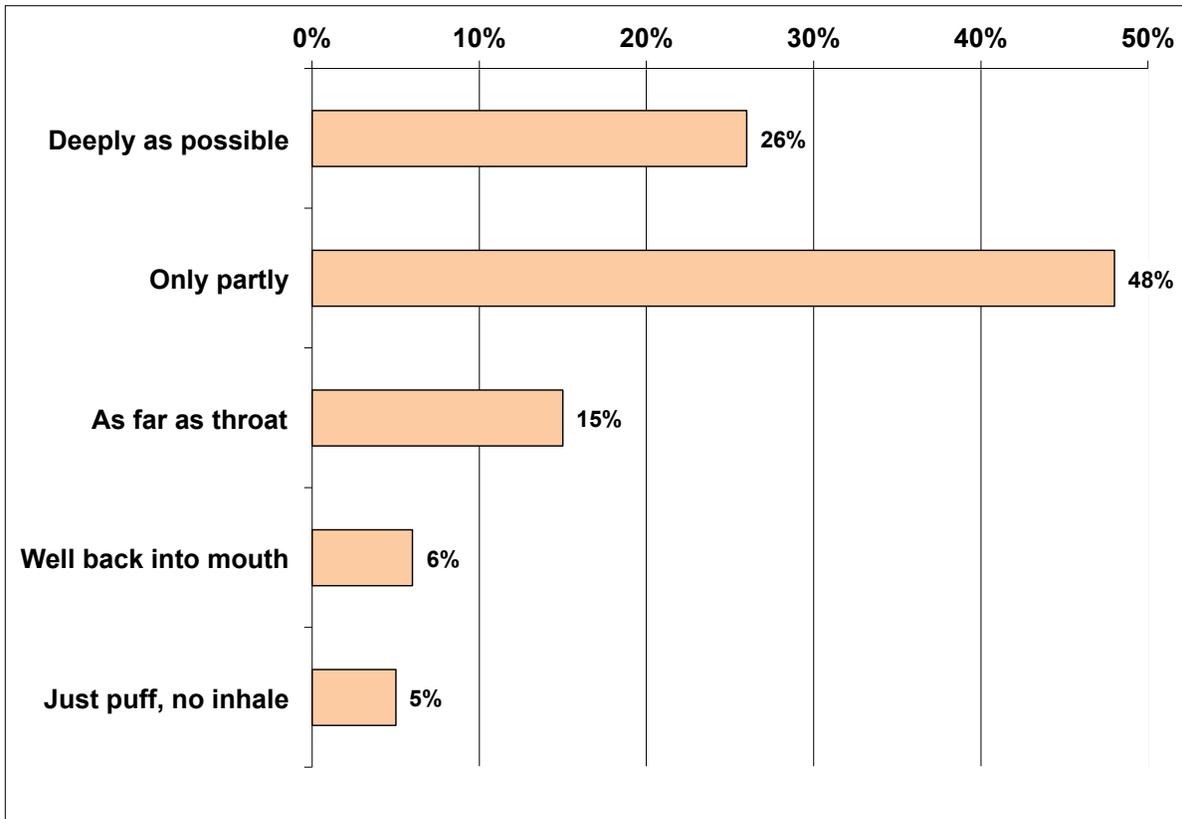
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Right to butt	14.7%	19.3%	15.1%	22.9%	12.2%	17.8%
Nearly to butt	34.0%	40.0%	35.1%	44.9%	29.3%	36.7%
Most of cigarette	24.3%	29.7%	21.6%	30.4%	26.4%	33.6%
Half cigarette or less	15.6%	20.4%	10.6%	17.4%	18.7%	25.3%

Strength of Inhalation

Which of the following best describes how strongly you usually inhale when you smoke . . . you inhale as deeply into your chest as possible, you inhale only partly into your chest, you inhale as far back as your throat, you inhale well back into your mouth, or you just puff, you don't really inhale?

Nearly half of the smokers (48%) report that they only partly inhale when smoking. More Younger smokers report inhaling as deeply as possible than Older smokers.

	n=1005		n=389		n=616	
	Total		Younger		Older	
Deeply as possible	26%		31%		20%	
Only partly	48%		43%		54%	
As far as throat	15%		17%		14%	
Well back into mouth	6%		6%		5%	
Just puff, no inhale	5%		4%		7%	



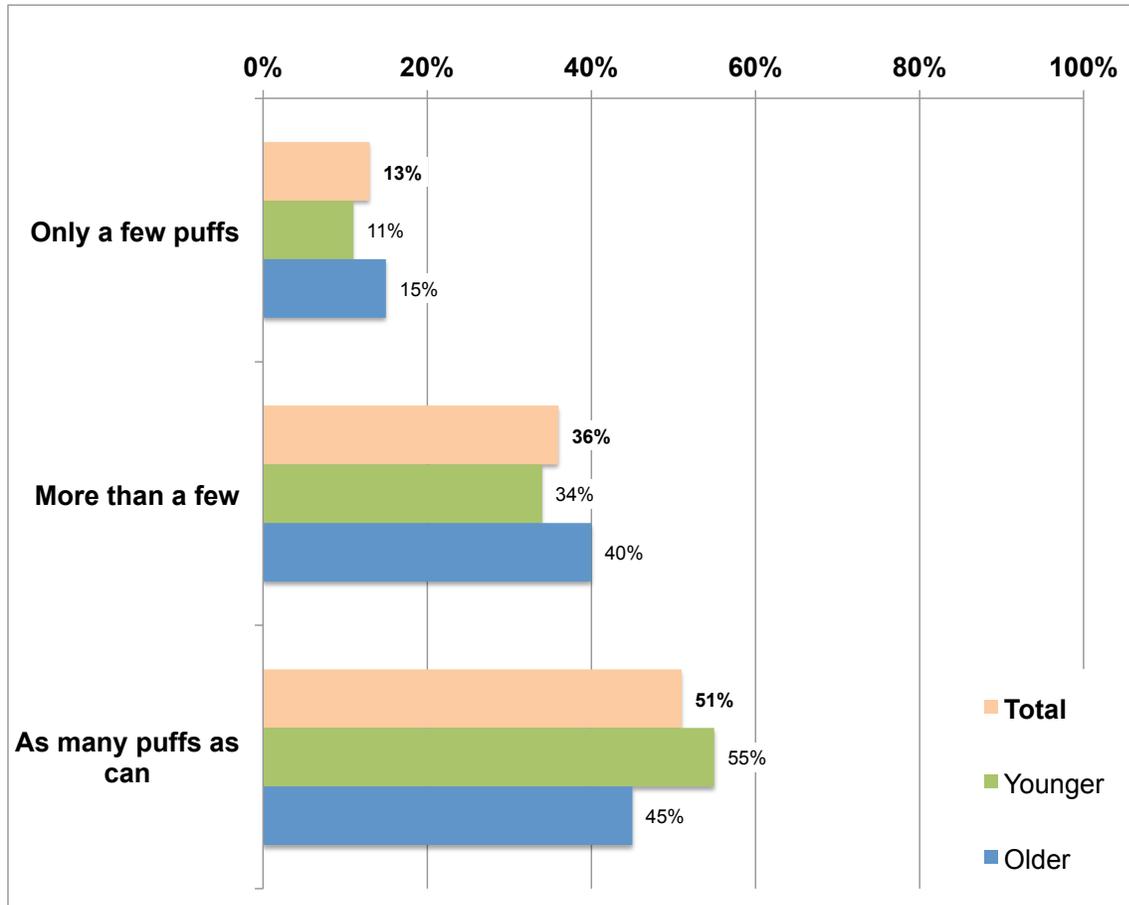
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Deeply as possible	23.3%	28.7%	26.4%	35.6%	16.8%	23.2%
Only partly	44.9%	51.1%	38.1%	47.9%	50.1%	57.9%
As far as throat	12.8%	17.2%	13.3%	20.7%	11.3%	16.7%
Well back into mouth	4.5%	7.5%	3.6%	8.4%	3.3%	6.7%
Just puff, no inhale	3.7%	6.3%	2.1%	5.9%	5.0%	9.0%

Amount of Puffs

Which of the following statements best describes how many puffs you usually take when you smoke a <tobacco type> . . . You only take a few puffs on each <tobacco type>, you take more than a few puffs, but not as many as you could, or you take as many puffs as you can on each <tobacco type>?

Over half (51%) of the total smokers report taking as many puffs as they can when they smoke. A higher percentage of Younger smokers compared to Older smokers report greater level of puffing.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Only a few puffs	13%		11%	15%		
More than a few	36%		34%	40%		
As many puffs as can	51%		55%	45%		



	Total	
	Lower CI	Upper CI
Only a few puffs	10.9%	15.1%
More than a few	33.0%	39.0%
As many puffs as can	47.9%	54.1%

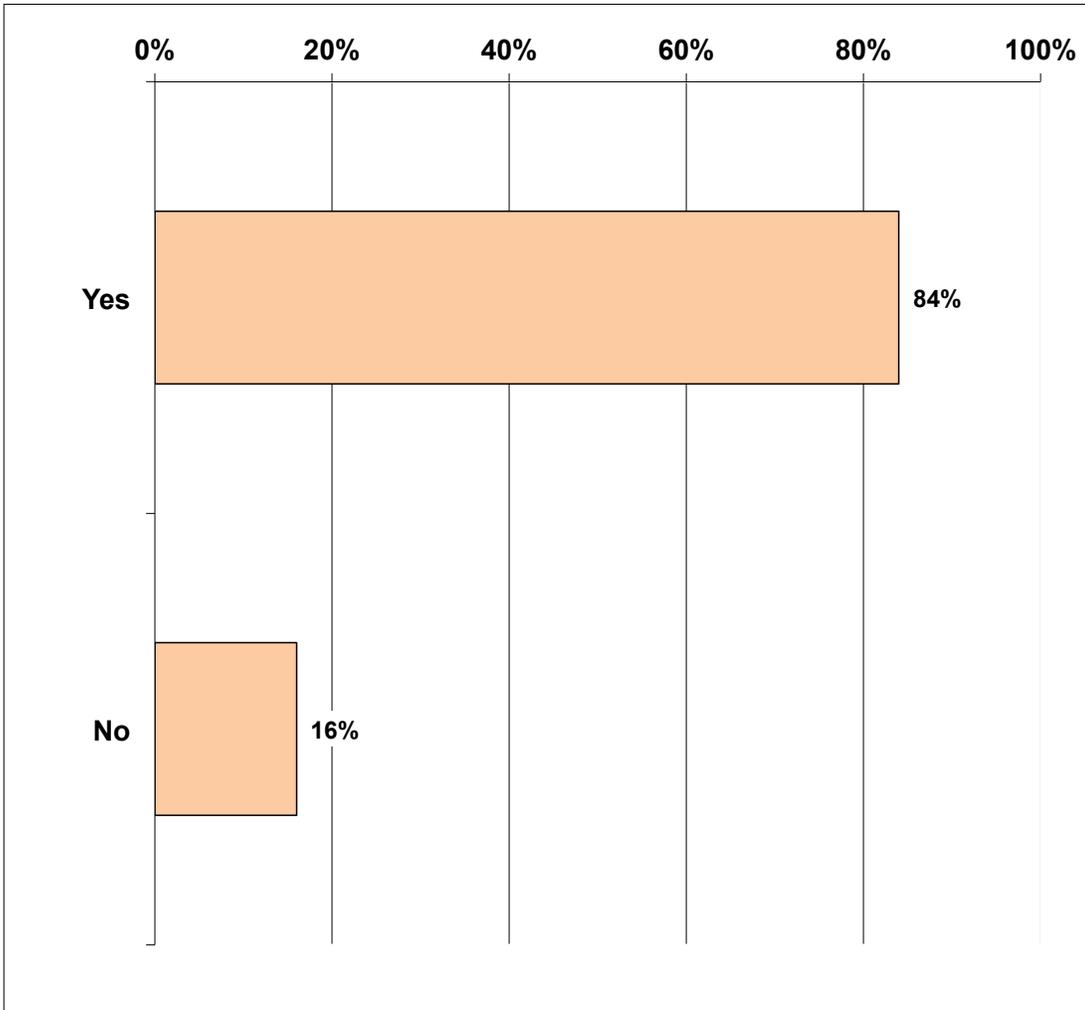
Younger		Older	
Lower CI	Upper CI	Lower CI	Upper CI
7.9%	14.1%	12.2%	17.8%
29.3%	38.7%	36.1%	43.9%
50.1%	59.9%	41.1%	48.9%

Quit Attempt

Have you ever tried to quit smoking?

The majority (84%) of smokers have tried to quit smoking.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	84%	81%	88%
No	16%	19%	12%



	Total	
	Lower CI	Upper CI
Yes	81.7%	86.3%
No	13.7%	18.3%

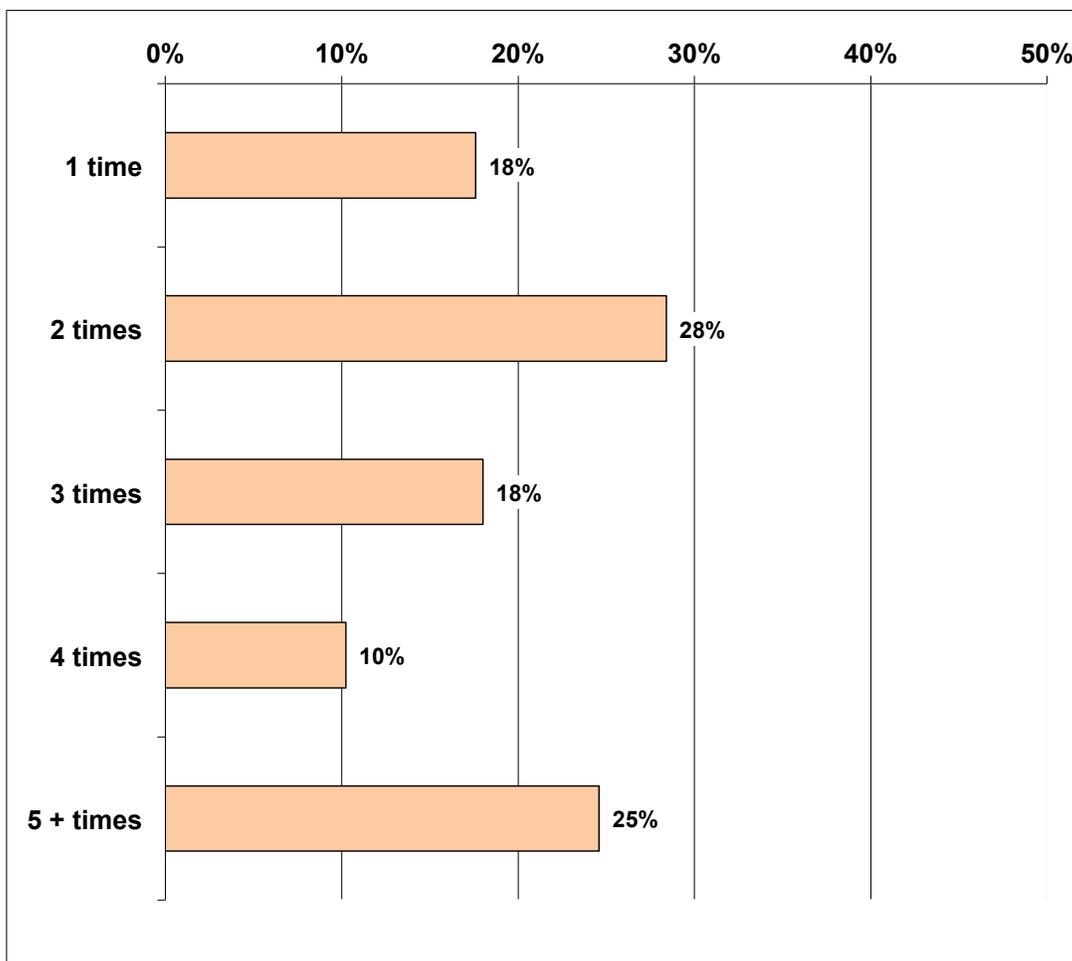
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	77.1%	84.9%	85.4%	90.6%
No	15.1%	22.9%	9.4%	14.6%

Number of Quit Attempts

How many times have you tried to quit smoking?

Smokers who say they have tried to quit smoking were asked how many times they tried to quit. A quarter (25%) of all smokers report that they have tried to quit 5 or more times.

	n=853	n=313		n=540
	Total	Younger		Older
1 time	18%	20%		15%
2 times	28%	31%		26%
3 times	18%	17%		19%
4 times	10%	11%		9%
5 + times	25%	20%		30%
Too many to count	1%	1%		2%



	Total	
	Lower CI	Upper CI
1 time	15.0%	20.2%
2 times	25.4%	31.4%
3 times	15.4%	20.6%
4 times	8.2%	12.3%
5 + times	21.7%	27.5%
Too many to count	0.3%	1.7%

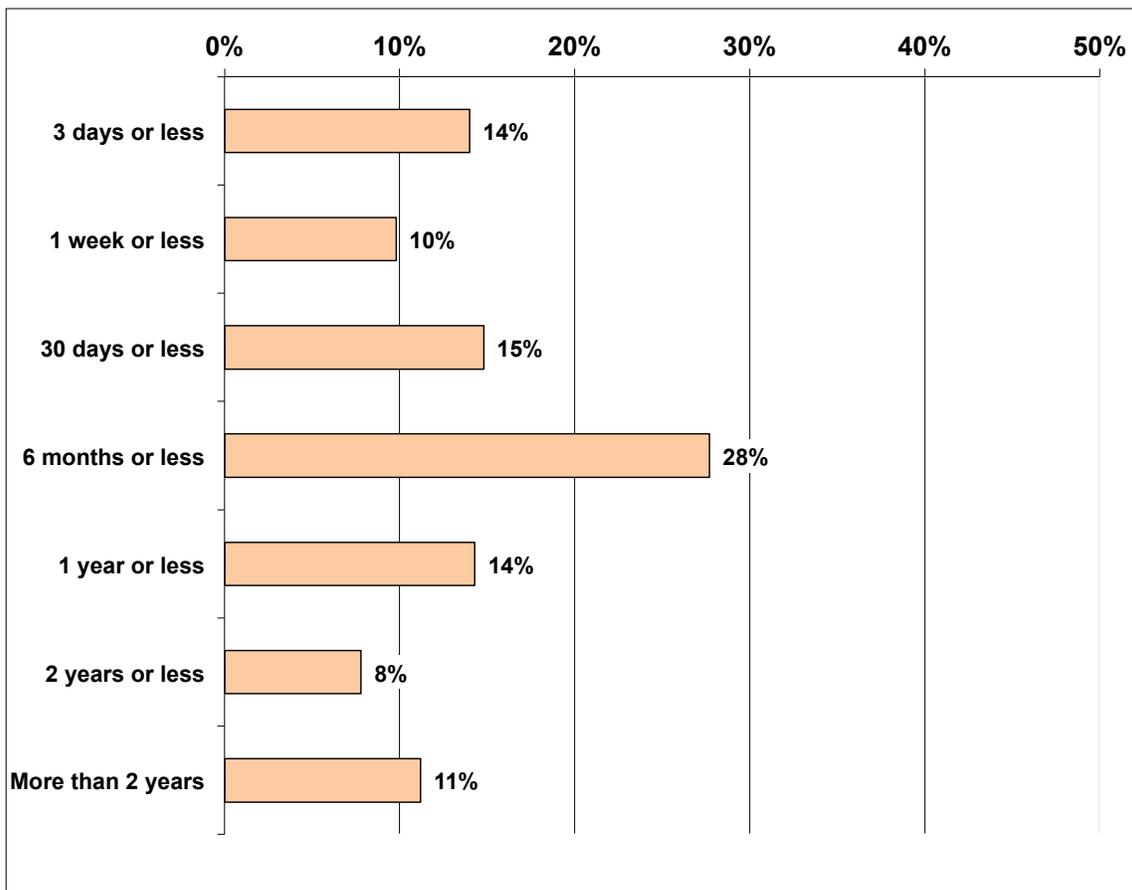
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
1 time	15.6%	24.4%	11.8%	17.8%
2 times	25.7%	35.9%	21.9%	29.3%
3 times	13.0%	21.4%	15.7%	22.3%
4 times	7.8%	14.8%	6.4%	11.2%
5 + times	15.7%	24.5%	26.1%	33.9%
Too many to count	0.0%	1.5%	0.7%	2.9%

Longest Period Quit

Of all the times you tried to quit smoking, what was the longest period you stayed off <tobacco type> completely?

The majority of smokers were unable to maintain quit status for more than 6 months.

	n=853		n=313		n=540	
	Total		Younger	Older		
3 days or less	14%		15%	14%		
1 week or less	10%		9%	10%		
30 days or less	15%		14%	15%		
6 months or less	28%		30%	25%		
1 year or less	14%		16%	12%		
2 years or less	8%		5%	11%		
More than 2 years	11%		10%	13%		



	Total	
	Lower CI	Upper CI
3 days or less	11.7%	16.3%
1 week or less	7.8%	11.8%
30 days or less	12.4%	17.2%
6 months or less	24.7%	30.7%
1 year or less	12.0%	16.6%
2 years or less	6.0%	9.6%
More than 2 years	9.1%	13.3%

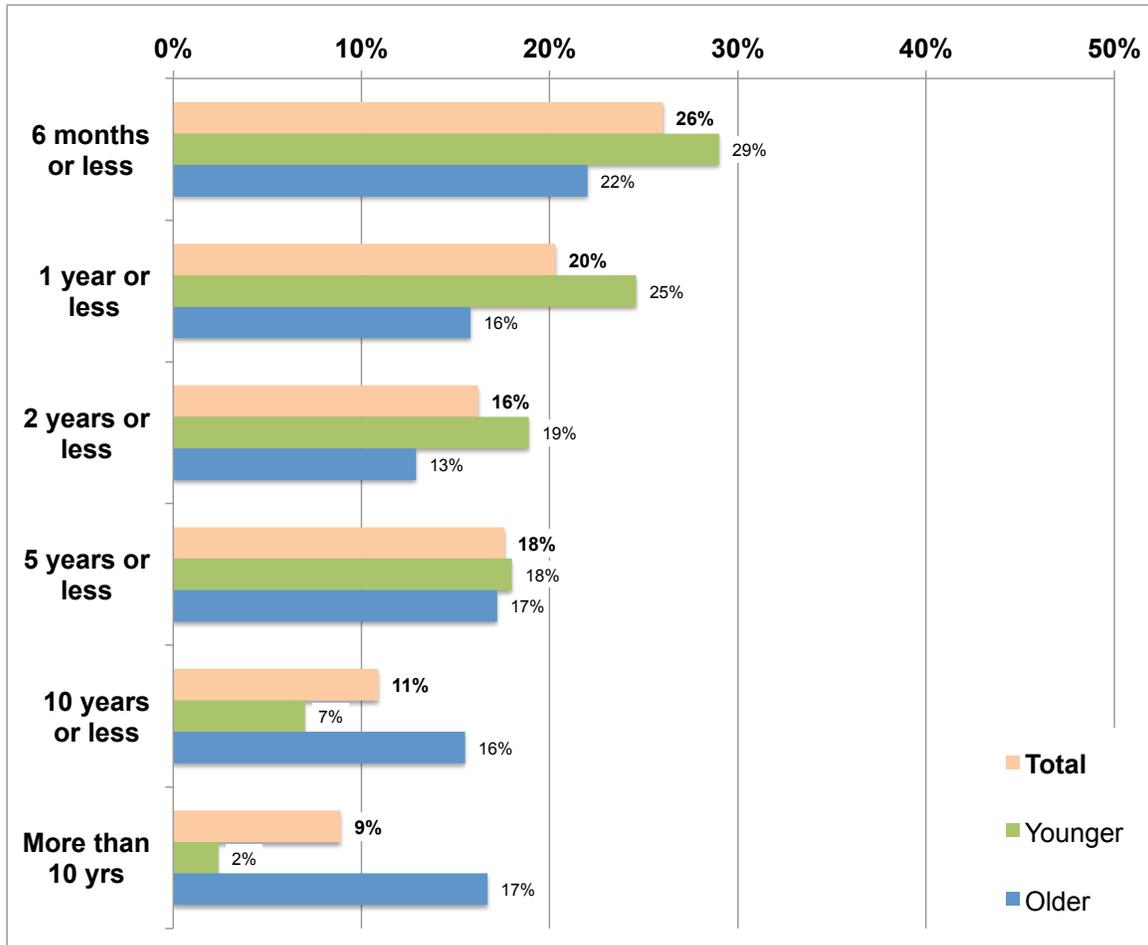
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
3 days or less	11.0%	19.0%	11.1%	16.9%
1 week or less	6.2%	12.6%	7.7%	12.9%
30 days or less	10.4%	18.2%	12.4%	18.4%
6 months or less	25.2%	35.4%	20.9%	28.1%
1 year or less	12.2%	20.4%	9.2%	14.6%
2 years or less	2.7%	7.5%	8.5%	13.7%
More than 2 years	6.3%	12.7%	10.3%	15.9%

Most Recent Quit Attempt

How long ago did your most recent serious quit attempt end?

Younger smokers report a more recent quit attempt than the Older smokers with 54% of the Younger smokers reporting a quit attempt within the past year, compared to 34% of the Older smokers.

	n=849	n=312	n=537
	Total	Younger	Older
6 months or less	26%	29%	22%
1 year or less	20%	25%	16%
2 years or less	16%	19%	13%
5 years or less	18%	18%	17%
10 years or less	11%	7%	16%
More than 10 yrs	9%	2%	17%



	Total	
	Lower CI	Upper CI
6 months or less	23.0%	29.0%
1 year or less	17.6%	23.0%
2 years or less	13.7%	18.7%
5 years or less	15.0%	20.2%
10 years or less	8.8%	13.0%
More than 10 yrs	7.0%	10.8%

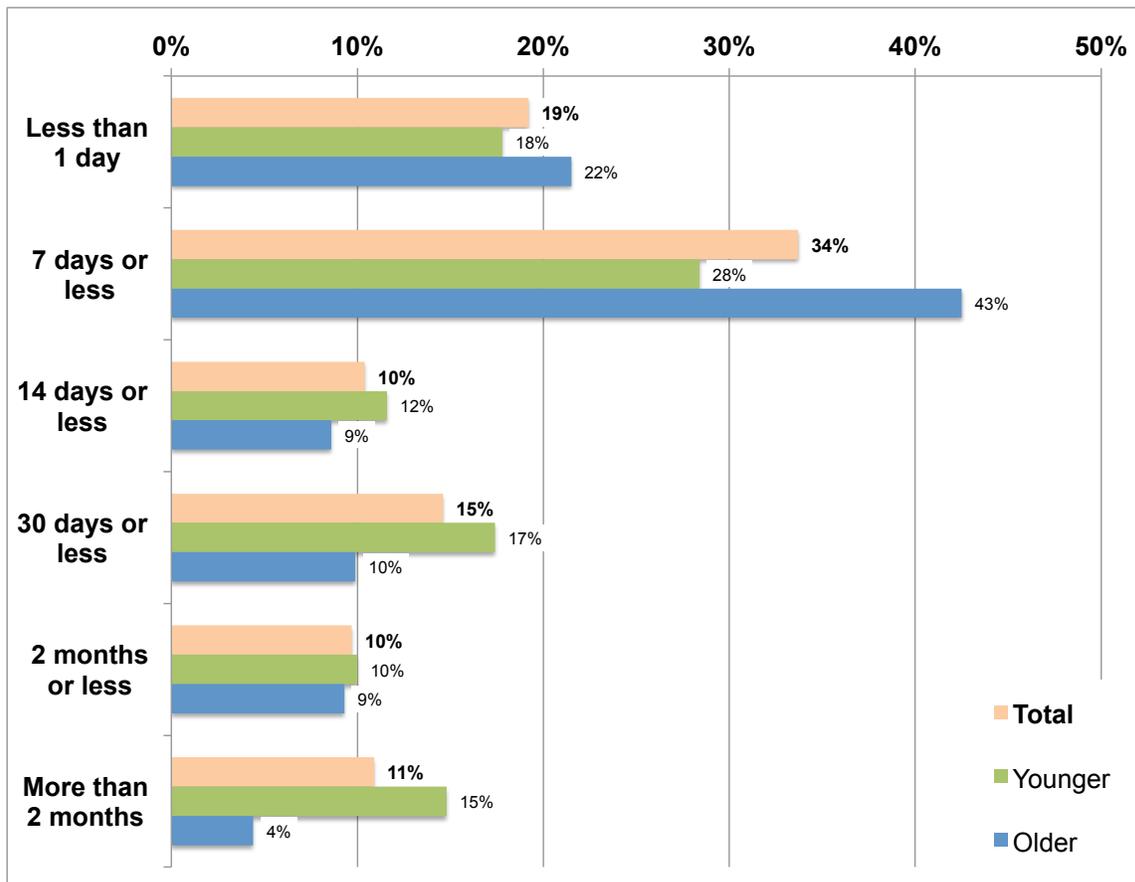
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
6 months or less	24.0%	34.0%	18.5%	25.5%
1 year or less	19.8%	29.4%	12.7%	18.9%
2 years or less	14.6%	23.2%	10.1%	15.7%
5 years or less	13.7%	22.3%	14.0%	20.4%
10 years or less	4.2%	9.8%	12.4%	18.6%
More than 10 yrs	0.7%	4.1%	13.5%	19.9%

Longest Quit Attempt Last 6 Months

Thinking about any quit attempt that ended within the last 6 months, what is the longest time you stayed smoke-free?

Younger smokers report longer times of staying smoke-free compared to Older smokers. A majority of Older smokers report remaining smoke-free for only 7 days or less.

	n=243	n=110	n=133
	Total	Younger	Older
Less than 1 day	19%	18%	22%
7 days or less	34%	28%	43%
14 days or less	10%	12%	9%
30 days or less	15%	17%	10%
2 months or less	10%	10%	9%
More than 2 months	11%	15%	4%
Refused	2%	0%	4%



	Total	
	Lower CI	Upper CI
Less than 1 day	14.2%	24.2%
7 days or less	27.8%	39.6%
14 days or less	6.6%	14.2%
30 days or less	10.2%	19.0%
2 months or less	6.0%	13.4%
More than 2 months	7.0%	14.8%

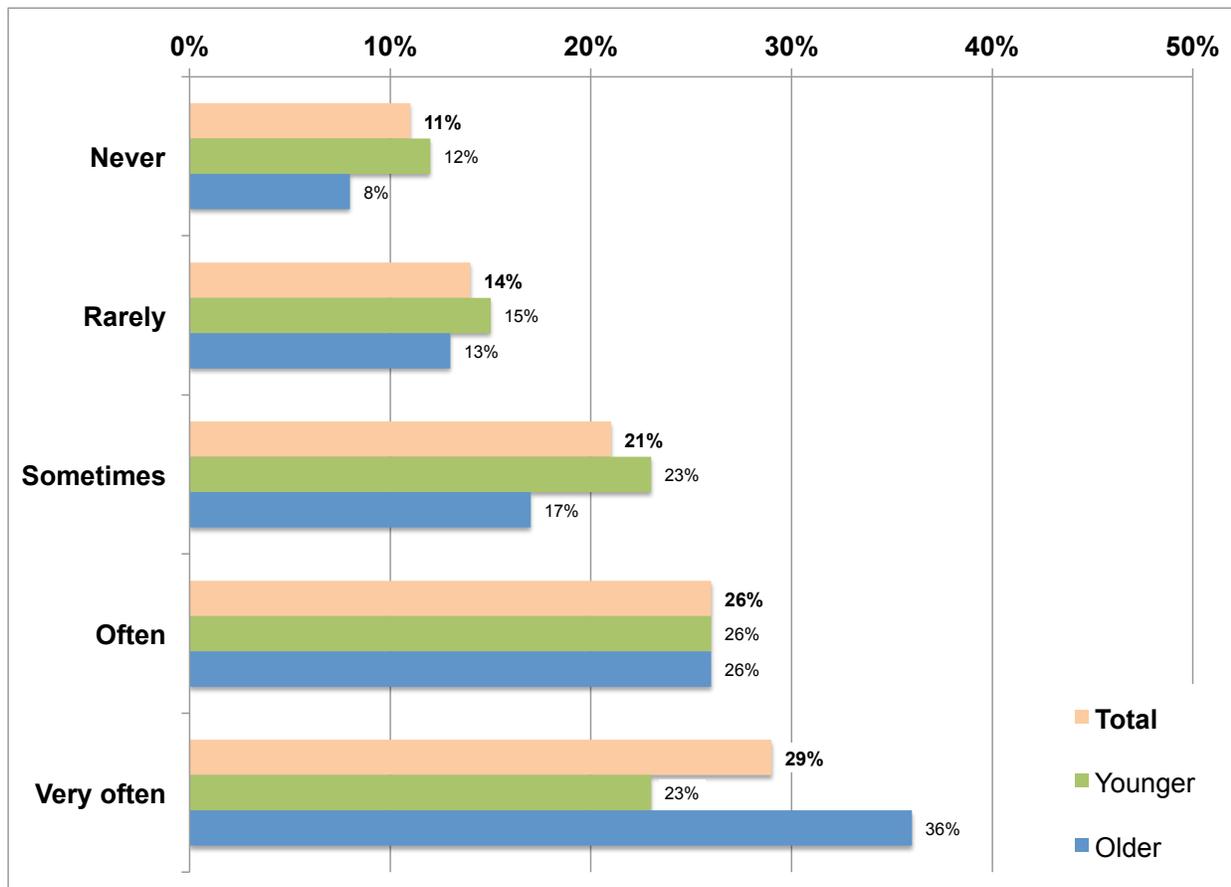
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Less than 1 day	10.7%	24.9%	14.5%	28.5%
7 days or less	20.0%	36.8%	34.1%	50.9%
14 days or less	5.6%	17.6%	3.8%	13.4%
30 days or less	10.3%	24.5%	4.8%	15.0%
2 months or less	4.4%	15.6%	4.4%	14.2%
More than 2 months	8.2%	21.4%	0.9%	7.9%

Thinking About Danger of Smoking

How often, if at all, did you think about the danger or other bad things about smoking? Would you say never, rarely, sometimes, often, or very often?

Approximately 1 out of 3 smokers think about the dangers of smoking "very often." The Younger smokers are less inclined to think about this danger "very often" with 23% compared to 36% of the Older smokers giving this response.

	n=1005	n=389	n=616
	Total	Younger	Older
Never	11%	12%	8%
Rarely	14%	15%	13%
Sometimes	21%	23%	17%
Often	26%	26%	26%
Very often	29%	23%	36%



	Total	
	Lower CI	Upper CI
Never	9.1%	12.9%
Rarely	11.9%	16.1%
Sometimes	18.5%	23.5%
Often	23.3%	28.7%
Very often	26.2%	31.8%

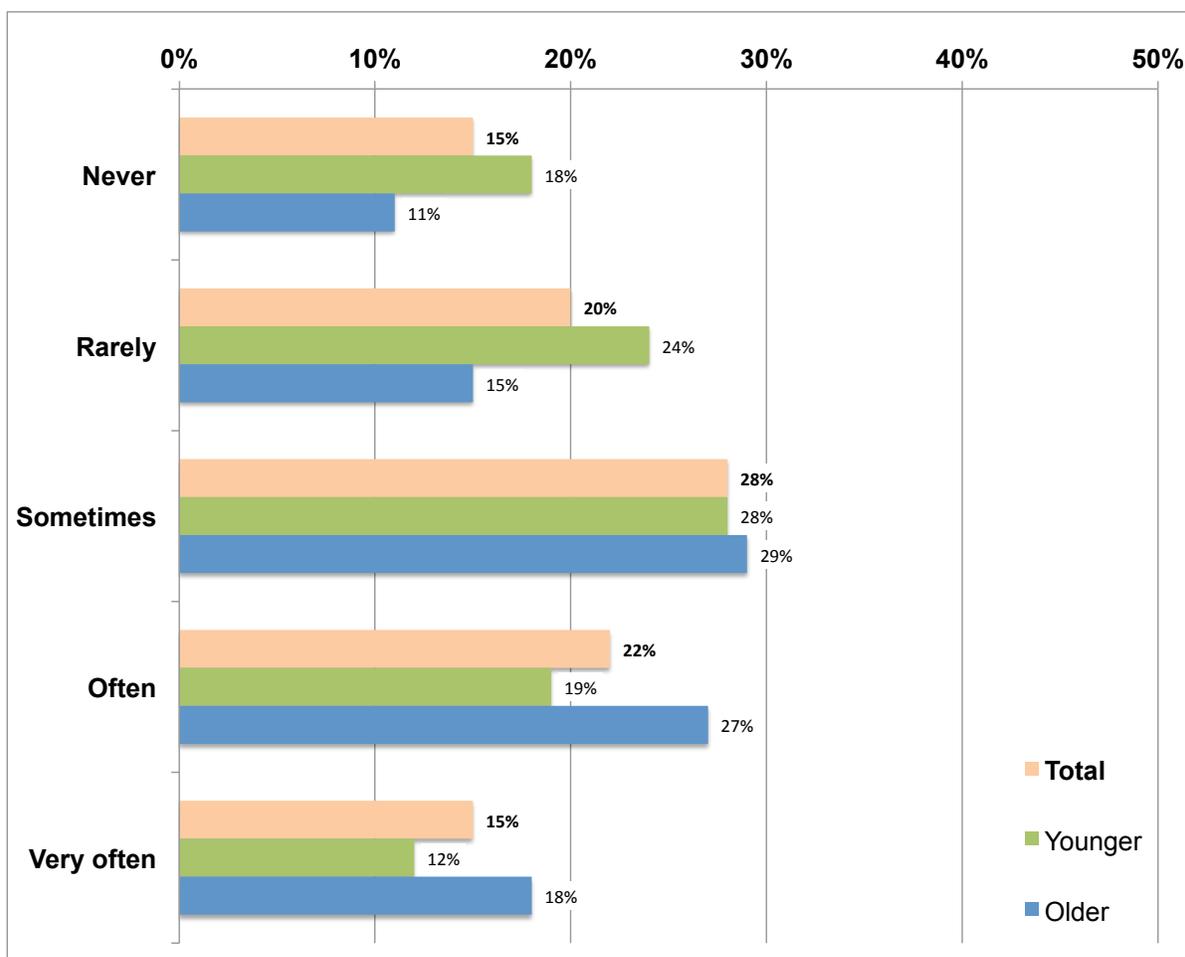
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Never	8.8%	15.2%	5.9%	10.1%
Rarely	11.5%	18.5%	10.3%	15.7%
Sometimes	18.8%	27.2%	14.0%	20.0%
Often	21.6%	30.4%	22.5%	29.5%
Very often	18.8%	27.2%	32.2%	39.8%

Enjoyment of Smoking

How often, if at all, did you think about how much you enjoy smoking?

One out of 3 smokers report low levels of enjoyment from smoking. The Younger smokers report lower levels of enjoyment from smoking with 42% of this group reporting "rarely" or "never" compared to 26% of Older smokers.

	n=1005		n=389		n=616	
		Total	Younger		Older	
Never		15%	18%		11%	
Rarely		20%	24%		15%	
Sometimes		28%	28%		29%	
Often		22%	19%		27%	
Very often		15%	12%		18%	



	Total	
	Lower CI	Upper CI
Never	12.8%	17.2%
Rarely	17.5%	22.5%
Sometimes	25.2%	30.8%
Often	19.4%	24.6%
Very often	12.8%	17.2%

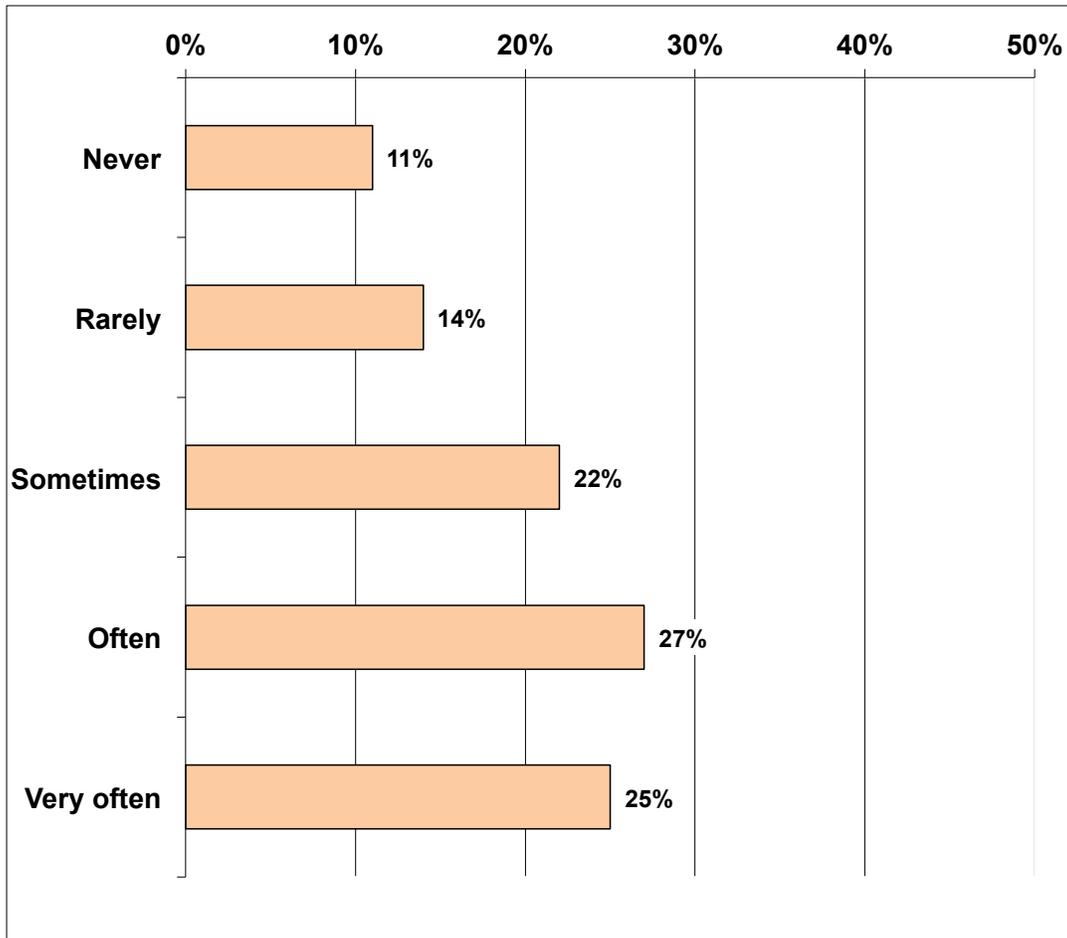
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Never	14.2%	21.8%	8.5%	13.5%
Rarely	19.8%	28.2%	12.2%	17.8%
Sometimes	23.5%	32.5%	25.4%	32.6%
Often	15.1%	22.9%	23.5%	30.5%
Very often	8.8%	15.2%	15.0%	21.0%

Thinking About Harm to Self

How often, if at all, did you think about the harm your smoking might be doing to you?

About 1 out of 10 smokers "never" think about the harm smoking might do to themselves.

	n=1005	n=389	n=616
	Total	Younger	Older
Never	11%	13%	8%
Rarely	14%	14%	15%
Sometimes	22%	25%	18%
Often	27%	25%	30%
Very often	25%	23%	29%



	Total	
	Lower CI	Upper CI
Never	9.1%	12.9%
Rarely	11.9%	16.1%
Sometimes	19.4%	24.6%
Often	24.3%	29.7%
Very often	22.3%	27.7%

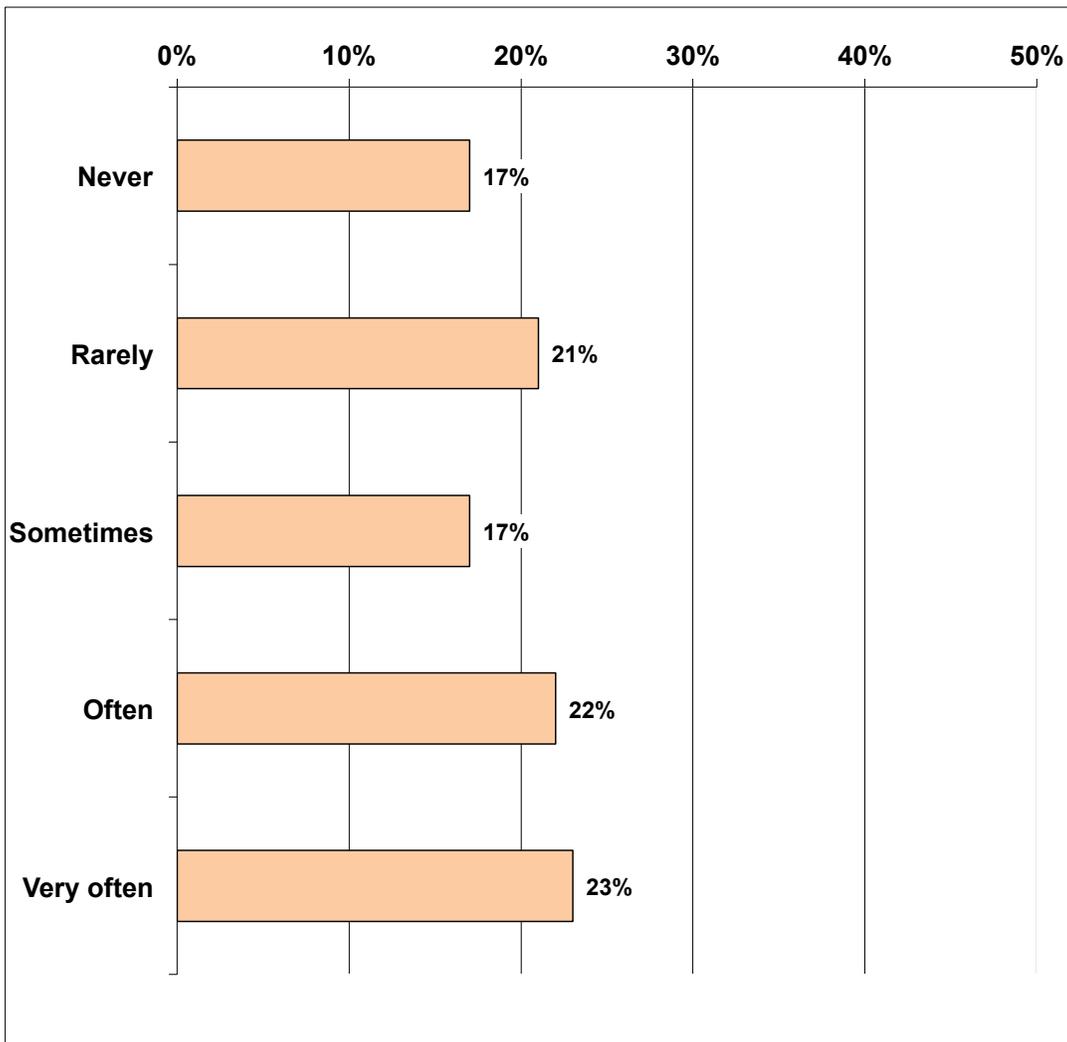
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Never	9.7%	16.3%	5.9%	10.1%
Rarely	10.6%	17.4%	12.2%	17.8%
Sometimes	20.7%	29.3%	15.0%	21.0%
Often	20.7%	29.3%	26.4%	33.6%
Very often	18.8%	27.2%	25.4%	32.6%

Thinking About Harm to Others

How often, if at all, did you think about the harm your smoking might be doing to other people?

About 1 out of 4 smokers think "very often" about the harm their smoking may do to others.

	n=1005	n=389	n=616
	Total	Younger	Older
Never	17%	16%	18%
Rarely	21%	22%	19%
Sometimes	17%	18%	15%
Often	22%	21%	24%
Very often	23%	24%	23%



	Total	
	Lower CI	Upper CI
Never	14.7%	19.3%
Rarely	18.5%	23.5%
Sometimes	14.7%	19.3%
Often	19.4%	24.6%
Very often	20.4%	25.6%

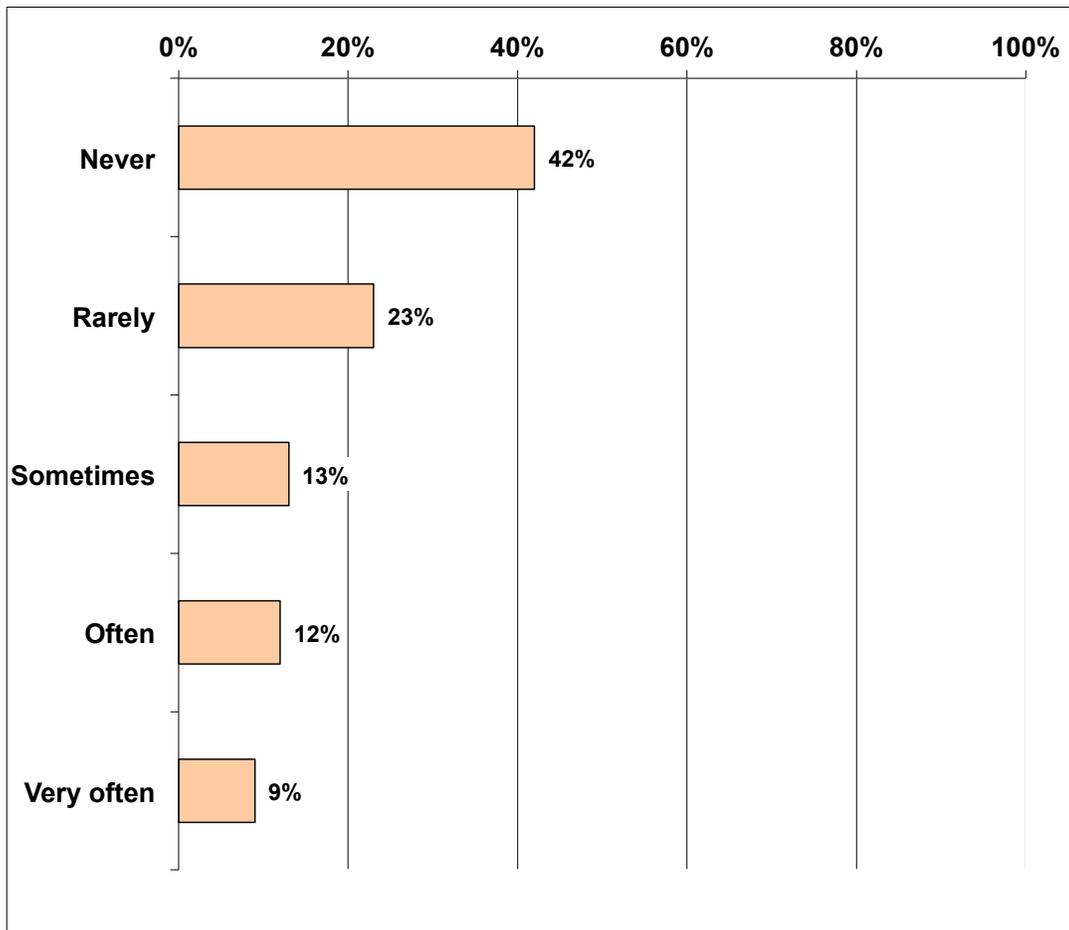
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Never	12.4%	19.6%	15.0%	21.0%
Rarely	17.9%	26.1%	15.9%	22.1%
Sometimes	14.2%	21.8%	12.2%	17.8%
Often	17.0%	25.0%	20.6%	27.4%
Very often	19.8%	28.2%	19.7%	26.3%

Thinking About Tobacco Company Conduct

How often, if at all, did you think about the bad conduct of tobacco companies?

Approximately 4 out of 10 (42%) smokers say they never think about the bad conduct of tobacco companies.

	n=1005	n=389	n=616
	Total	Younger	Older
Never	42%	46%	36%
Rarely	23%	23%	24%
Sometimes	13%	13%	14%
Often	12%	10%	14%
Very often	9%	8%	11%
Don't know	1%	1%	1%



	Total	
	Lower CI	Upper CI
Never	38.9%	45.1%
Rarely	20.4%	25.6%
Sometimes	10.9%	15.1%
Often	10.0%	14.0%
Very often	7.2%	10.8%

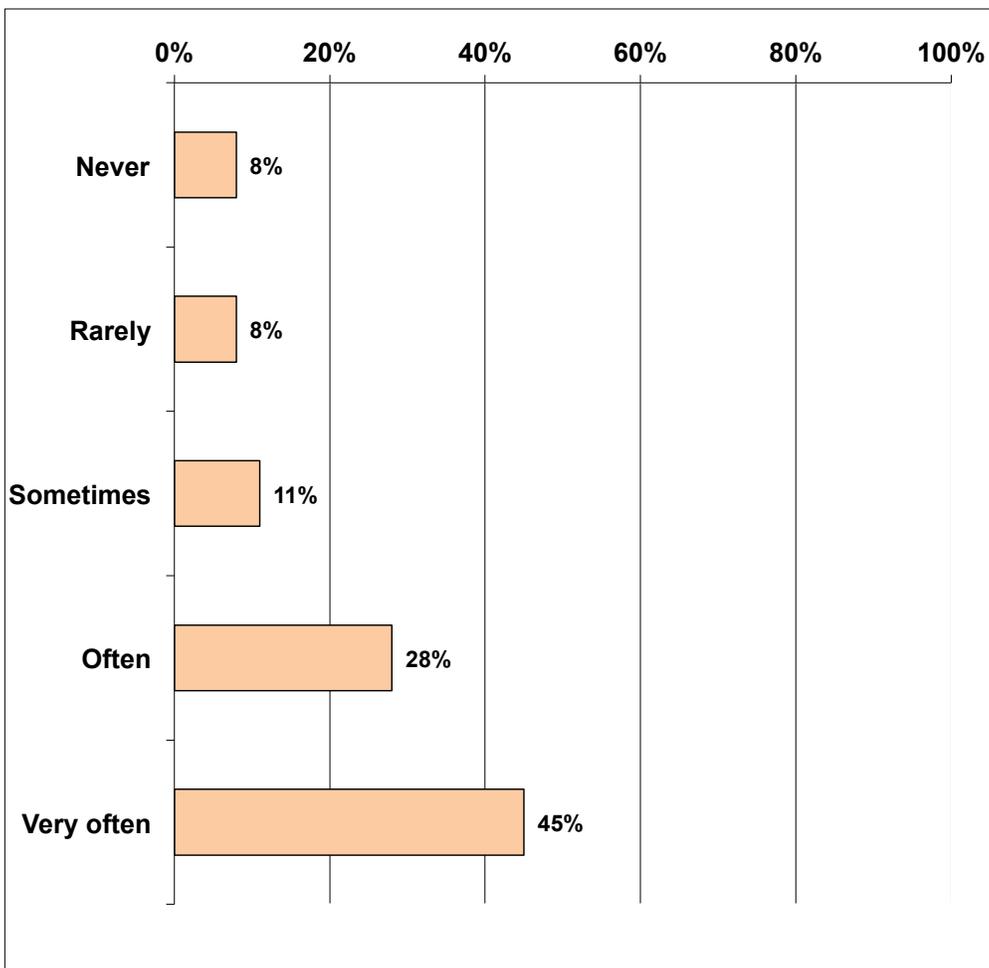
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Never	41.0%	51.0%	32.2%	39.8%
Rarely	18.8%	27.2%	20.6%	27.4%
Sometimes	9.7%	16.3%	11.3%	16.7%
Often	7.0%	13.0%	11.3%	16.7%
Very often	5.3%	10.7%	8.5%	13.5%

Thinking About Money Spent

How often, if at all, did you . . . think about the money you spend on smoking?

Nearly half (45%) of smokers report that they think about the money they spend on smoking "very often."

	n=1005	n=389	n=616
	Total	Younger	Older
Never	8%	10%	6%
Rarely	8%	8%	7%
Sometimes	11%	10%	11%
Often	28%	28%	29%
Very often	45%	44%	46%



	Total	
	Lower CI	Upper CI
Never	6.3%	9.7%
Rarely	6.3%	9.7%
Sometimes	9.1%	12.9%
Often	25.2%	30.8%
Very often	41.9%	48.1%

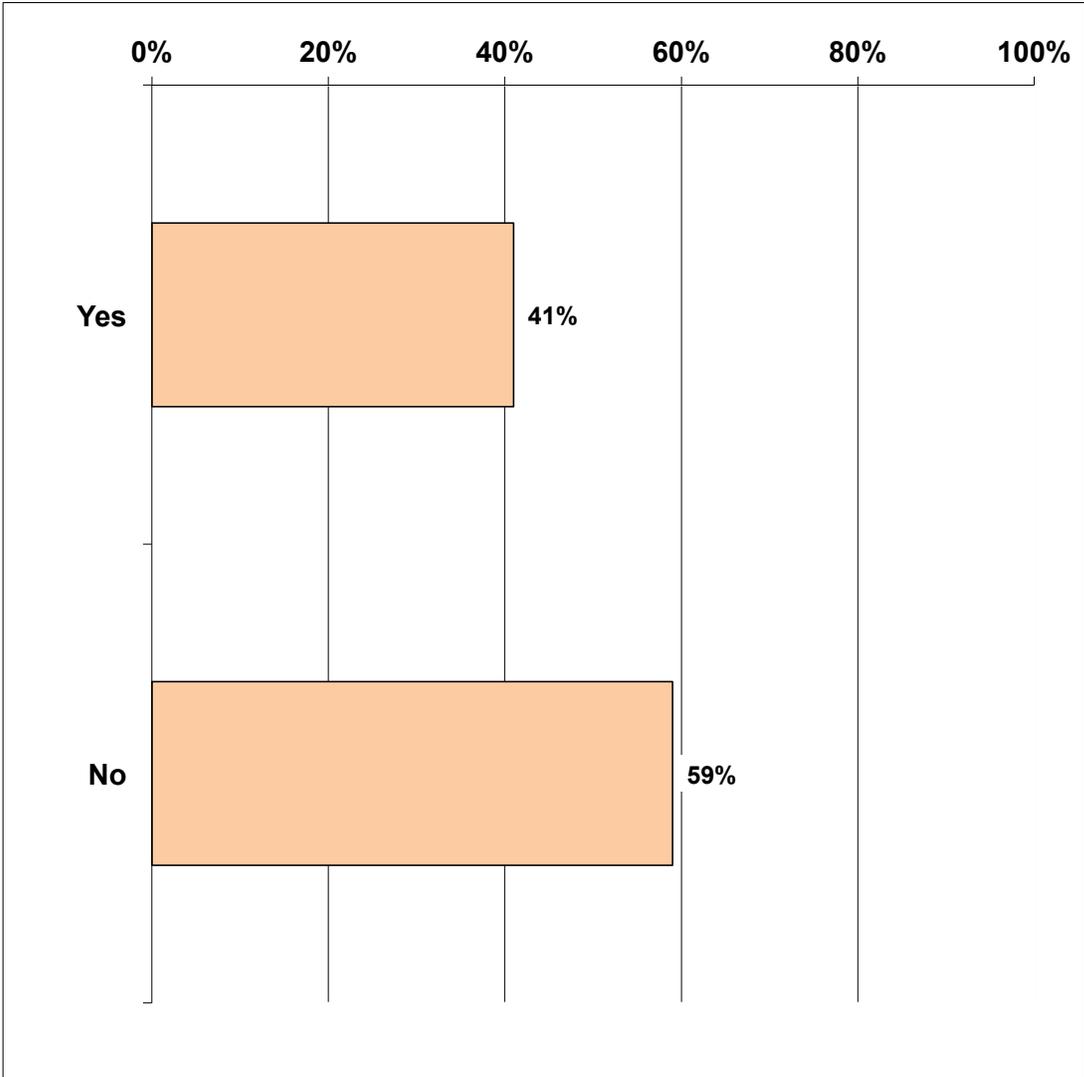
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Never	7.0%	13.0%	4.1%	7.9%
Rarely	5.3%	10.7%	5.0%	9.0%
Sometimes	7.0%	13.0%	8.5%	13.5%
Often	23.5%	32.5%	25.4%	32.6%
Very often	39.1%	48.9%	42.1%	49.9%

Stubbing Out

Have you ever stubbed or put out a <tobacco type> before you finished it because you thought about the harm of smoking?

Approximately 6 out of 10 (59%) smokers have not put out what they were smoking because they thought about the harm.

	n=1005		n=389	n=616
	Total		Younger	Older
Yes	41%		41%	41%
No	59%		59%	59%



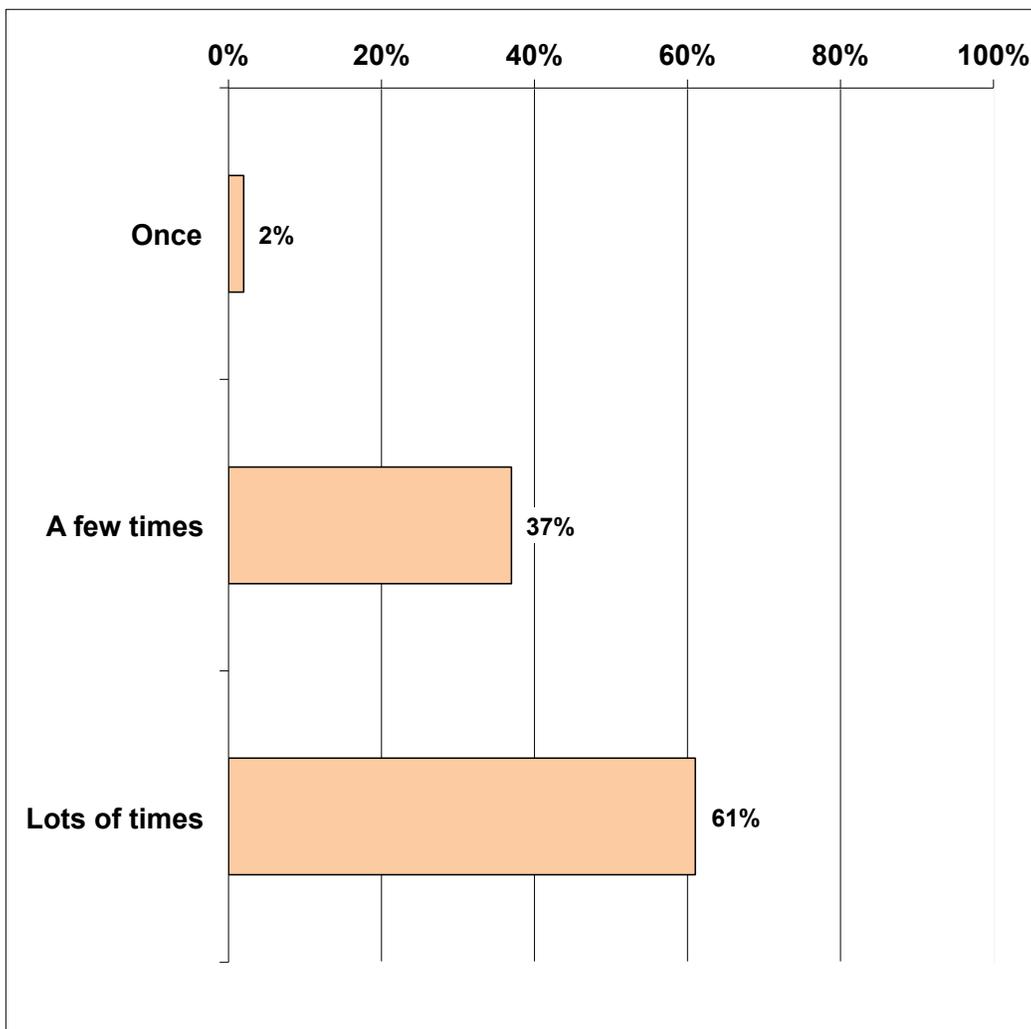
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	38.0%	44.0%	36.1%	45.9%	37.1%	44.9%
No	56.0%	62.0%	54.1%	63.9%	55.1%	62.9%

Stubbing Out Frequency

Was that once, a few times, or lots of times [that you put out your <tobacco type> before you finished it]?

Within the minority of smokers reporting that they have put out a tobacco product after thinking about the harm, 61% report having done so "Lots of times."

	n=408		n=156		n=252	
	Total		Younger	Older		
Once	2%		3%	0%		
A few times	37%		41%	33%		
Lots of times	61%		56%	67%		



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Once	0.6%	3.4%	0.3%	5.7%	0.0%	0.0%
A few times	32.3%	41.7%	33.3%	48.7%	27.2%	38.8%
Lots of times	56.3%	65.7%	48.2%	63.8%	61.2%	72.8%

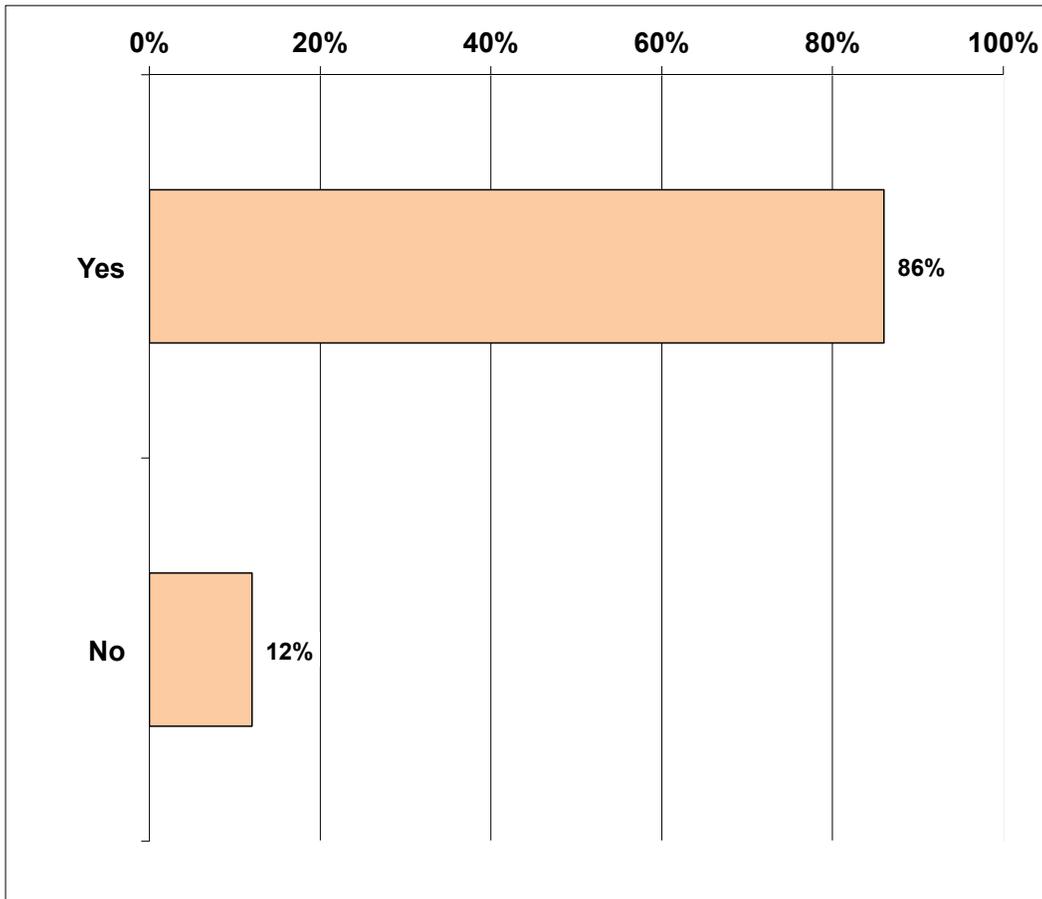
Heart Disease

Next, I am going to read you a list of health effects and diseases that may or may not be caused by smoking <tobacco type>. Based on what you know or believe, does smoking cause . . .

Heart disease in smokers?

Most smokers (86%) are aware that smoking causes heart disease.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	86%	86%	86%
No	12%	11%	13%
Don't know	2%	3%	1%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	83.9%	88.1%	82.6%	89.4%	83.3%	88.7%
No	10.0%	14.0%	7.9%	14.1%	10.3%	15.7%

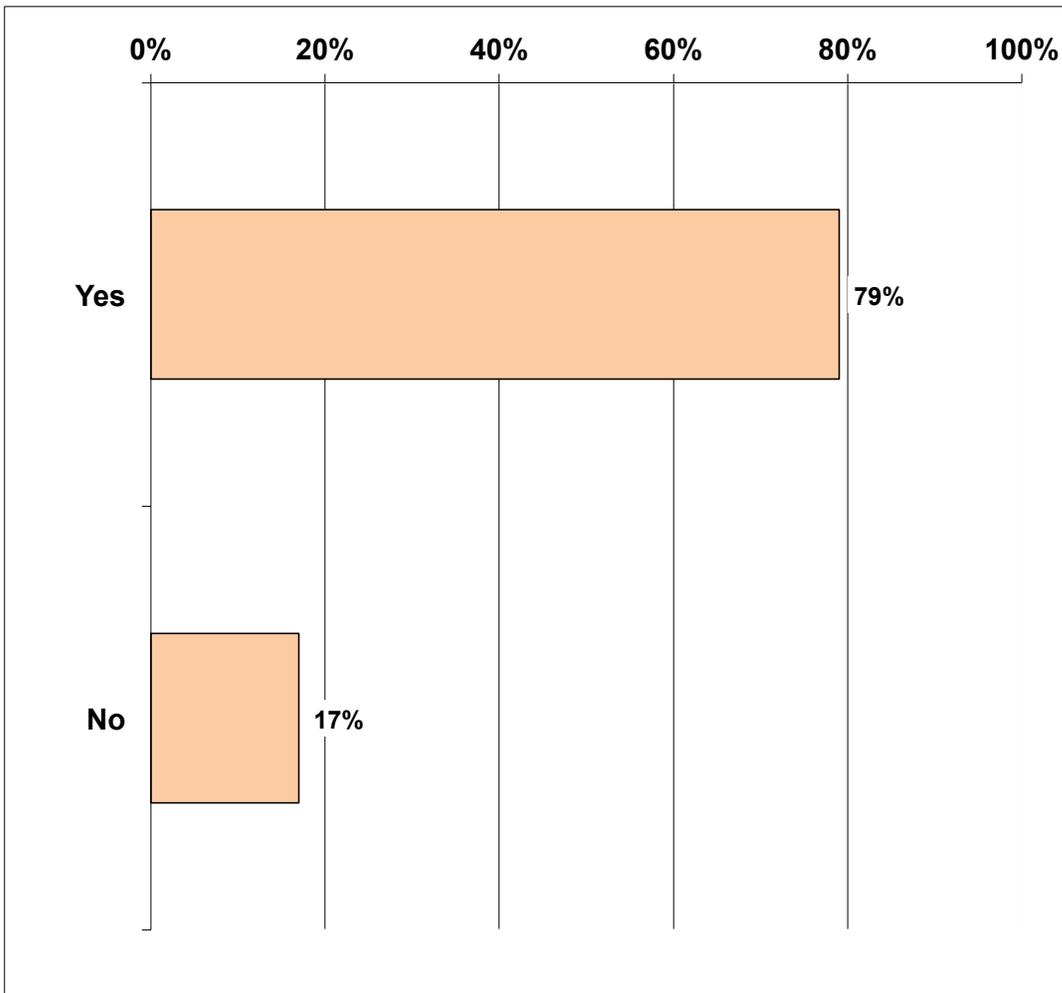
Stroke

Next, I am going to read you a list of health effects and diseases that may or may not be caused by smoking <tobacco type>. Based on what you know or believe, does smoking cause . . .

Stroke in smokers?

A total of 79% of smokers believe that smoking causes strokes.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	79%	78%	79%
No	17%	17%	18%
Don't know	4%	5%	3%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	76.5%	81.5%	73.9%	82.1%	75.8%	82.2%
No	14.7%	19.3%	13.3%	20.7%	15.0%	21.0%

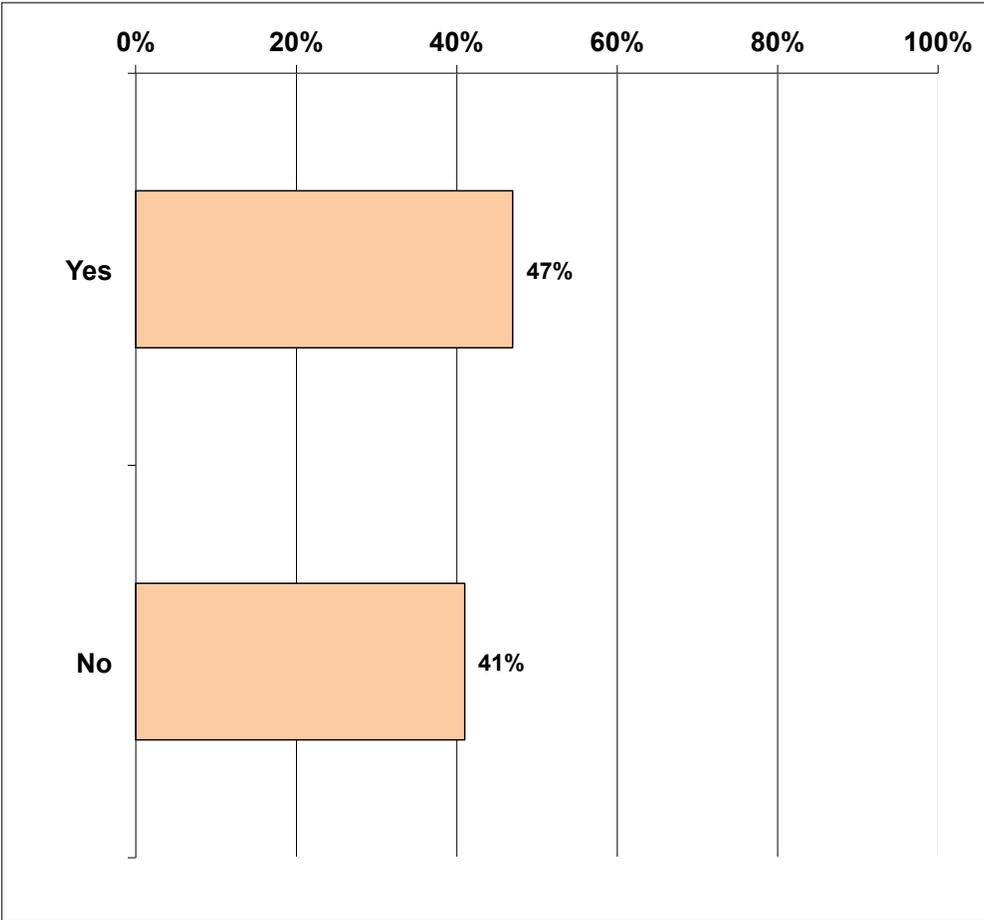
Impotence

Next, I am going to read you a list of health effects and diseases that may or may not be caused by smoking <tobacco type>. Based on what you know or believe, does smoking cause . . .

Impotence in male smokers?

Less than half (47%) of all smokers are aware that smoking causes impotence in smokers. Significantly fewer female smokers are aware of this health effect compared to male smokers.

	n=1005	n=508	n=497
	Total	Male	Female
Yes	47%	44%	51%
No	41%	48%	33%
Don't know	12%	8%	16%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	43.9%	50.1%	39.6%	48.2%	46.4%	55.2%
No	38.0%	44.0%	43.4%	52.0%	28.6%	36.8%

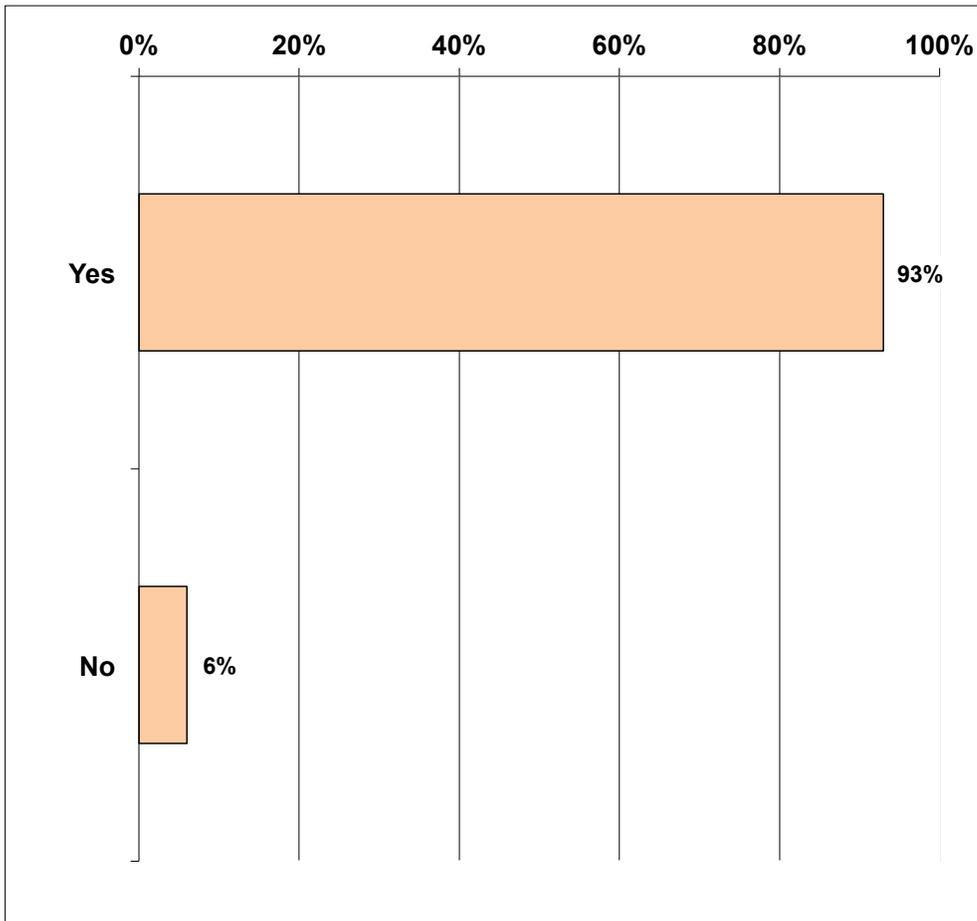
Lung Cancer in Smokers

Next, I am going to read you a list of health effects and diseases that may or may not be caused by smoking <tobacco type>. Based on what you know or believe, does smoking cause . . .

Lung cancer in smokers?

Lung cancer is the leading cause of cancer deaths in the United States. Over 9 out of 10 smokers believe smoking causes lung cancer.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	93%	95%	91%
No	6%	5%	8%
Don't know	1%	1%	1%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	91.4%	94.6%	92.8%	97.2%	88.7%	93.3%
No	4.5%	7.5%	2.8%	7.2%	5.9%	10.1%

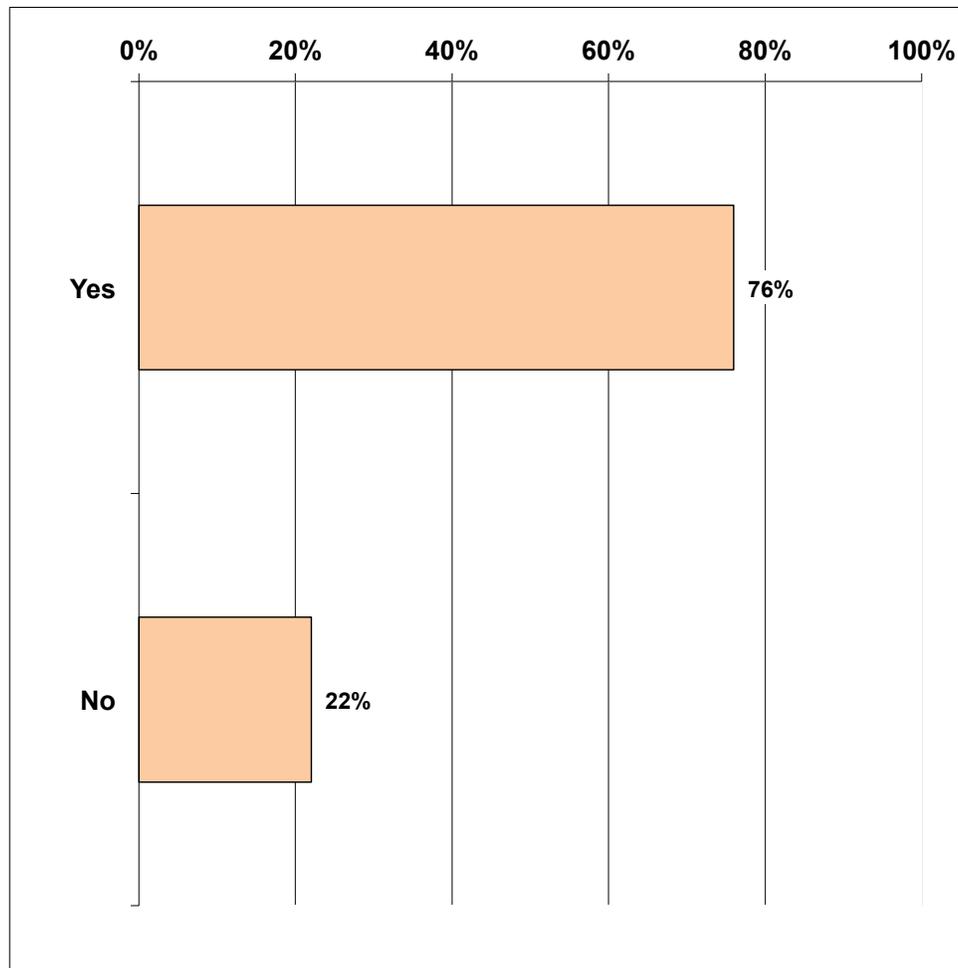
Lung Cancer in Non-smokers

Next, I am going to read you a list of health effects and diseases that may or may not be caused by smoking <tobacco type>. Based on what you know or believe, does smoking cause . . .

Lung cancer in non-smokers from secondhand smoke?

Three-fourths of smokers (76%) believe that secondhand smoke causes lung cancer in non-smokers. Fewer Older smokers have this belief compared to Younger smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	76%	80%	70%
No	22%	18%	27%
Don't know	3%	2%	3%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	73.4%	78.6%	76.0%	84.0%	66.4%	73.6%
No	19.4%	24.6%	14.2%	21.8%	23.5%	30.5%

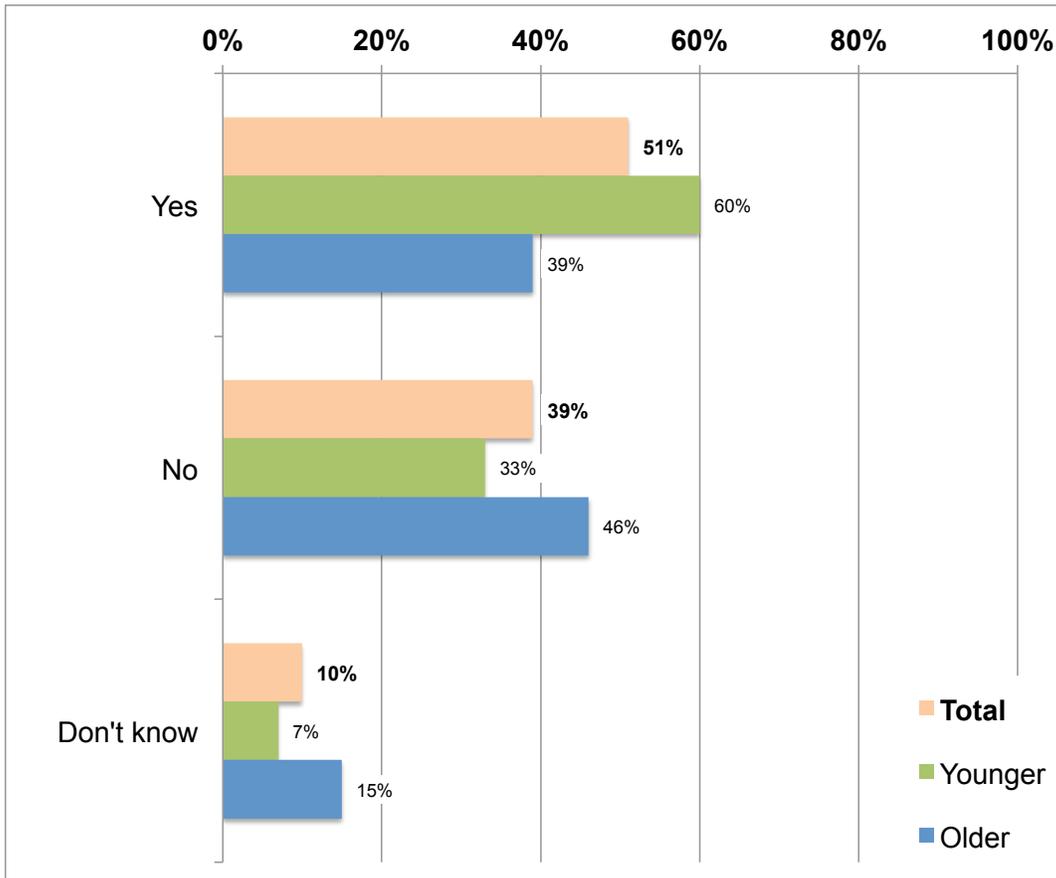
Chemicals in Cigs - Cyanide

As far as you know, are each of the following chemicals included in cigarette smoke? How about . . .

Cyanide?

A series of questions were asked to assess the smokers awareness of the chemicals included in smoke. Only 51% of the total smokers know that cyanide is a chemical component of smoke. More Younger smokers (60%) report knowledge of cyanide compared to Older smokers (39%).

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	51%	60%	39%
No	39%	33%	46%
Don't know	10%	7%	15%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	47.9%	54.1%	55.1%	64.9%	35.1%	42.9%
No	36.0%	42.0%	28.3%	37.7%	42.1%	49.9%
Don't know	8.1%	11.9%	4.5%	9.5%	12.2%	17.8%

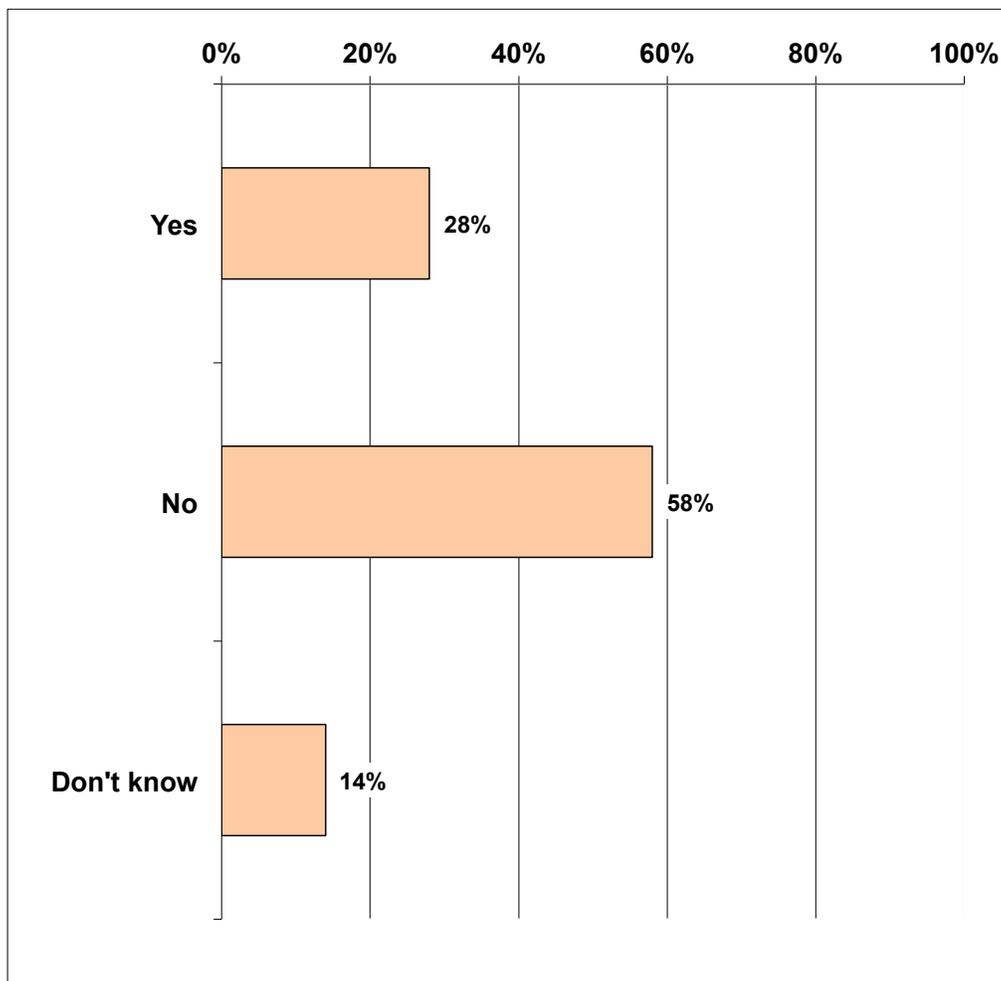
Chemicals in Cigs - Mercury

As far as you know, are each of the following chemicals included in cigarette smoke? How about . . .

Mercury?

Only 3 out of 10 (28%) smokers know that mercury is a component in cigarette smoke.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	28%	31%	22%
No	58%	57%	59%
Don't know	14%	11%	18%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	25.2%	30.8%	26.4%	35.6%	18.7%	25.3%
No	54.9%	61.1%	52.1%	61.9%	55.1%	62.9%
Don't know	11.9%	16.1%	7.9%	14.1%	15.0%	21.0%

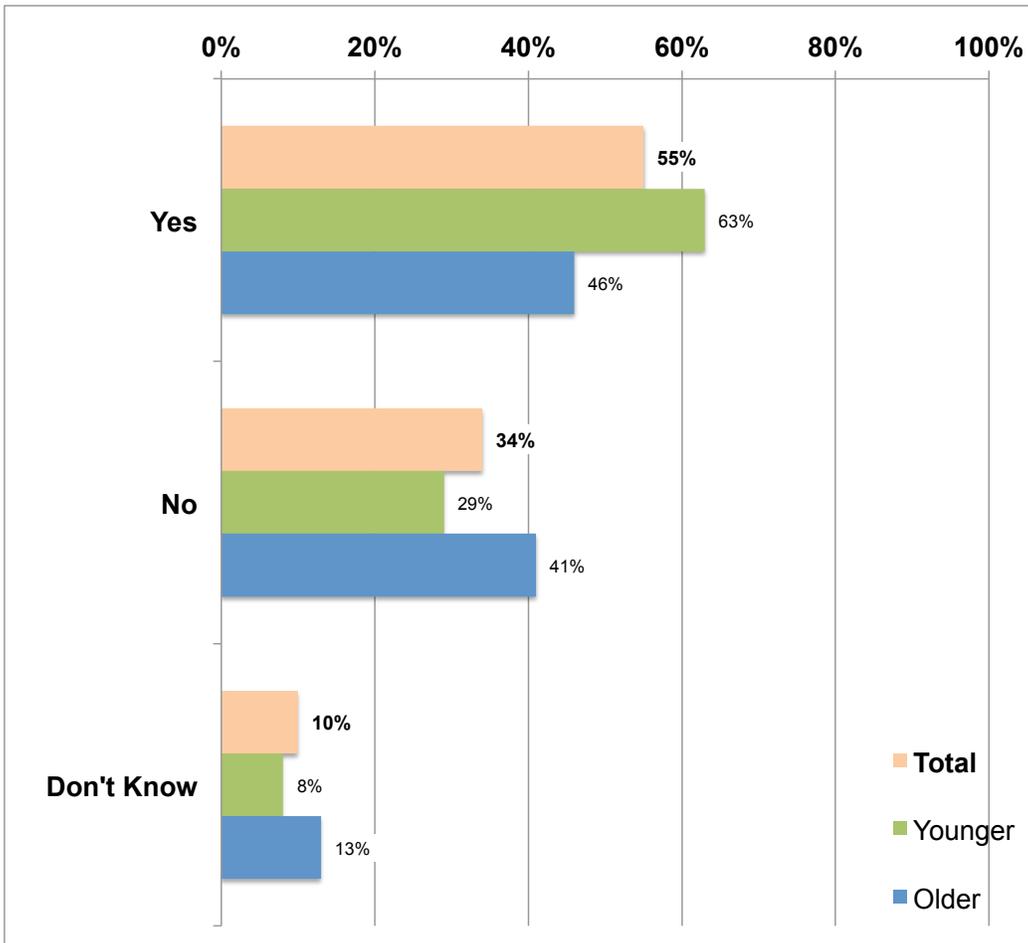
Chemicals in Cigs - Arsenic

As far as you know, are each of the following chemicals included in cigarette smoke? How about . . .

Arsenic?

Only 55% of smokers know that arsenic is a chemical component of smoke. More of the Younger smokers (63%) report knowledge of arsenic compared to 46% of Older smokers.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	55%		63%	46%		
No	34%		29%	41%		
Don't know	10%		8%	13%		



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	51.9%	58.1%	58.2%	67.8%	42.1%	49.9%
No	31.1%	36.9%	24.5%	33.5%	37.1%	44.9%
Don't know	8.1%	11.9%	5.3%	10.7%	10.3%	15.7%

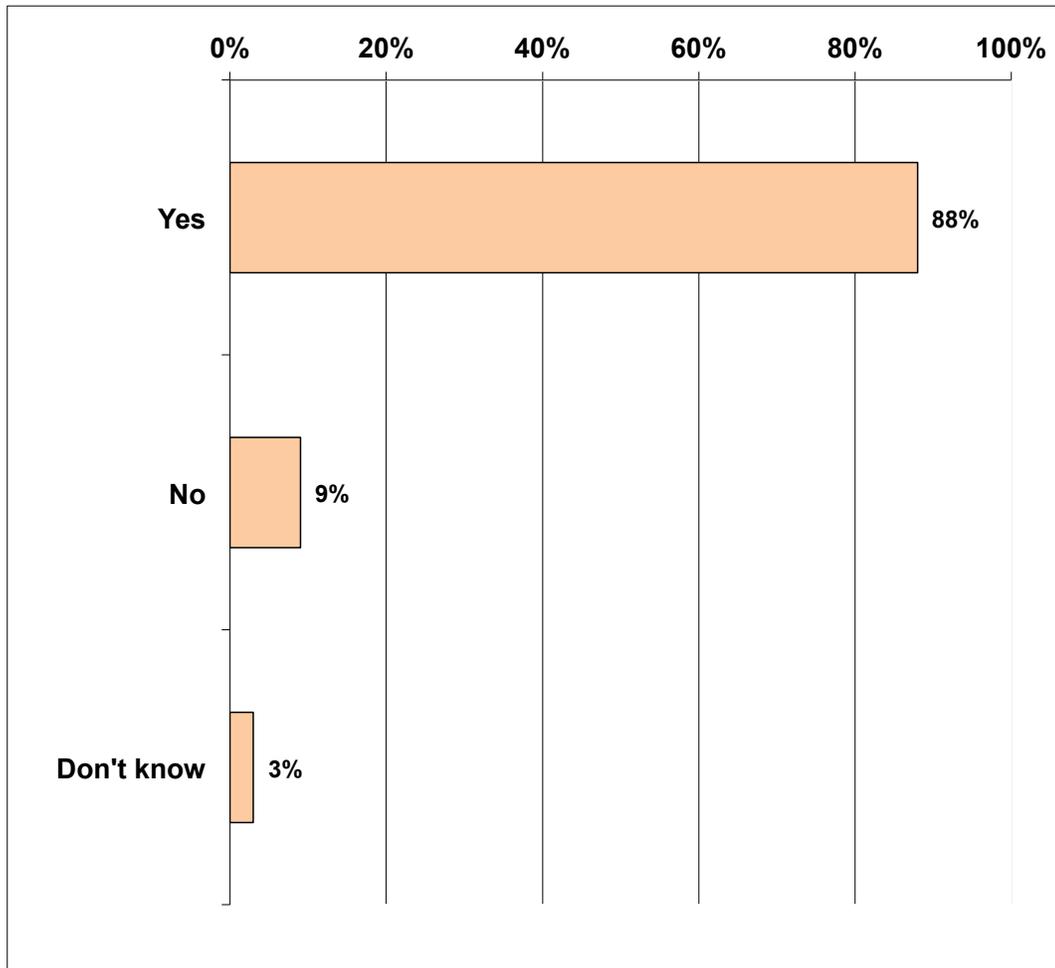
Chemicals in Cigs - Carbon Monoxide

As far as you know, are each of the following chemicals included in cigarette smoke? How about . . .

Carbon monoxide?

Carbon monoxide is the chemical that is most known to be included in cigarette smoke. Nearly 9 out of 10 (88%) of all smokers believe that carbon monoxide is included in cigarette smoke.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	88%	90%	85%
No	9%	7%	11%
Don't know	3%	3%	4%



	Total	
	Lower CI	Upper CI
Yes	86.0%	90.0%
No	7.2%	10.8%
Don't know	1.9%	4.1%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	87.0%	93.0%	82.2%	87.8%
No	4.5%	9.5%	8.5%	13.5%
Don't know	1.3%	4.7%	2.5%	5.5%

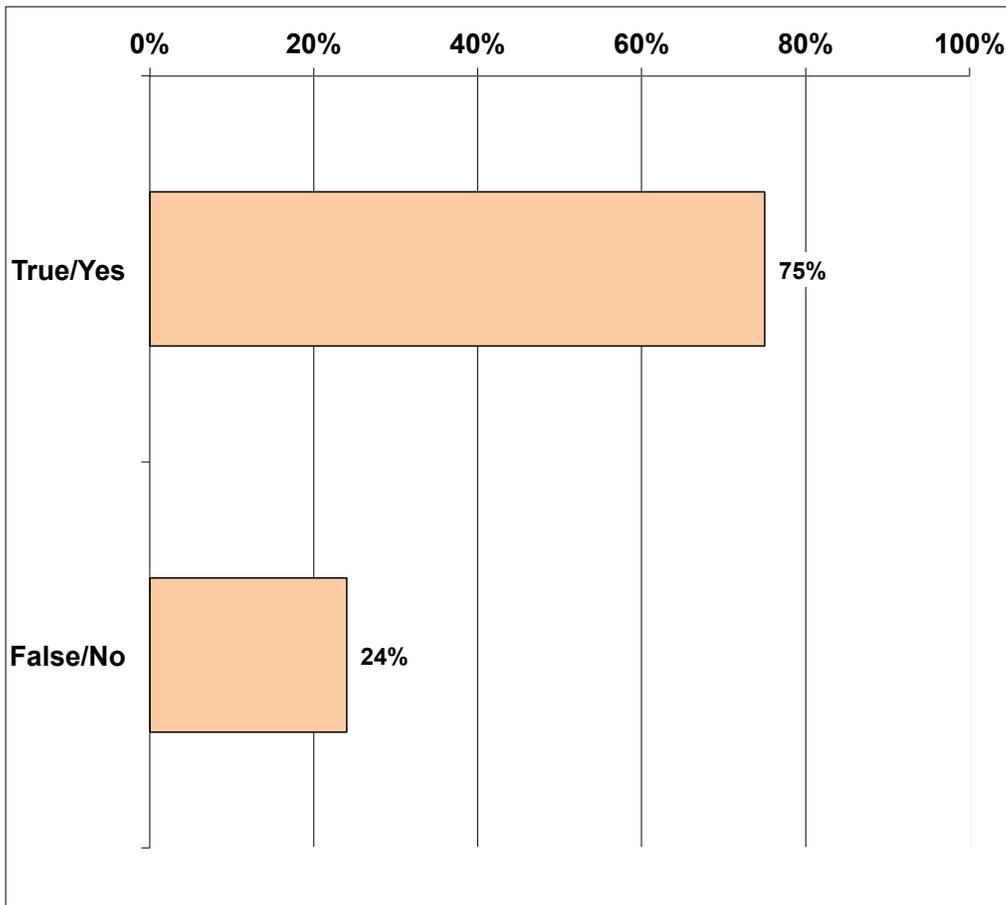
Way Cigarette is Puffed

Based on what you know or believe, are each of the following statements true or false . . .

The way a smoker puffs on a cigarette can affect the amount of tar and nicotine a smoker takes in.

Three-quarters (75%) of smokers report believing that the way a smoker puffs on a cigarette can affect the amount of tar and nicotine that is taken in. More older smokers have this belief compared to Younger smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
True/Yes	75%	70%	81%
False/No	24%	29%	18%
Don't know	1%	1%	1%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
True/Yes	72.3%	77.7%	65.4%	74.6%	77.9%	84.1%
False/No	21.4%	26.6%	24.5%	33.5%	15.0%	21.0%

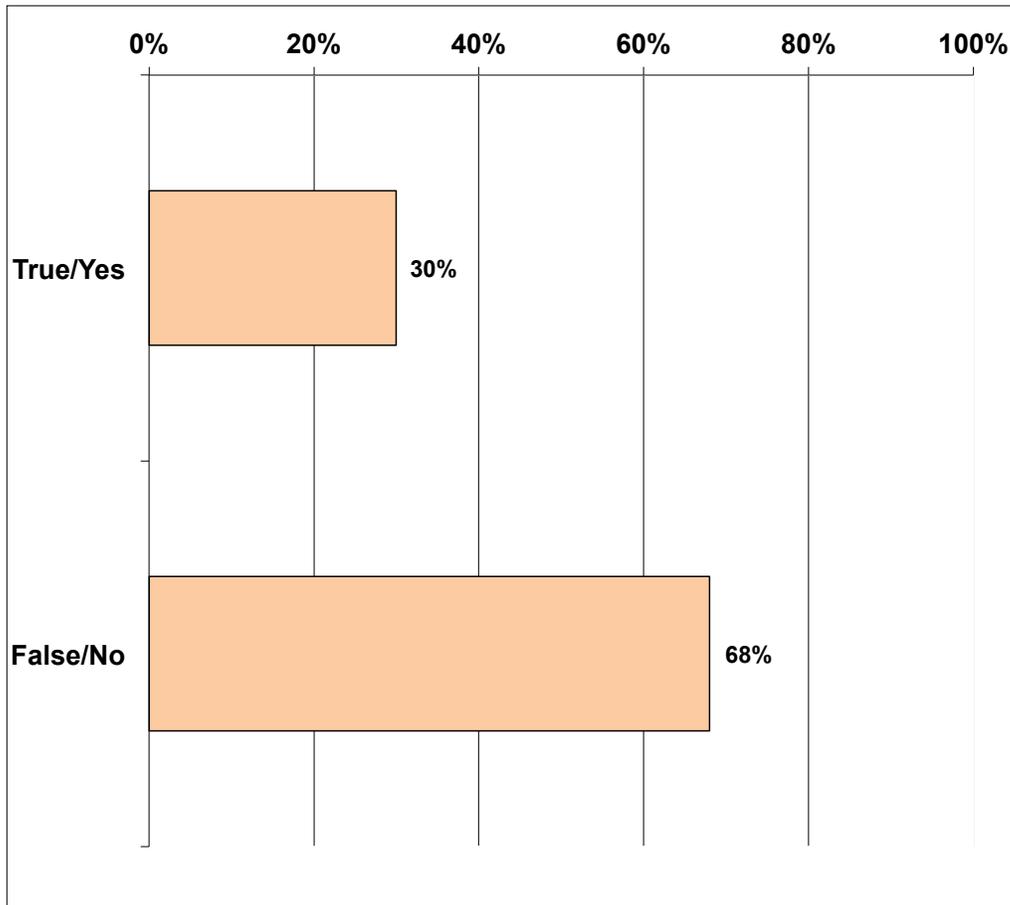
Way Cigarette is Held

Based on what you know or believe, are each of the following statements true or false . . .

The way a smoker holds a cigarette can affect the amount of tar and nicotine a smoker takes in.

Only 3 out of 10 (30%) smokers report that they believe the way a smoker holds a cigarette can affect the amount of tar and nicotine a smoker takes in. More Older smokers have this belief compared to Younger smokers.

	n=1005		n=389		n=616	
	Total		Younger	Older		
True/Yes	30%		25%	38%		
False/No	68%		73%	61%		
Don't know	2%		2%	2%		



	Total	
	Lower CI	Upper CI
True/Yes	27.2%	32.8%
False/No	65.1%	70.9%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
True/Yes	20.7%	29.3%	34.2%	41.8%
False/No	68.6%	77.4%	57.1%	64.9%

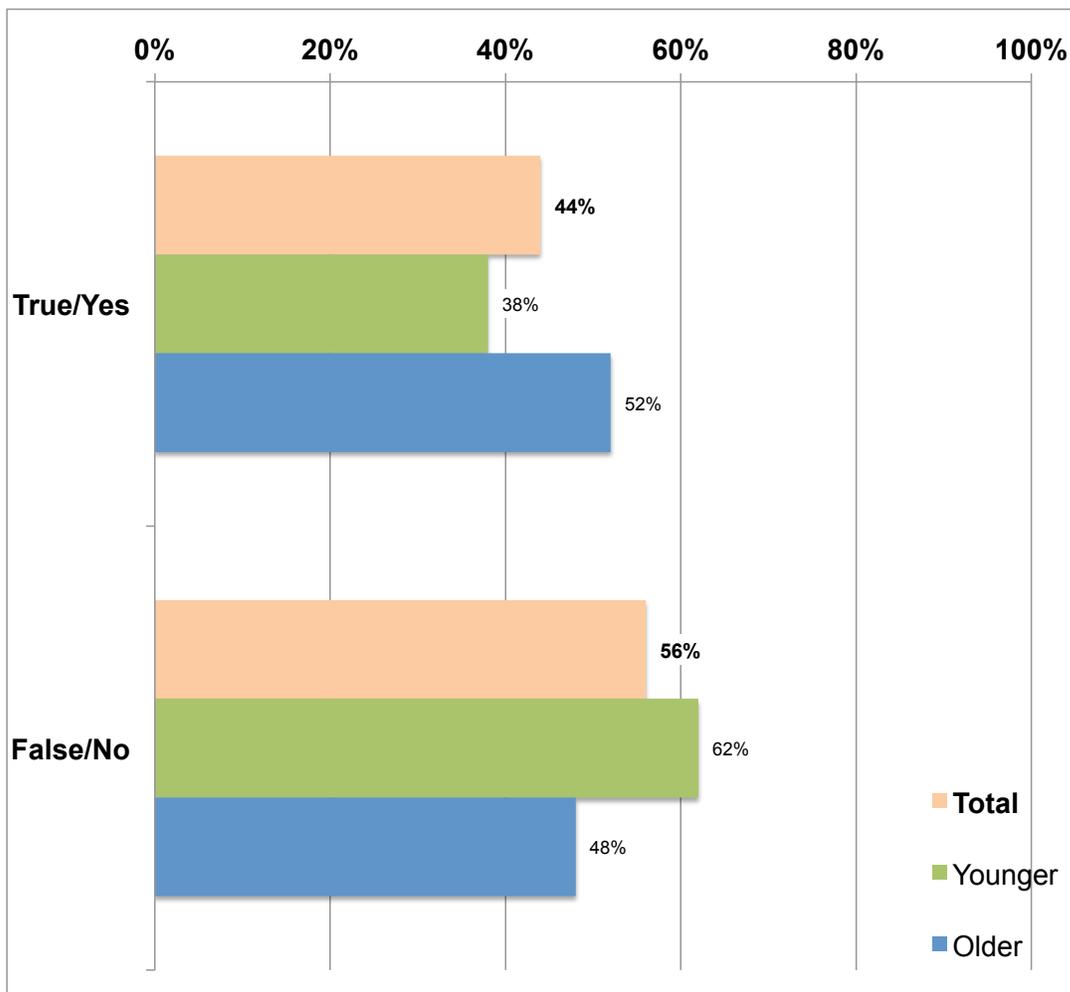
Filter Reduces Harm

Based on what you know or believe, are each of the following statements true or false . . .

Filters reduce the harmfulness of cigarettes.

Close to 4 out of 10 (44%) smokers believe that filters reduce the harmfulness of cigarettes. Younger smokers are considerably less likely to believe this statement compared to Older smokers.

	n=1005		n=389		n=616	
	Total		Younger	Older		
True/Yes	44%		38%	52%		
False/No	56%		62%	48%		
Don't know	0%		0%	1%		



	<u>Total</u>	
	Lower CI	Upper CI
True/Yes	40.9%	47.1%
False/No	52.9%	59.1%

<u>Younger</u>		<u>Older</u>	
Lower CI	Upper CI	Lower CI	Upper CI
33.2%	42.8%	48.1%	55.9%
57.2%	66.8%	44.1%	51.9%

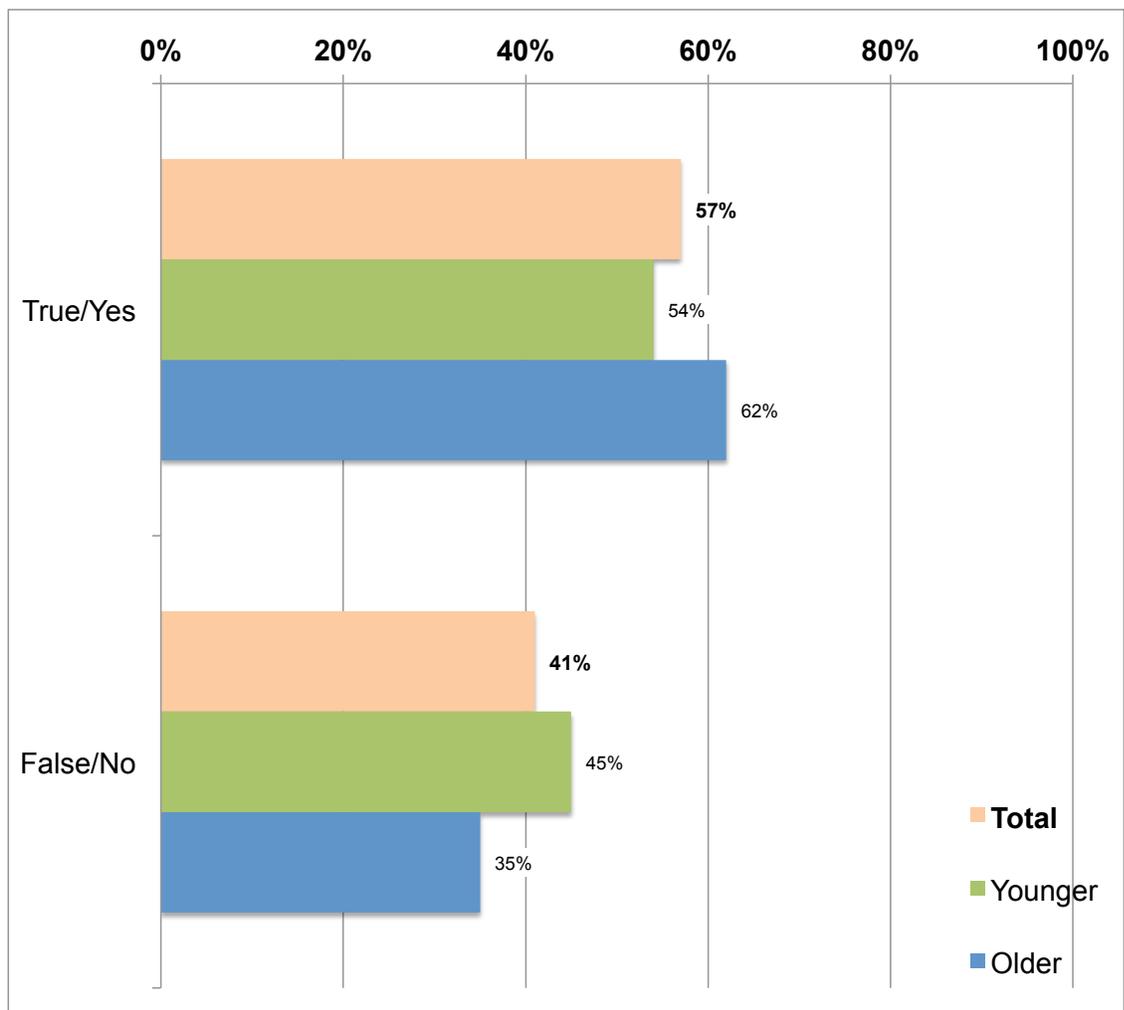
Nicotine Causes Cancer

Based on what you know or believe, are each of the following statements true or false . . .

The nicotine in cigarettes is the chemical that causes cancer.

Nearly 6 out of 10 (57%) smokers believe nicotine causes cancer with a higher percentage of Older smokers (62%) having this belief.

	n=1005	n=389	n=616
	Total	Younger	Older
True/Yes	57%	54%	62%
False/No	41%	45%	35%
Don't know	2%	2%	3%



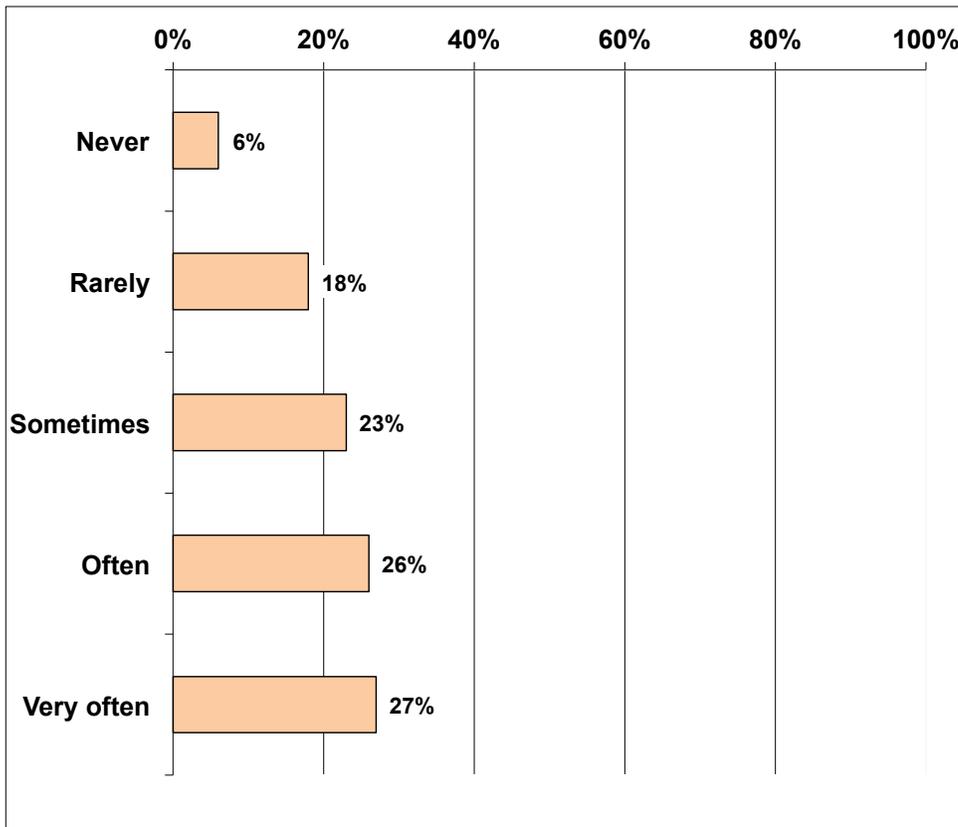
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
True/Yes	53.9%	60.1%	49.0%	59.0%	58.2%	65.8%
False/No	38.0%	44.0%	40.1%	49.9%	31.2%	38.8%

Noticed Warning Labels

How often, if at all, have you noticed the warning labels on <tobacco type> packages? Would you say never, rarely, sometimes, often, or very often?

A series of questions were asked about health warning labels and their effect in discouraging smoking. Findings show that health warning labels have little to no effect on smokers' tobacco use. When asked how often they notice warning labels on tobacco packages, only a quarter (27%) of smokers report noticing warning labels "very often."

	n=1005	n=389	n=616
	Total	Younger	Older
Never	6%	5%	8%
Rarely	18%	17%	20%
Sometimes	23%	22%	24%
Often	26%	25%	26%
Very often	27%	31%	22%



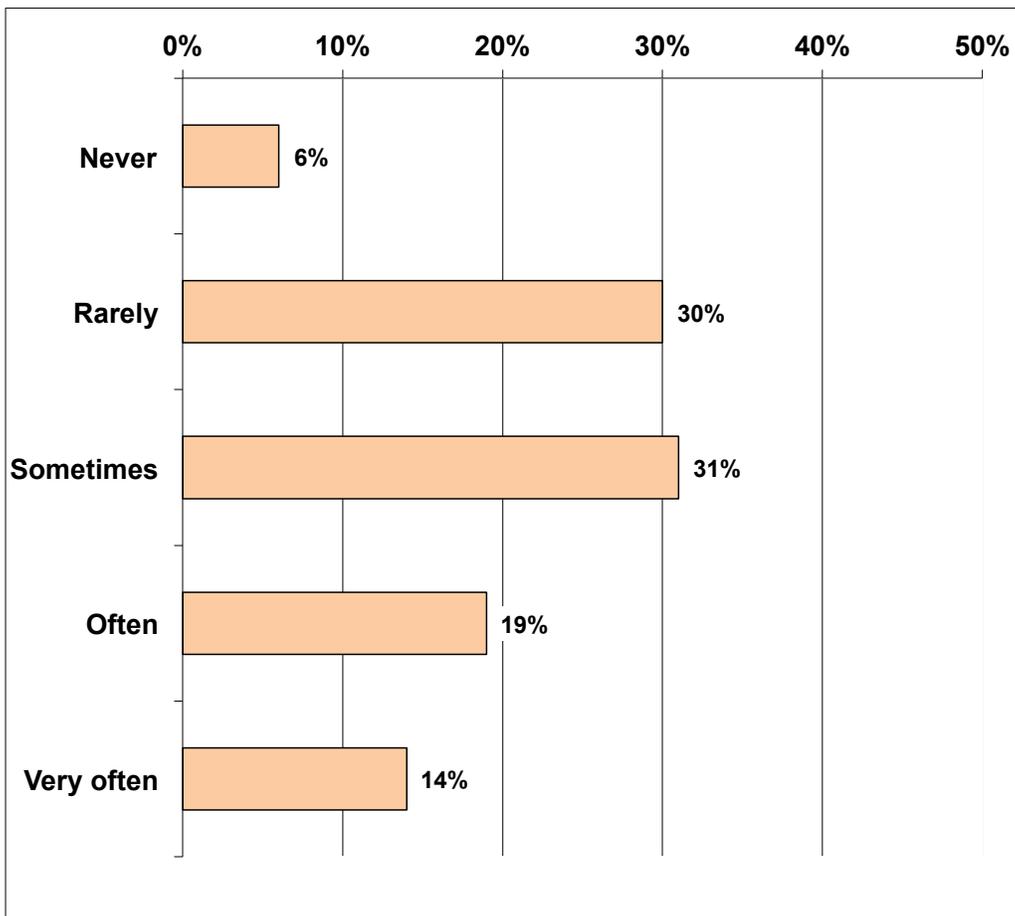
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Never	4.5%	7.5%	2.8%	7.2%	5.9%	10.1%
Rarely	15.6%	20.4%	13.3%	20.7%	16.8%	23.2%
Sometimes	20.4%	25.6%	17.9%	26.1%	20.6%	27.4%
Often	23.3%	28.7%	20.7%	29.3%	22.5%	29.5%
Very often	24.3%	29.7%	26.4%	35.6%	18.7%	25.3%

Read Warning Labels

How often, if at all, have you read or looked closely at the warning labels on <tobacco type> packages? Would you say never, rarely, sometimes, often or very often?

Of the smokers who report noticing warning labels on tobacco packages, nearly 4 out of 10 (36%) say they "rarely" or "never" read or look closely at these labels.

	n=941	n=374	n=567
	Total	Younger	Older
Never	6%	6%	5%
Rarely	30%	27%	34%
Sometimes	31%	31%	31%
Often	19%	20%	19%
Very often	14%	15%	11%



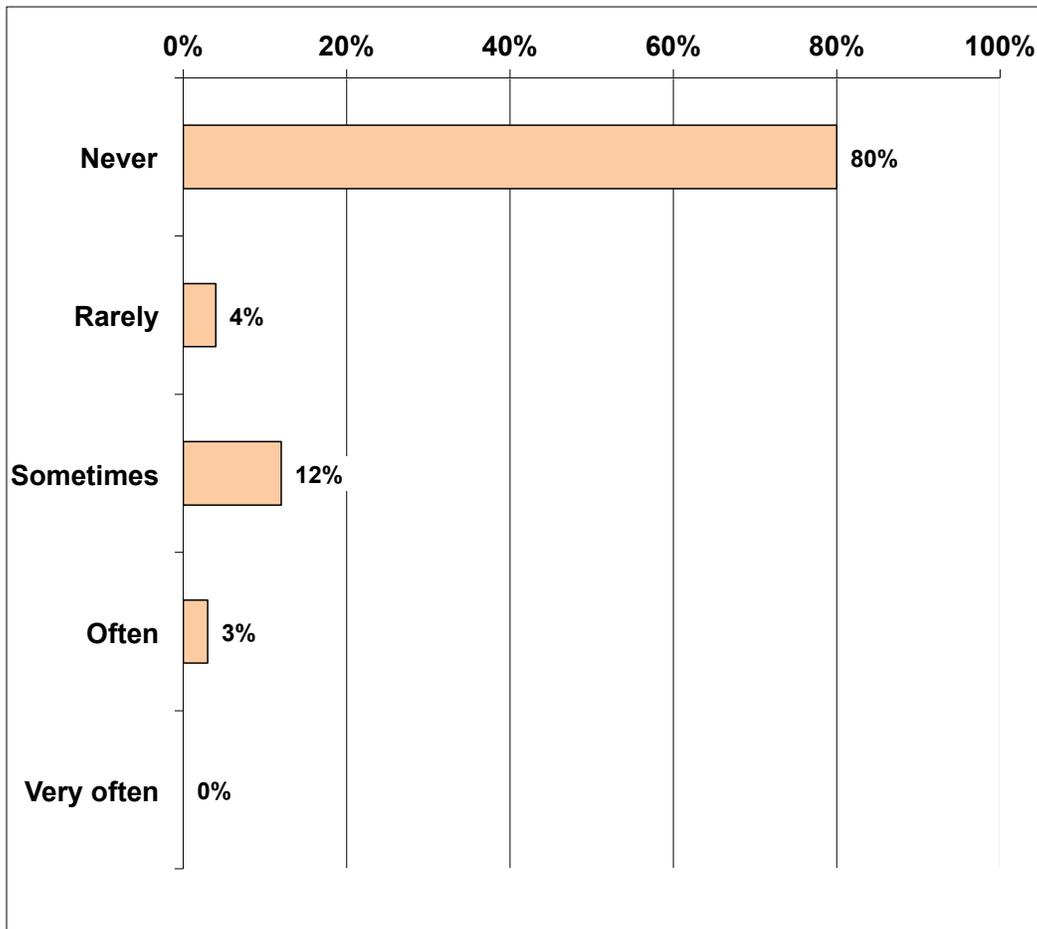
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Never	4.5%	7.5%	3.6%	8.4%	3.2%	6.8%
Rarely	27.1%	32.9%	22.5%	31.5%	30.1%	37.9%
Sometimes	28.0%	34.0%	26.3%	35.7%	27.2%	34.8%
Often	16.5%	21.5%	15.9%	24.1%	15.8%	22.2%
Very often	11.8%	16.2%	11.4%	18.6%	8.4%	13.6%

Stopped by Warning Labels

In the last month, how often, have warning labels stopped you from having a <tobacco type> when you were about to smoke one? Would you say never, rarely, sometimes, often, or very often?

The vast majority (80%) of smokers report that warning labels have not stopped them from smoking in the last month.

	n=1005	n=389	n=616
	Total	Younger	Older
Never	80%	80%	81%
Rarely	4%	4%	4%
Sometimes	12%	14%	11%
Often	3%	2%	5%
Very often	0%	0%	0%



	Total	
	Lower CI	Upper CI
Never	77.5%	82.5%
Rarely	2.8%	5.2%
Sometimes	10.0%	14.0%
Often	1.9%	4.1%
Very often	0.0%	0.0%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Never	76.0%	84.0%	77.9%	84.1%
Rarely	2.1%	5.9%	2.5%	5.5%
Sometimes	10.6%	17.4%	8.5%	13.5%
Often	0.6%	3.4%	3.3%	6.7%
Very often	0.0%	0.0%	0.0%	0.0%

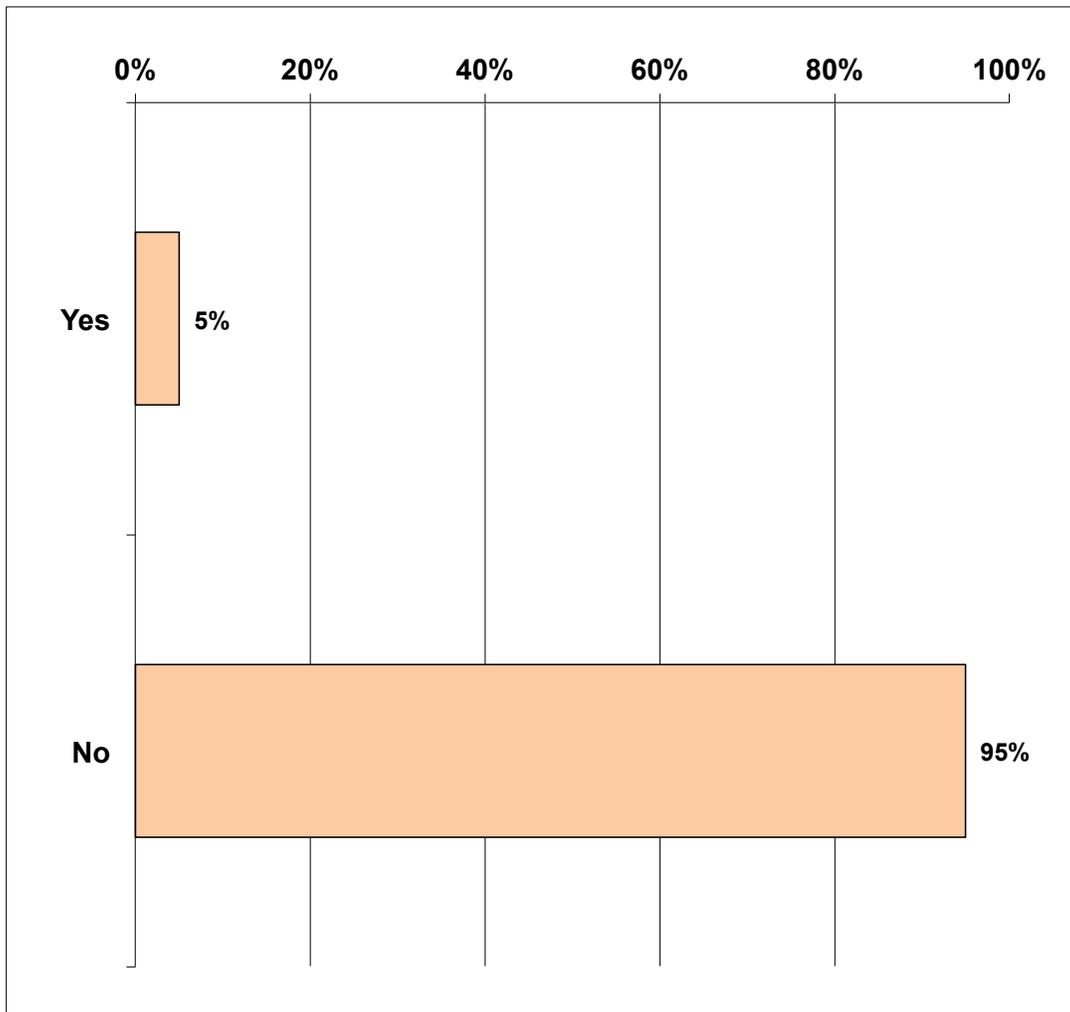
Covering Up Warning

Have you ever made any effort to avoid looking at or thinking about the warning labels . . .

By covering the warnings up?

When asked if they have ever covered up warning labels to avoid looking at them, the majority (95%) of smokers report that they have not.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	5%	6%	4%
No	95%	94%	96%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	3.7%	6.3%	3.6%	8.4%	2.5%	5.5%
No	93.7%	96.3%	91.6%	96.4%	94.5%	97.5%

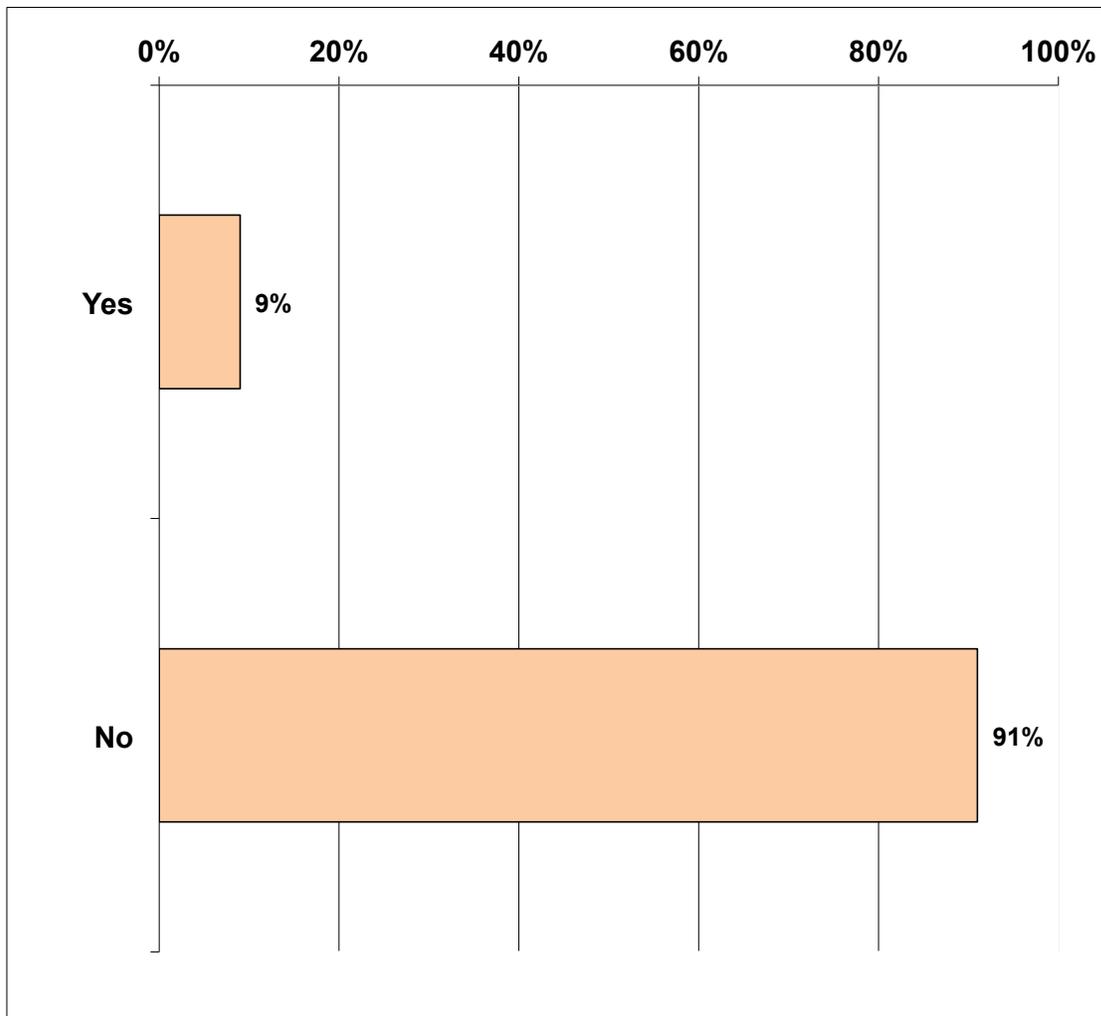
Pack Out of Sight

Have you ever made any effort to avoid looking at or thinking about the warning labels . . .

By keeping the pack out of sight?

When asked if they have ever kept the pack out of sight to avoid looking at warning labels, the majority (91%) of smokers report that they have not.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	9%	10%	7%
No	91%	90%	93%



	<u>Total</u>	
	Lower CI	Upper CI
Yes	7.2%	10.8%
No	89.2%	92.8%

	<u>Younger</u>		<u>Older</u>	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	7.0%	13.0%	5.0%	9.0%
No	87.0%	93.0%	91.0%	95.0%

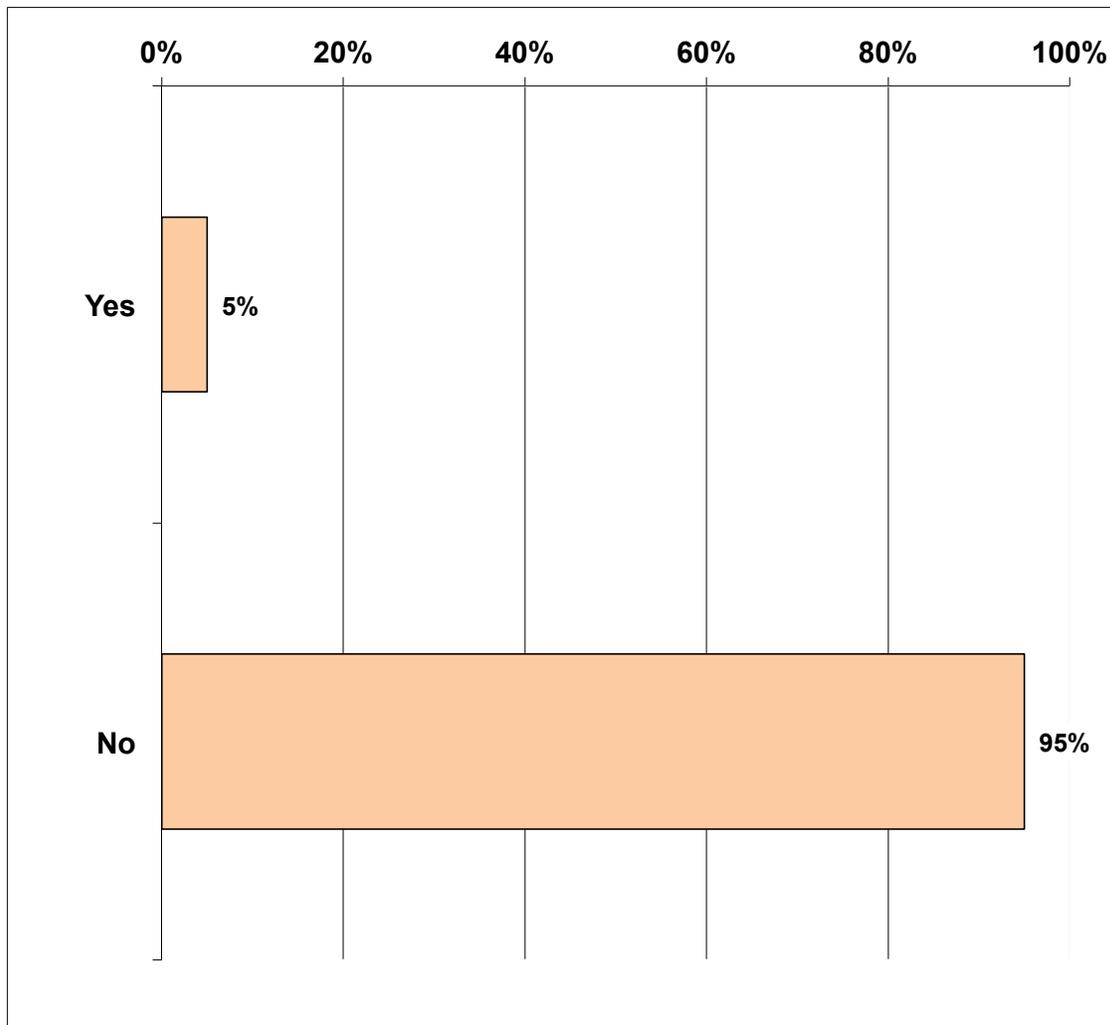
Pack Enclosed by Case

Have you ever made any effort to avoid looking at or thinking about the warning labels . . .

By using a cigarette case or some other pack?

When asked if they have ever used a case or some other pack to avoid looking at warning labels, the majority (95%) of smokers report they have not.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	5%	4%	6%
No	95%	96%	94%



	Total	
	Lower CI	Upper CI
Yes	3.7%	6.3%
No	93.7%	96.3%

Younger		Older	
Lower CI	Upper CI	Lower CI	Upper CI
2.1%	5.9%	4.1%	7.9%
94.1%	97.9%	92.1%	95.9%

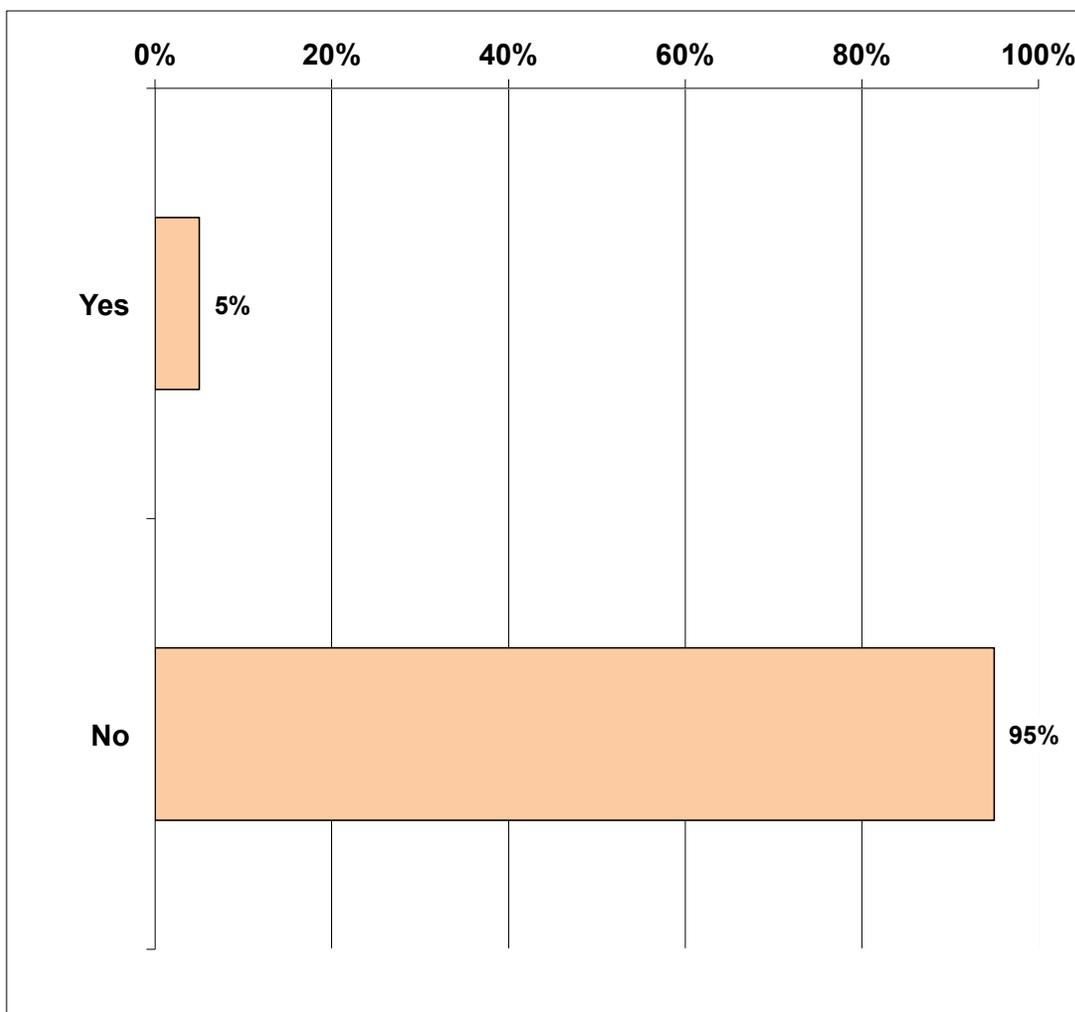
Avoiding Particular Labels

Have you ever made any effort to avoid looking at or thinking about the warning labels . . .

By not buying packs with particular labels?

When asked if they have ever not bought packs with particular warning labels, the majority (95%) of smokers report that they have not.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	5%	6%	4%
No	95%	94%	96%



	Total	
	Lower CI	Upper CI
Yes	3.7%	6.3%
No	93.7%	96.3%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	3.6%	8.4%	2.5%	5.5%
No	91.6%	96.4%	94.5%	97.5%

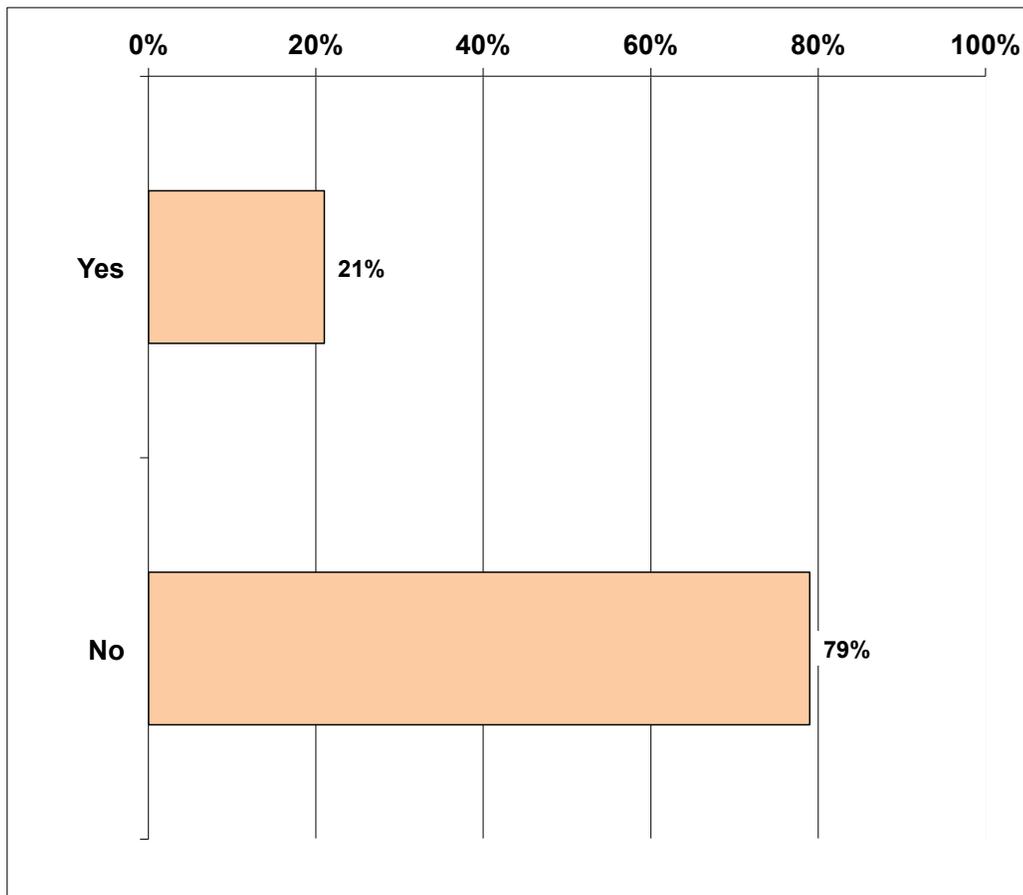
Newspaper & Magazine Promotion

In the last 6 months, have you noticed any advertising promoting cigarettes or tobacco products . . .

In newspapers or magazines?

A series of questions were asked to assess the levels of awareness of pro-tobacco advertising and promotion. Only about 2 out of 10 (21%) smokers report having noticed any print promotion in the last 6 months. Fewer Older smokers report seeing this advertising compared to Younger smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	21%	25%	15%
No	79%	75%	85%
Don't know	0%	1%	0%



	<u>Total</u>	
	Lower CI	Upper CI
Yes	18.5%	23.5%
No	76.5%	81.5%

	<u>Younger</u>		<u>Older</u>	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	20.7%	29.3%	12.2%	17.8%
No	70.7%	79.3%	82.2%	87.8%

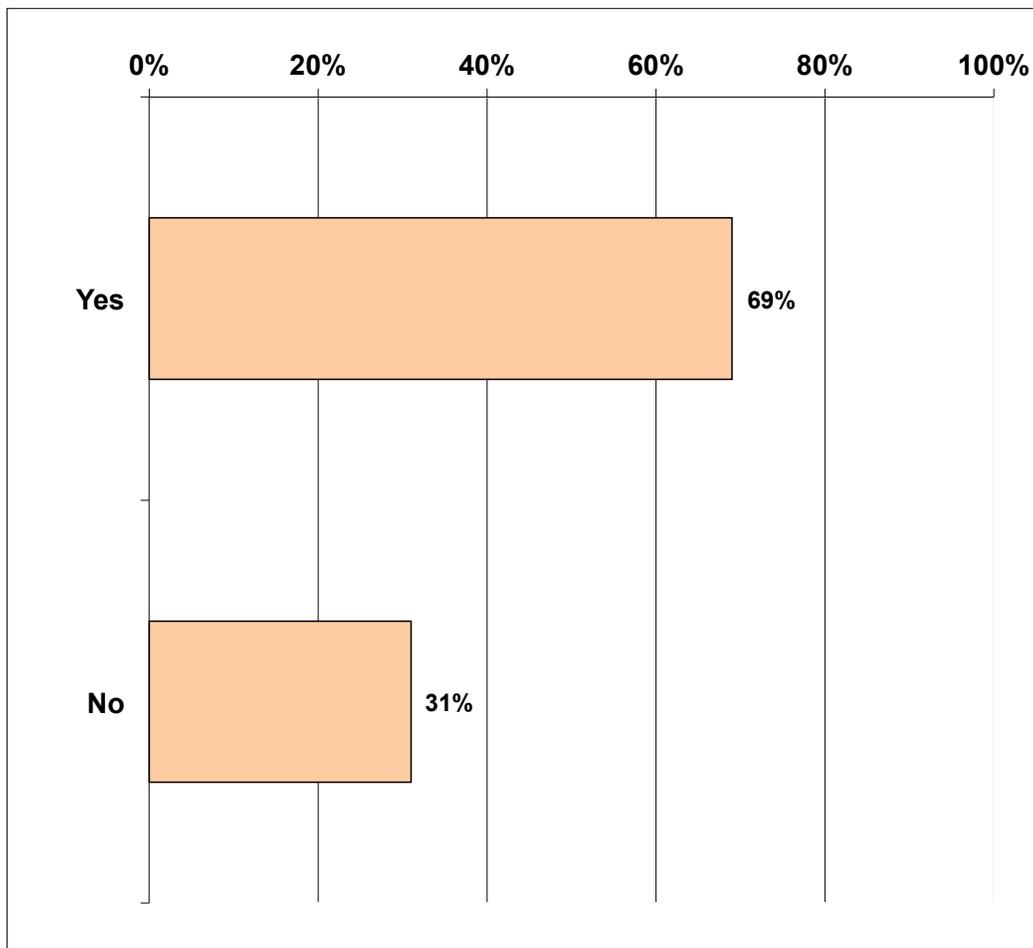
Promotion in Shops

In the last 6 months, have you noticed any advertising promoting cigarettes or tobacco products . . .

On shop windows or inside shops where you buy tobacco?

The majority of smokers (69%) report having noticed the advertising in shop windows or inside shops where they buy tobacco in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	69%	72%	65%
No	31%	28%	35%



	<u>Total</u>		<u>Younger</u>		<u>Older</u>	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	66.1%	71.9%	67.5%	76.5%	61.2%	68.8%
No	28.1%	33.9%	23.5%	32.5%	31.2%	38.8%

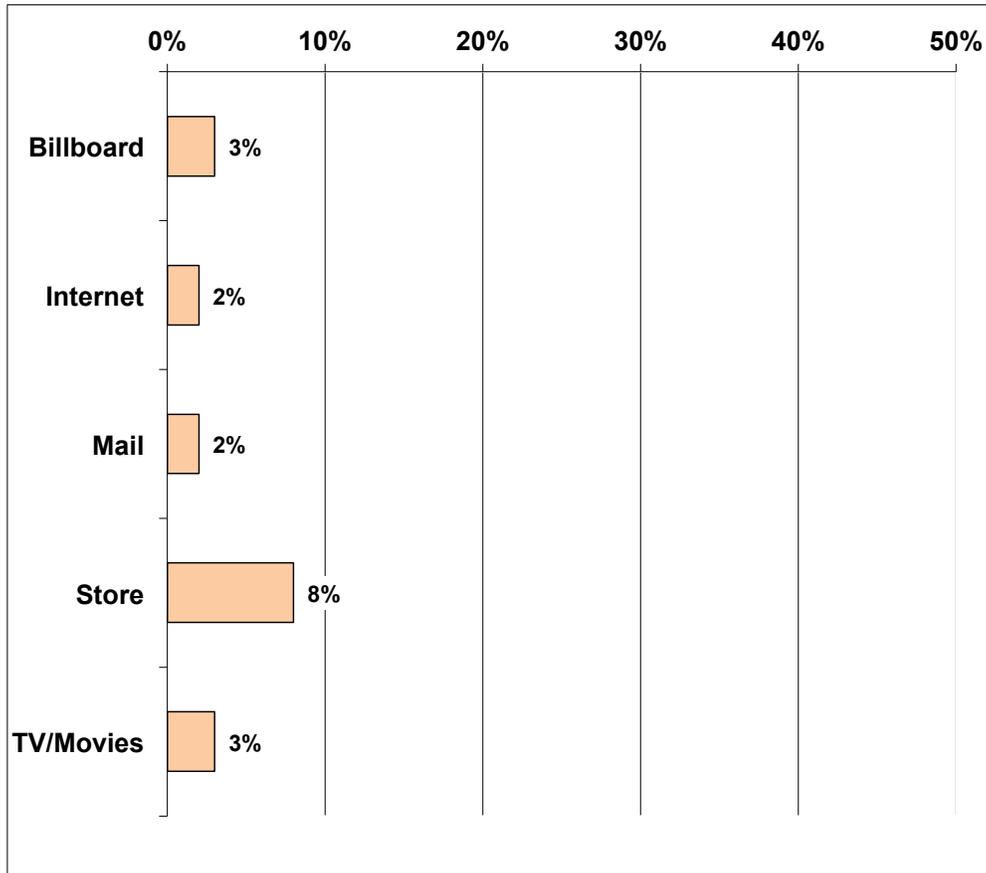
Other Promotion Locations

In the last 6 months, have you noticed any advertising promoting cigarettes or tobacco products . . .

Anywhere else?

Smokers report very low levels of awareness of advertising in any other locations.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Billboard	3%		4%	2%		
Internet	2%		2%	2%		
Mail	2%		2%	1%		
Store	8%		9%	7%		
TV/Movies	3%		4%	3%		
No other place	82%		79%	85%		



	Total	
	Lower CI	Upper CI
Billboard	1.9%	4.1%
Internet	1.1%	2.9%
Mail	1.1%	2.9%
Store	6.3%	9.7%
TV/Movies	1.9%	4.1%
No other place	79.6%	84.4%

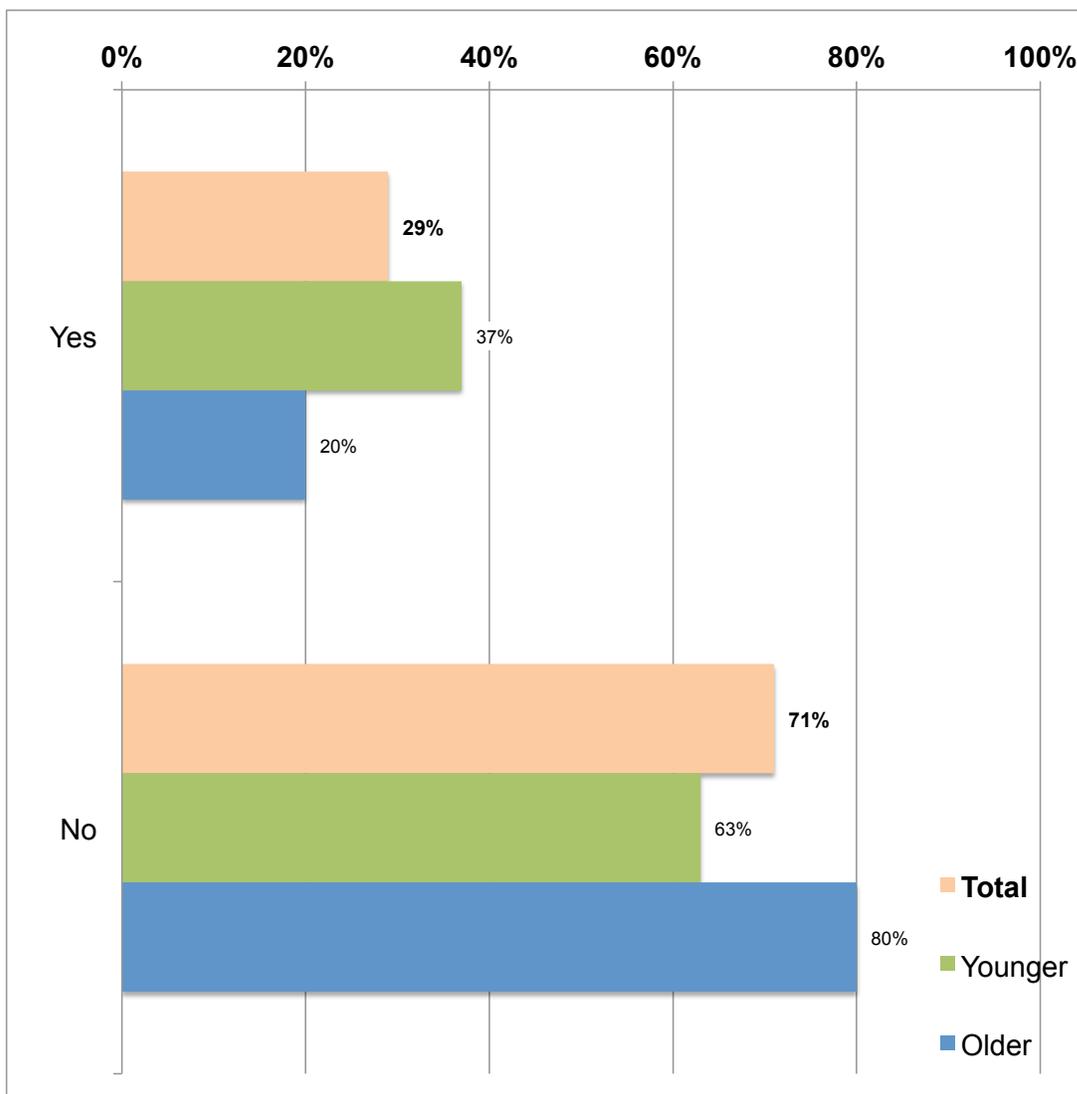
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Billboard	2.1%	5.9%	0.9%	3.1%
Internet	0.6%	3.4%	0.9%	3.1%
Mail	0.6%	3.4%	0.2%	1.8%
Store	6.2%	11.8%	5.0%	9.0%
TV/Movies	2.1%	5.9%	1.7%	4.3%
No other place	75.0%	83.0%	82.2%	87.8%

Coupons

In the last 6 months, have you saved free gift or discount offer coupons from inside <tobacco type> packs?

Close to one out of three (37%) of the Younger smokers save tobacco gift and coupon offers compared to only one out of five (20%) of the Older smokers.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	29%		37%	20%		
No	71%		63%	80%		



	Total	
	Lower CI	Upper CI
Yes	26.2%	31.8%
No	68.2%	73.8%

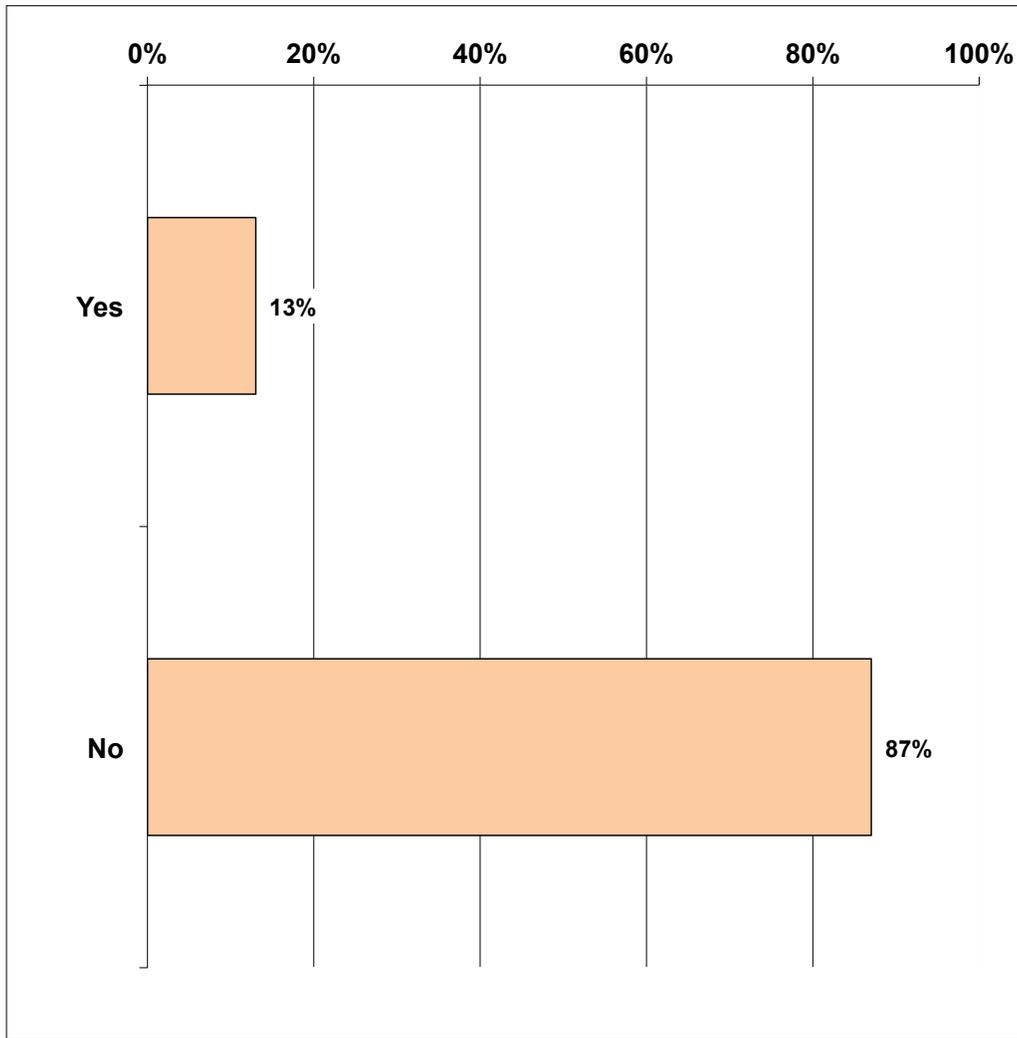
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	32.2%	41.8%	16.8%	23.2%
No	58.2%	67.8%	76.8%	83.2%

Email Promotion

In the last 6 months, have you received any email messages promoting cigarettes or tobacco products?

Approximately 1 out of 10 smokers report receiving pro-tobacco email messages in the last 6 months. Younger smokers report receiving more emails compared to Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	13%	16%	9%
No	87%	84%	91%



	Total	
	Lower CI	Upper CI
Yes	10.9%	15.1%
No	84.9%	89.1%

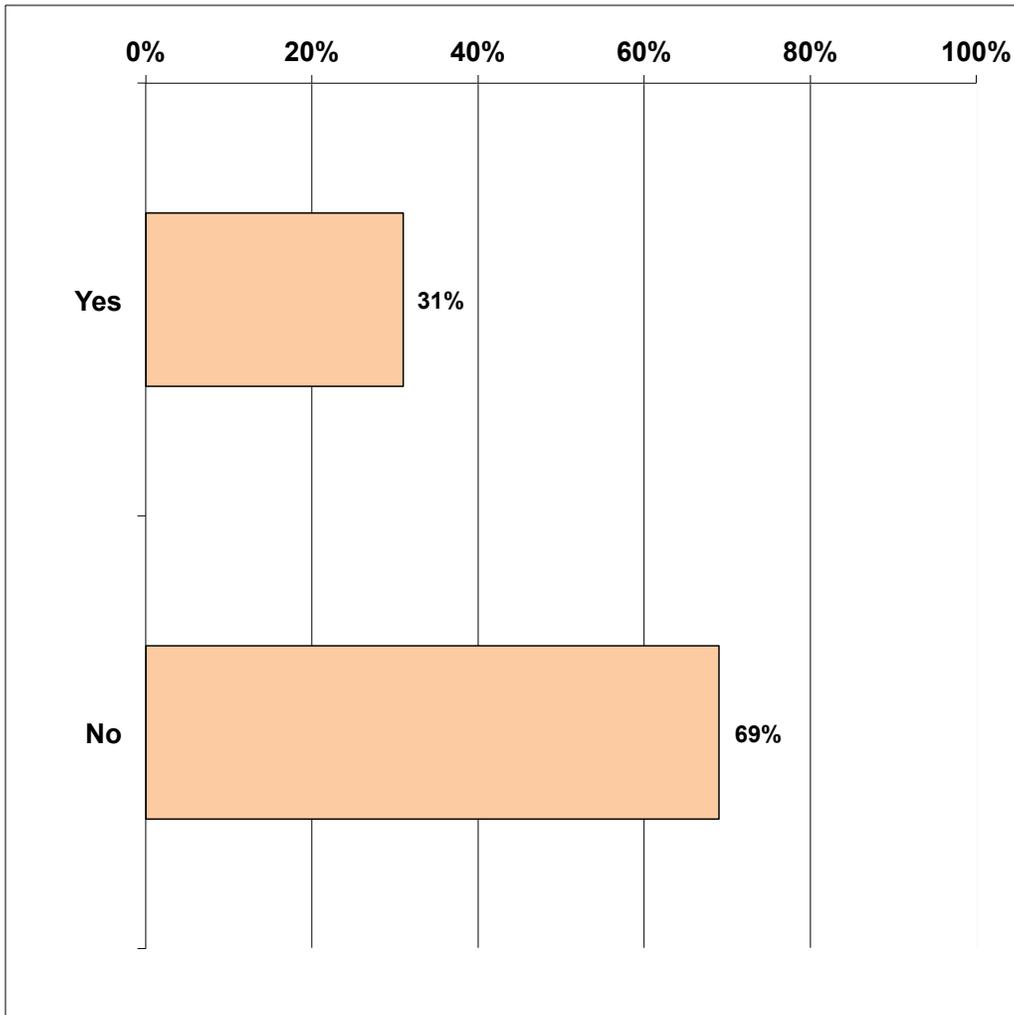
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	12.4%	19.6%	6.7%	11.3%
No	80.4%	87.6%	88.7%	93.3%

Mail Promotion

In the last 6 months, have you received any regular mail promoting cigarettes or tobacco products?

Approximately three out of ten (31%) smokers report receiving regular mail promoting tobacco products in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	31%	33%	28%
No	69%	67%	72%



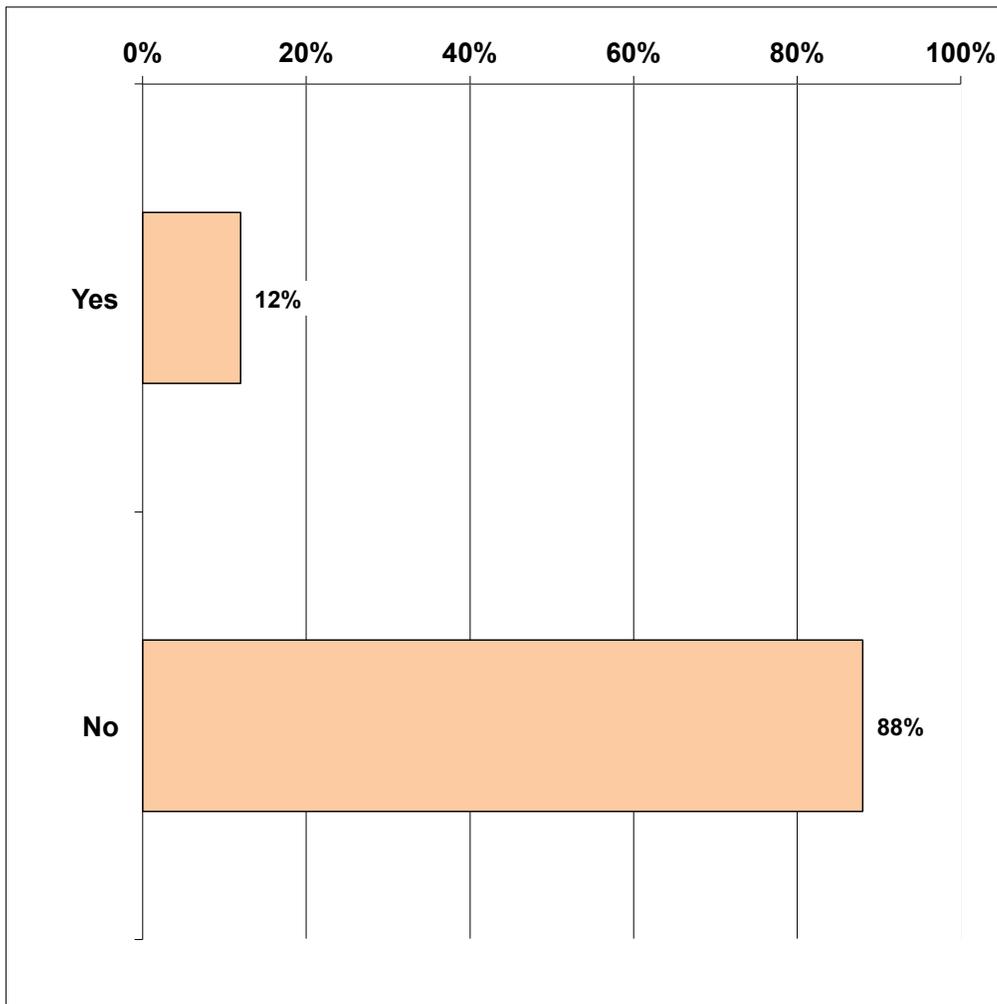
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	28.1%	33.9%	28.3%	37.7%	24.5%	31.5%
No	66.1%	71.9%	62.3%	71.7%	68.5%	75.5%

Flyer Promotion

In the last 6 months, have you noticed any flyers promoting cigarettes or tobacco products?

Nearly nine out of ten (88%) smokers report that they have not noticed any flyers promoting tobacco products in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	12%	14%	10%
No	88%	86%	90%



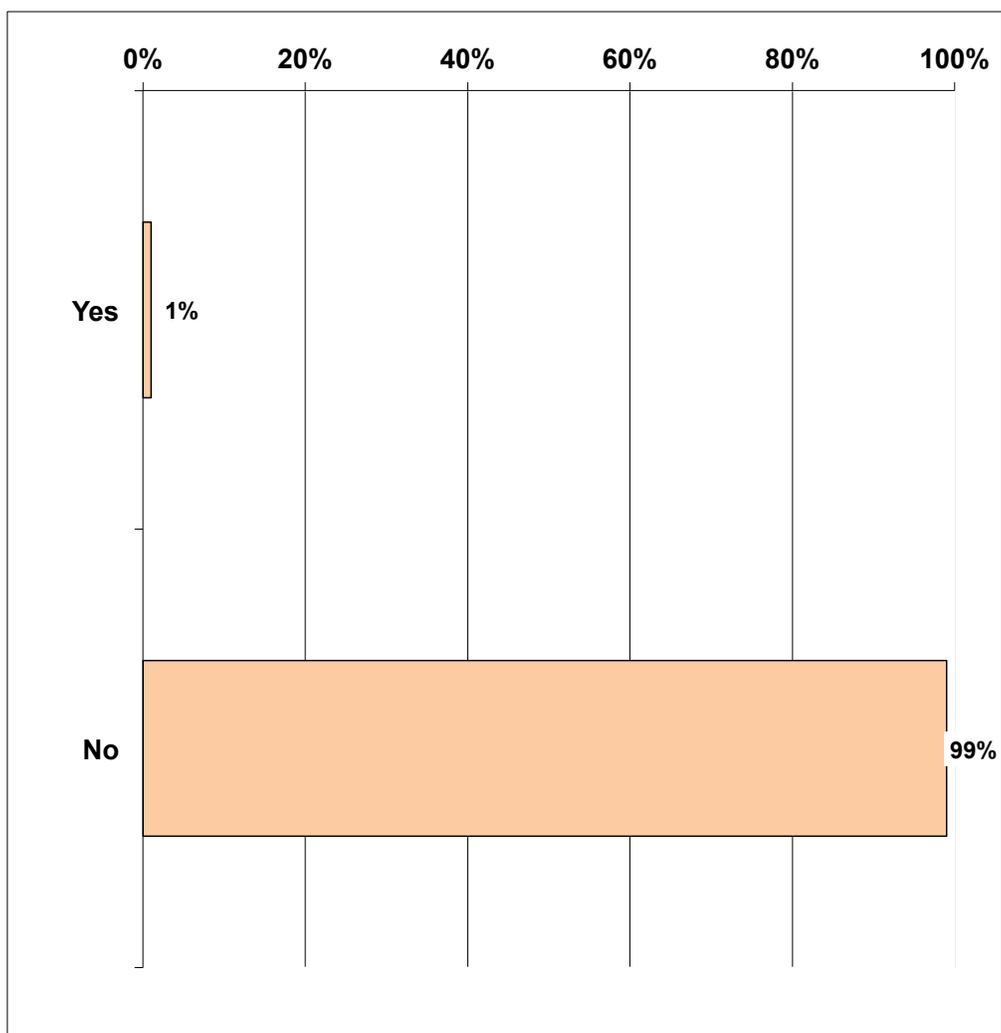
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	10.0%	14.0%	10.6%	17.4%	7.6%	12.4%
No	86.0%	90.0%	82.6%	89.4%	87.6%	92.4%

Text Message Promotion

In the last 6 months, have you received mobile phone text messages promoting cigarettes or tobacco products?

Nearly all (99%) of the smokers have not received pro-tobacco text messages in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	1%	1%	1%
No	99%	99%	99%



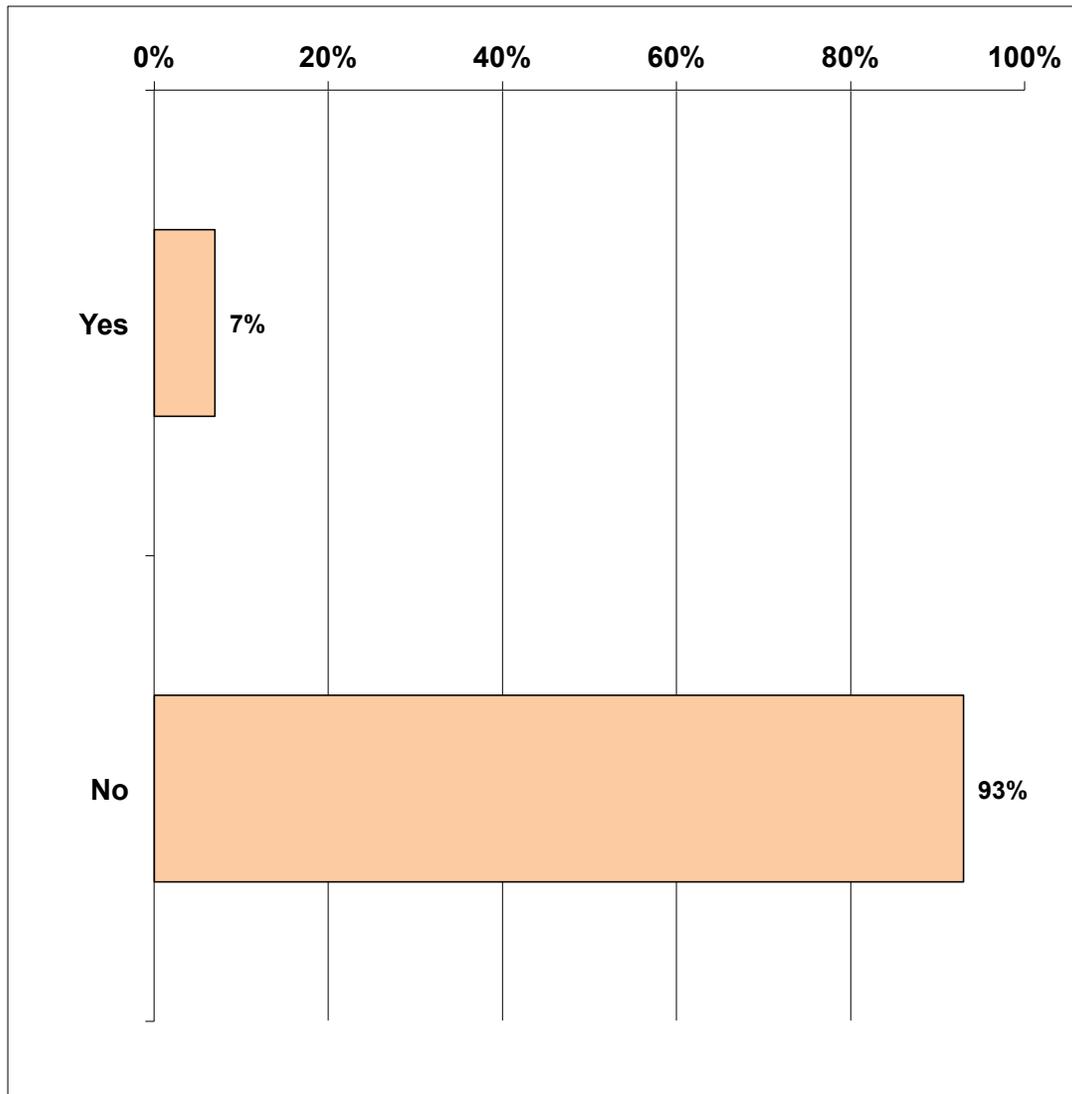
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	0.4%	1.6%	0.0%	2.0%	0.2%	1.8%
No	98.4%	99.6%	98.0%	100.0%	98.2%	99.8%

Branded Merchandise

In the last 6 months, have you received clothing or other items with a cigarette brand name or logo?

More than 9 out of 10 (93%) smokers have not received any items with a cigarette brand name or logo in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	7%	9%	5%
No	93%	91%	95%



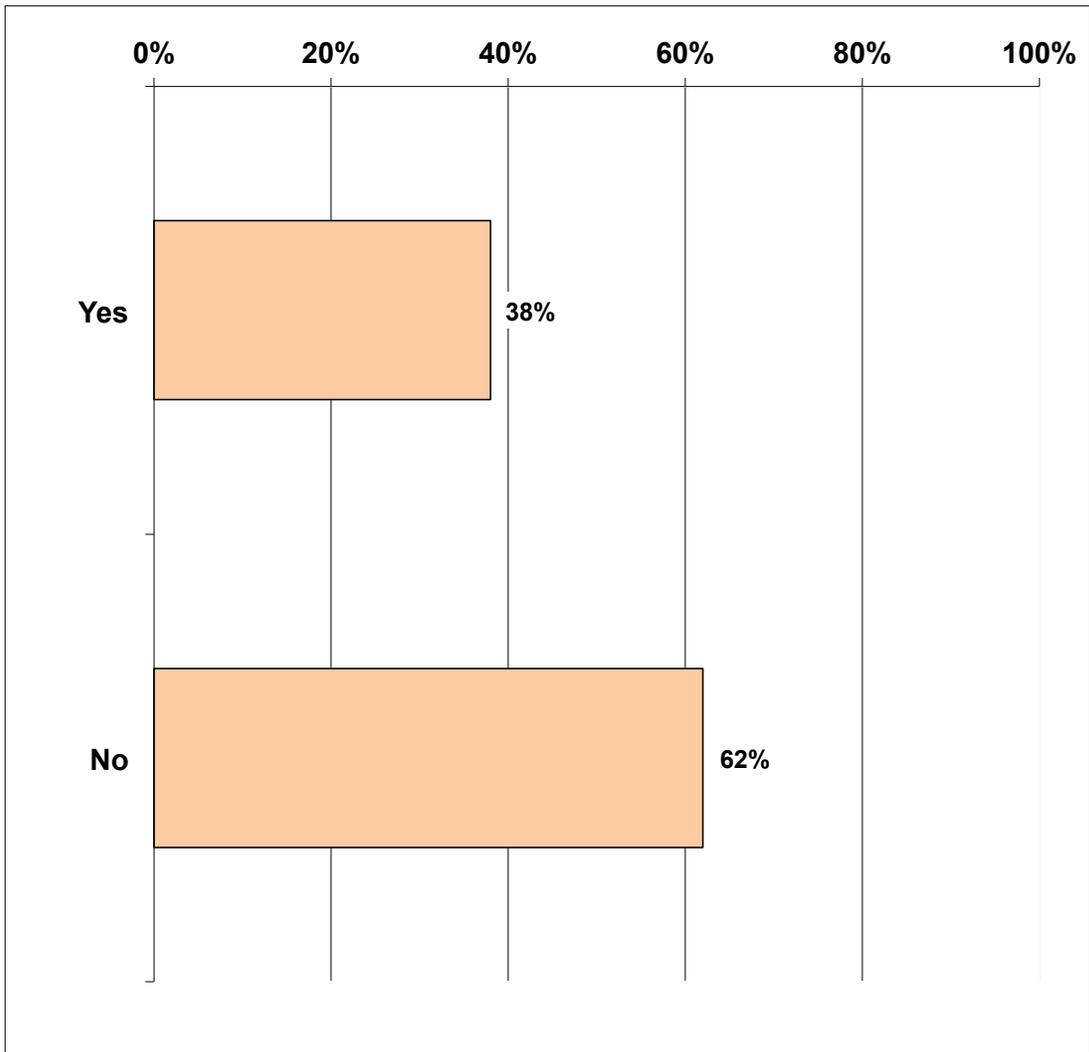
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	5.4%	8.6%	6.2%	11.8%	3.3%	6.7%
No	91.4%	94.6%	88.2%	93.8%	93.3%	96.7%

Participated in Promotion

In the last 6 months, have you used any special price offers on tobacco products?

Approximately 4 out of 10 (38%) smokers report having used special offers on tobacco products in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	38%	42%	32%
No	62%	58%	68%



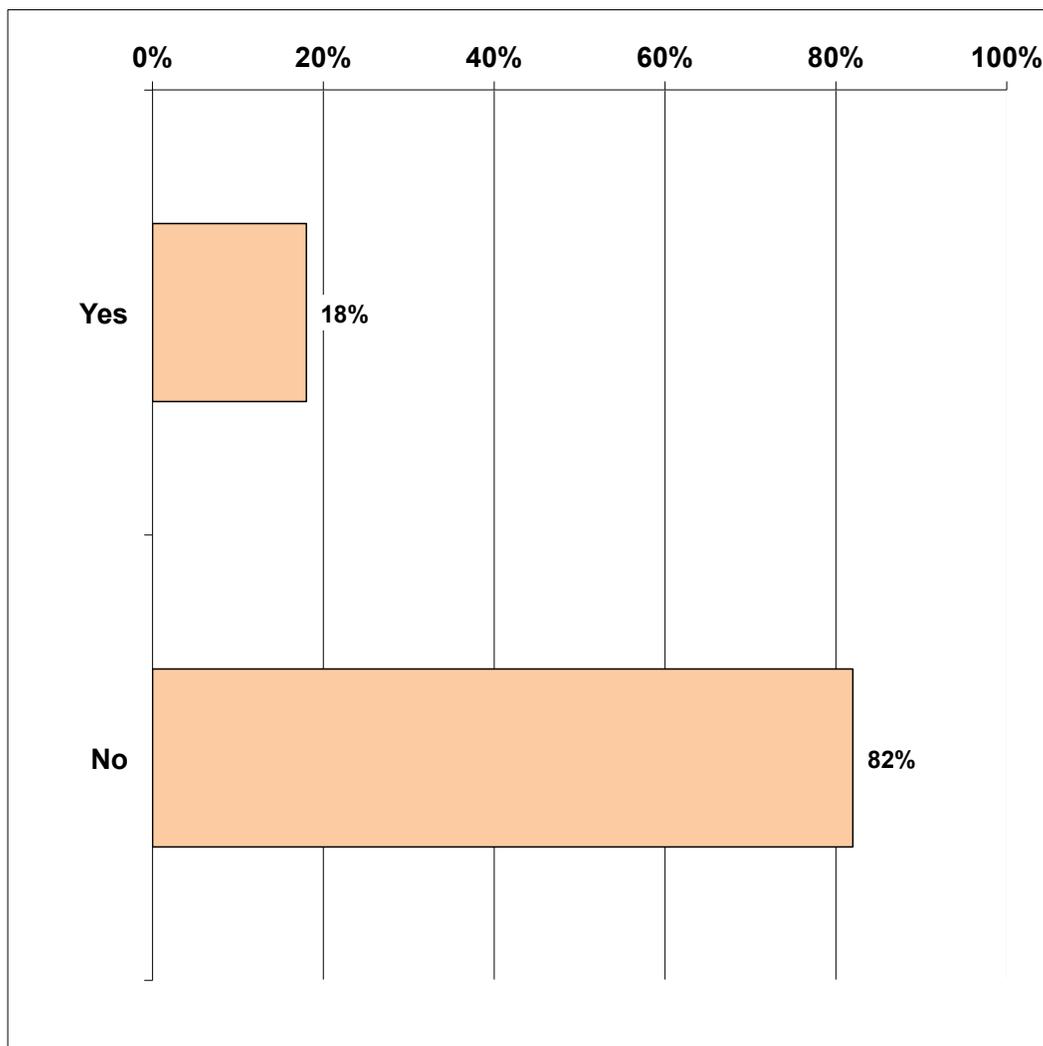
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	35.0%	41.0%	37.1%	46.9%	28.3%	35.7%
No	59.0%	65.0%	53.1%	62.9%	64.3%	71.7%

Bar & Club Promotion

In the last 6 months, have you noticed signs, posters or branded items in bars or clubs, promoting cigarettes or tobacco products?

Approximately 2 out of 10 (18%) smokers report noticing signs, posters or branded items in bars or clubs promoting tobacco products in the last 6 months. More Younger smokers have noticed bar signs compared to Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	18%	24%	10%
No	82%	76%	90%



	Total	
	Lower CI	Upper CI
Yes	15.6%	20.4%
No	79.6%	84.4%

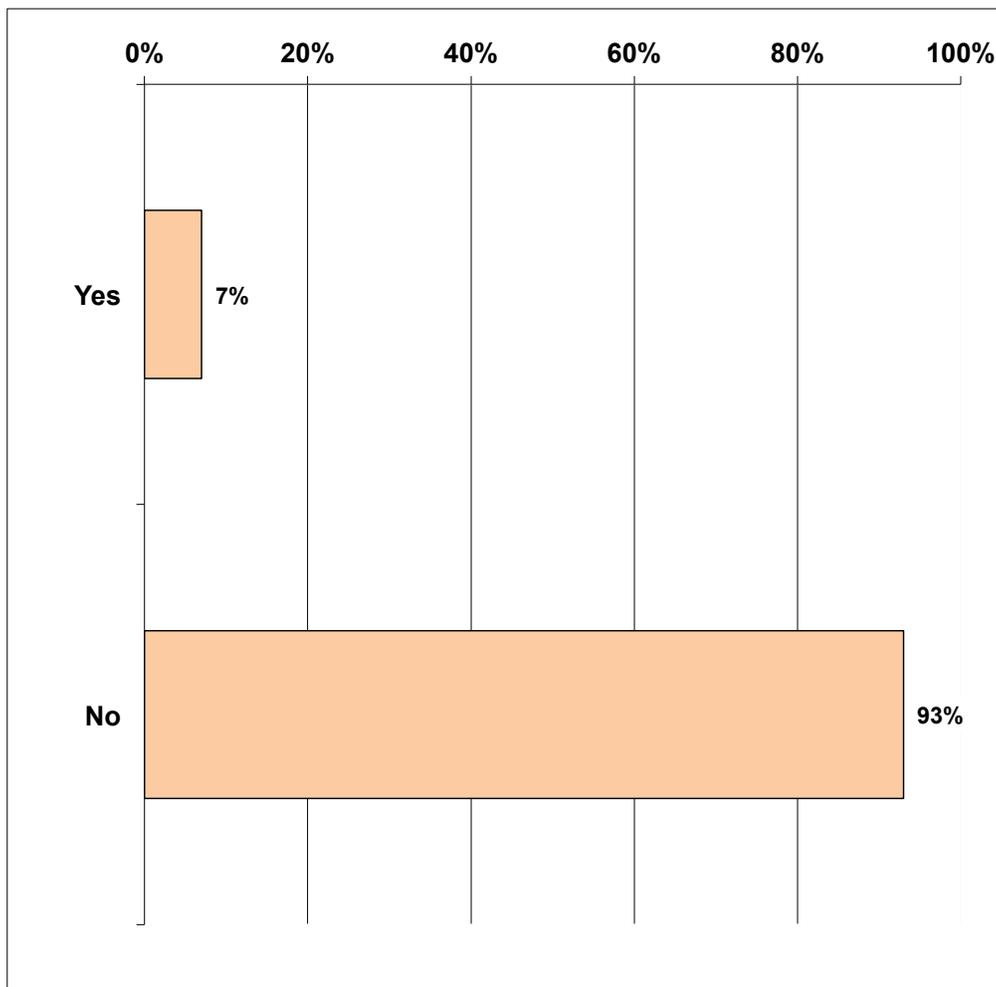
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	19.8%	28.2%	7.6%	12.4%
No	71.8%	80.2%	87.6%	92.4%

Sports Promotion

In the last 6 months, have you noticed any sport or sporting event sponsored by or connected with tobacco companies?

Less than 1 out of 10 (7%) smokers report noticing a sport or sporting event sponsored by or connected with tobacco companies in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	7%	7%	6%
No	93%	93%	94%



	Total	
	Lower CI	Upper CI
Yes	5.4%	8.6%
No	91.4%	94.6%

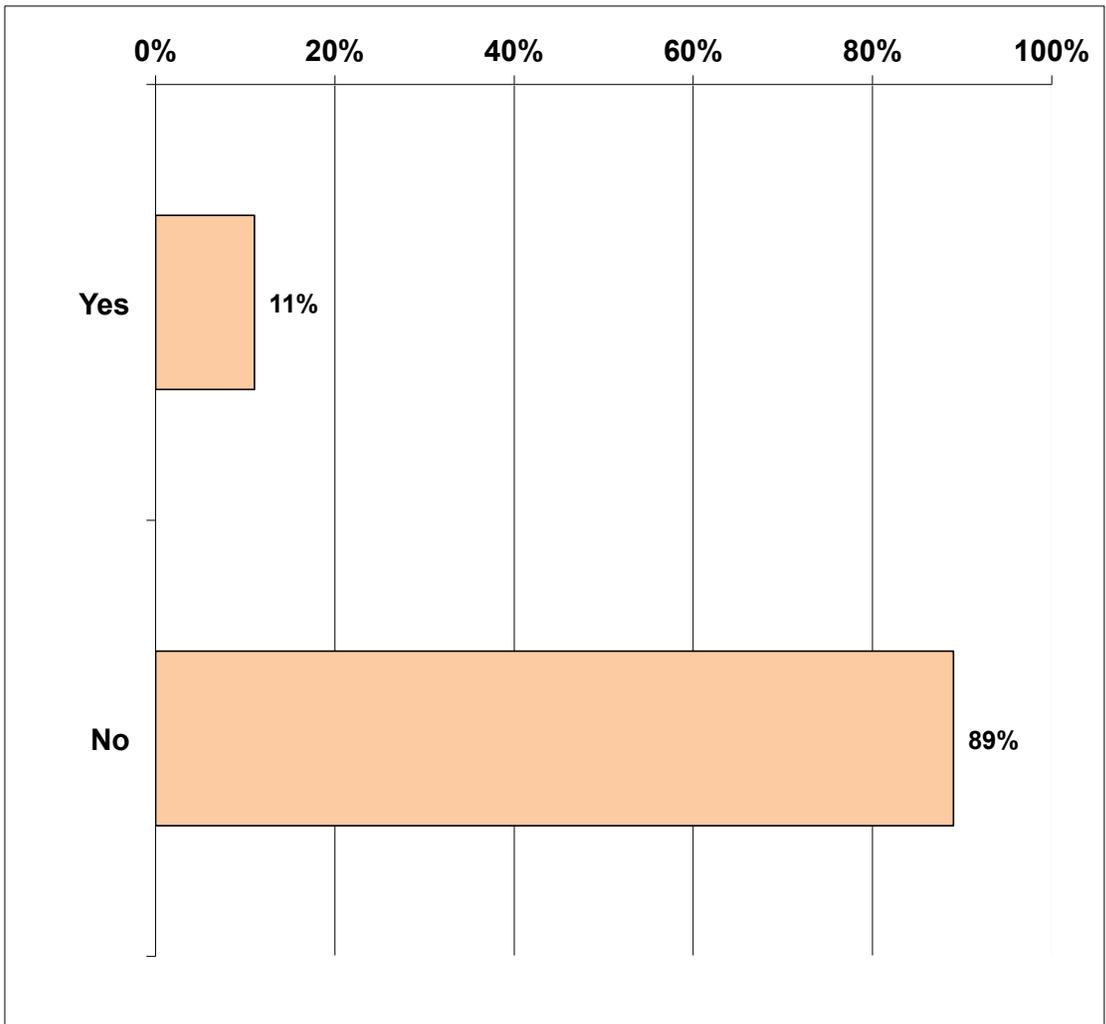
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	4.5%	9.5%	4.1%	7.9%
No	90.5%	95.5%	92.1%	95.9%

Internet Promotion

In the last 6 months, have you noticed internet sites promoting cigarettes or tobacco products?

Approximately 1 out of 10 (11%) smokers report noticing internet sites promoting tobacco products in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	11%	14%	7%
No	89%	86%	93%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	9.1%	12.9%	10.6%	17.4%	5.0%	9.0%
No	87.1%	90.9%	82.6%	89.4%	91.0%	95.0%

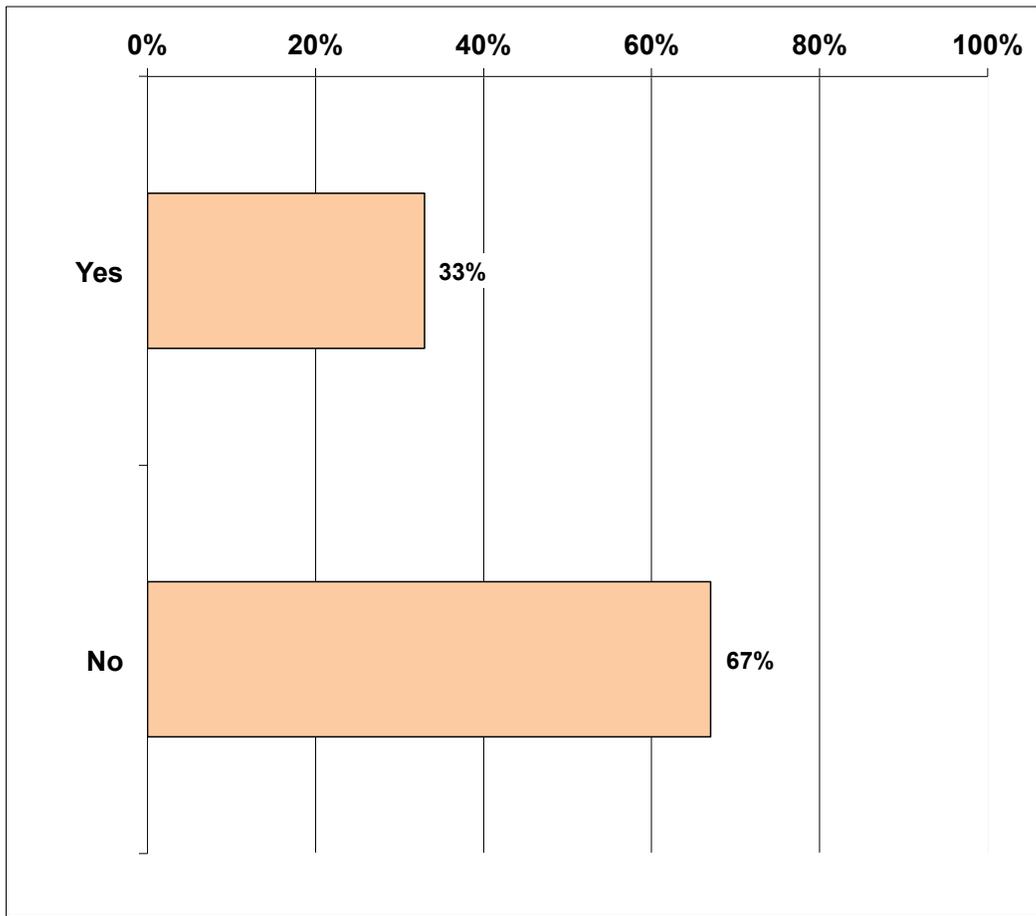
News Stories

Now I want to ask you about the media more generally. Thinking about news stories relating to smoking or tobacco companies that might have been on TV, radio, or in the newspapers . . .

In the last 6 months, have you seen or heard any news story about smoking?

One in three smokers (33%) report that they have seen or heard a news story about smoking in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	33%	32%	34%
No	67%	68%	66%



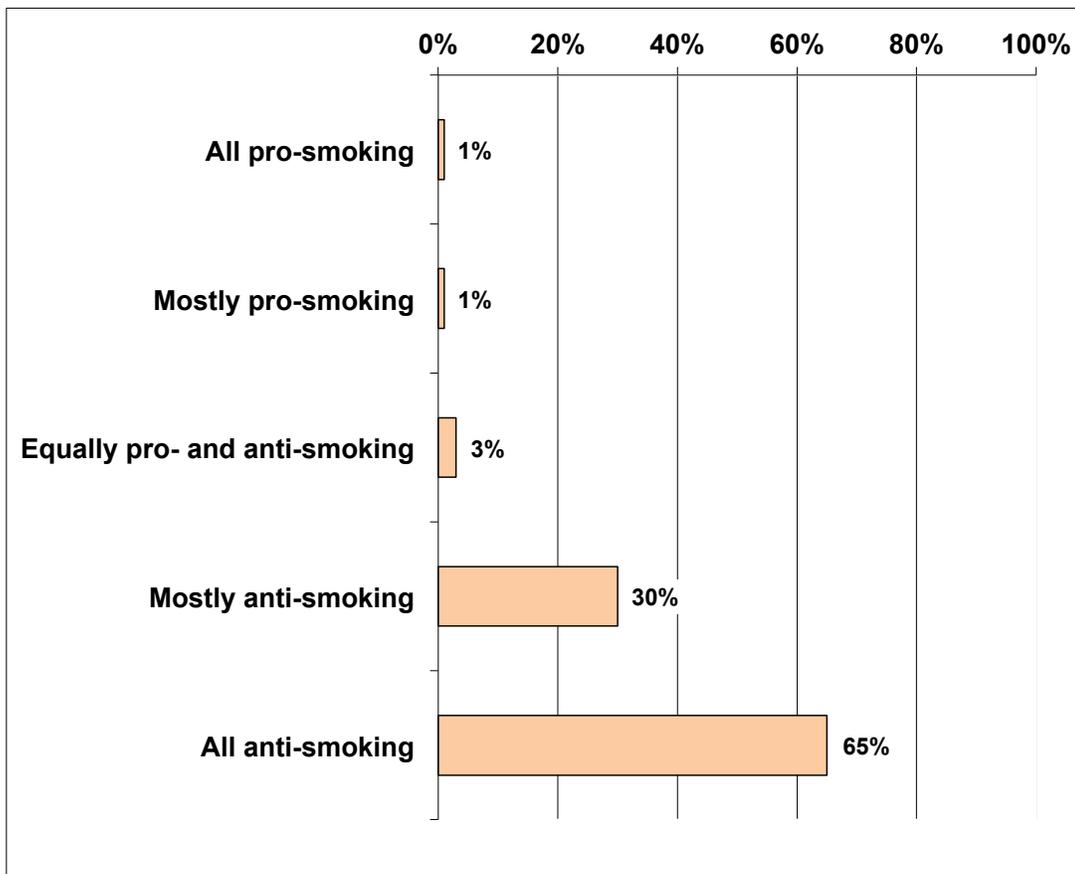
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	30.1%	35.9%	27.4%	36.6%	30.3%	37.7%
No	64.1%	69.9%	63.4%	72.6%	62.3%	69.7%

News Portrayal of Smoking

Overall, how did the news stories portray smoking? Were they all pro-smoking, mostly pro-smoking, equally pro- and anti-smoking, mostly anti-smoking, or all anti-smoking?

Of the smokers who report having seen a news story about smoking in the last 6 months, roughly two-thirds (65%) say that the stories they saw are "All anti-smoking."

	n=334	n=119	n=215
	Total	Younger	Older
All pro-smoking	1%	1%	1%
Mostly pro-smoking	1%	1%	2%
Equally pro- and anti-smoking	3%	2%	3%
Mostly anti-smoking	30%	32%	28%
All anti-smoking	65%	64%	66%



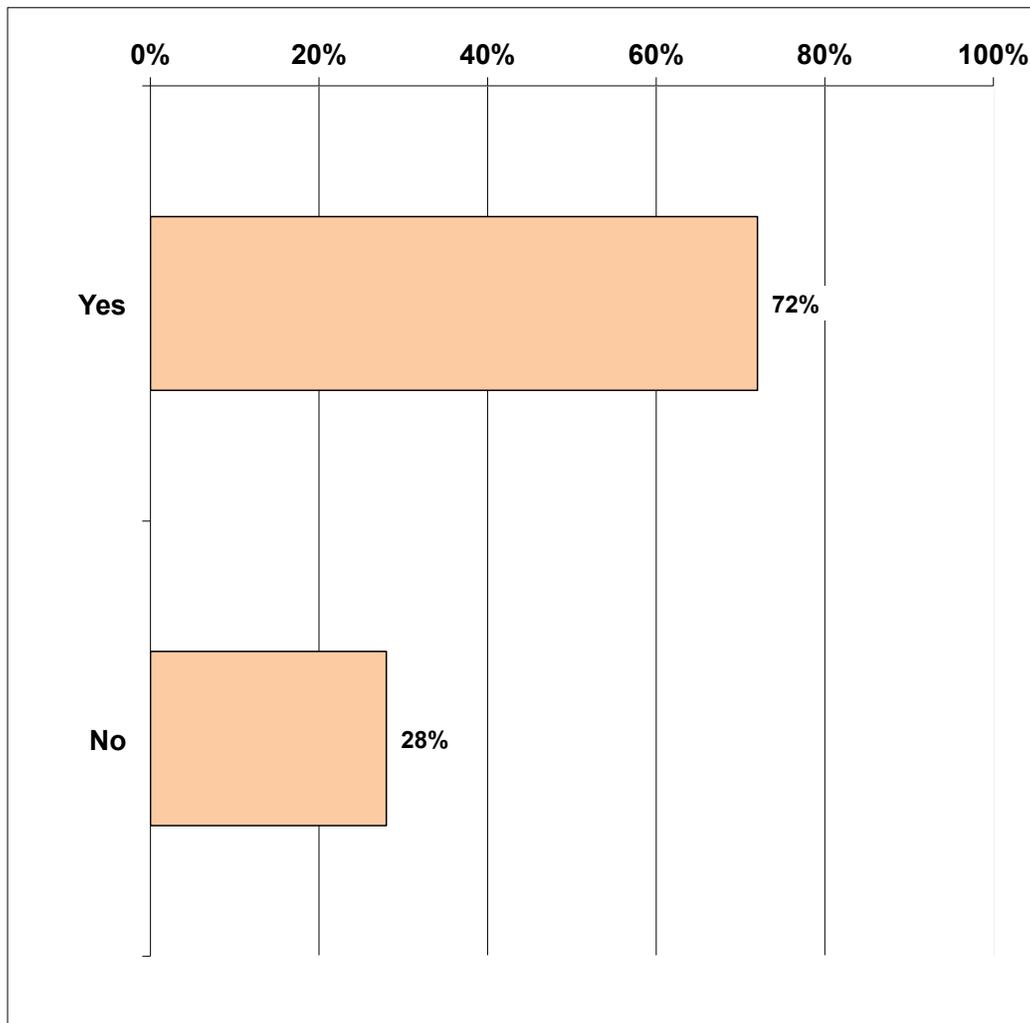
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
All pro-smoking	0.0%	2.1%	0.0%	2.8%	0.0%	2.3%
Mostly pro-smoking	0.0%	2.1%	0.0%	2.8%	0.1%	3.9%
Equally pro- and anti-smoking	1.2%	4.8%	0.0%	4.5%	0.7%	5.3%
Mostly anti-smoking	25.1%	34.9%	23.6%	40.4%	22.0%	34.0%
All anti-smoking	59.9%	70.1%	55.4%	72.6%	59.7%	72.3%

Smoking in Media

In the last 6 months, have you seen people smoking in movies, TV programs, or magazines?

The majority (72%) of smokers report that they have seen people smoking in movies, TV programs or magazines in the last 6 months. More Younger smokers report seeing people smoking than Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	72%	79%	63%
No	28%	21%	37%



	Total	
	Lower CI	Upper CI
Yes	69.2%	74.8%
No	25.2%	30.8%

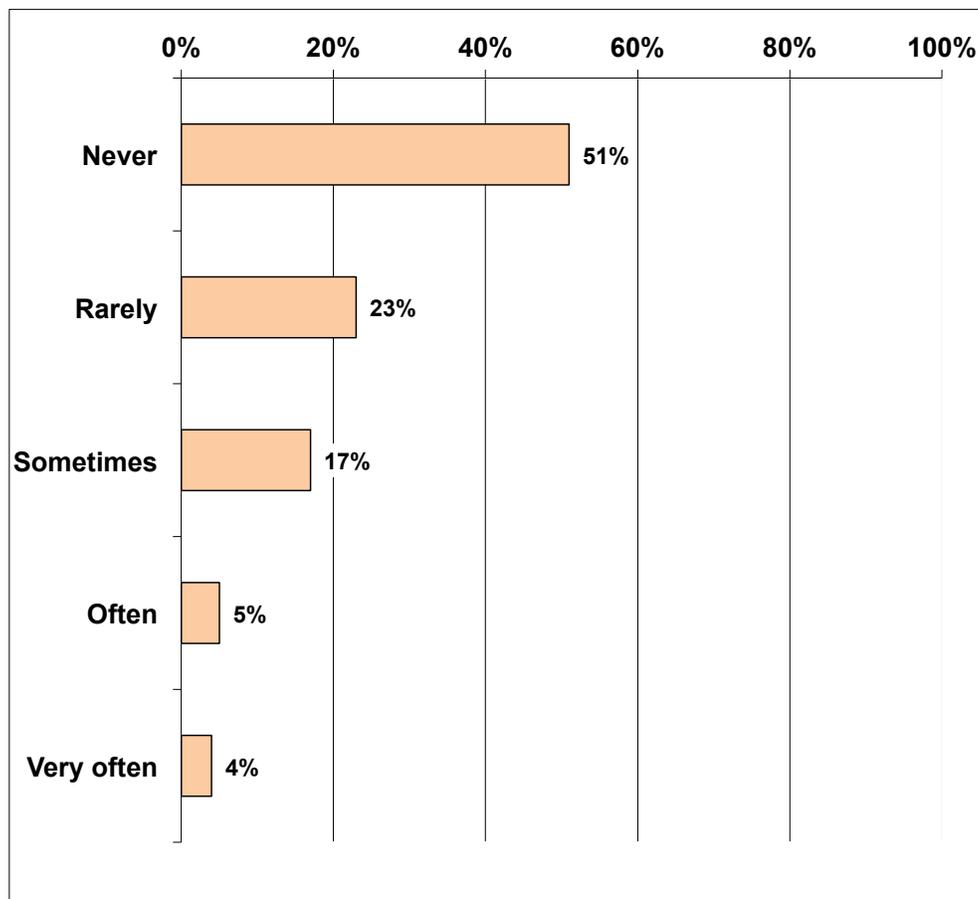
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	75.0%	83.0%	59.2%	66.8%
No	17.0%	25.0%	33.2%	40.8%

Brand Awareness

About how often, if at all, are you able to tell what brand was being smoked? Would you say never, rarely, sometimes, often, or very often?

Of the smokers that report seeing people smoking in a movie, TV program or magazine, a little over half (51%) say they are "never" able to tell what brand is being smoked.

	n=685		n=303		n=382	
	Total		Younger	Older		
Never	51%		47%	58%		
Rarely	23%		23%	23%		
Sometimes	17%		18%	14%		
Often	5%		6%	2%		
Very often	4%		5%	3%		



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Never	47.3%	54.7%	41.4%	52.6%	53.1%	62.9%
Rarely	19.8%	26.2%	18.3%	27.7%	18.8%	27.2%
Sometimes	14.2%	19.8%	13.7%	22.3%	10.5%	17.5%
Often	3.4%	6.6%	3.3%	8.7%	0.6%	3.4%
Very often	2.5%	5.5%	2.5%	7.5%	1.3%	4.7%

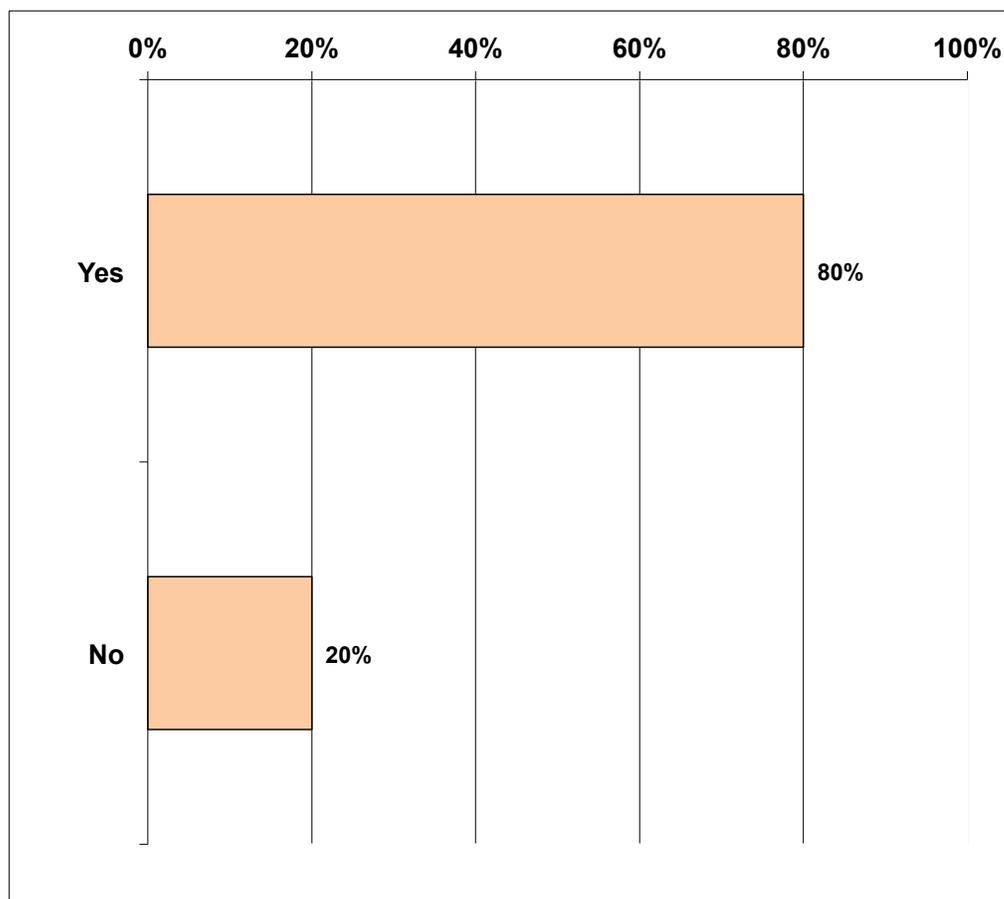
Dangers of Smoking Ads on TV

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

On television?

The majority (80%) of smokers have seen advertising/information about the dangers of smoking on television in the last 6 months. The second phase of the CDC TIPS media campaign was underway during this survey period.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	80%		79%	81%		
No	20%		21%	19%		



	Total	
	Lower CI	Upper CI
Yes	77.5%	82.5%
No	17.5%	22.5%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	75.0%	83.0%	77.9%	84.1%
No	17.0%	25.0%	15.9%	22.1%

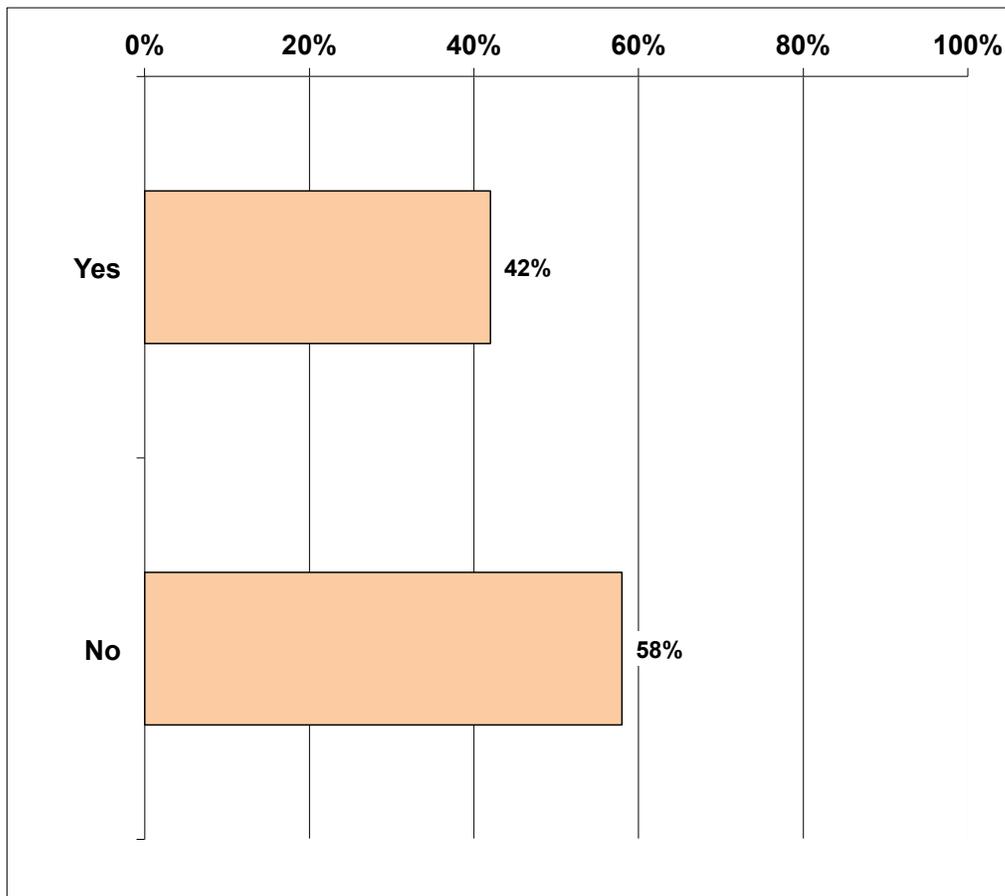
Dangers of Smoking Ads on Radio

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

On radio?

Four out of ten smokers (44%) say that they have noticed ads or information about the dangers of smoking on the radio. More Younger smokers have heard ads on the radio than Older smokers.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	42%		49%	33%		
No	58%		51%	67%		



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	38.9%	45.1%	44.0%	54.0%	29.3%	36.7%
No	54.9%	61.1%	46.0%	56.0%	63.3%	70.7%

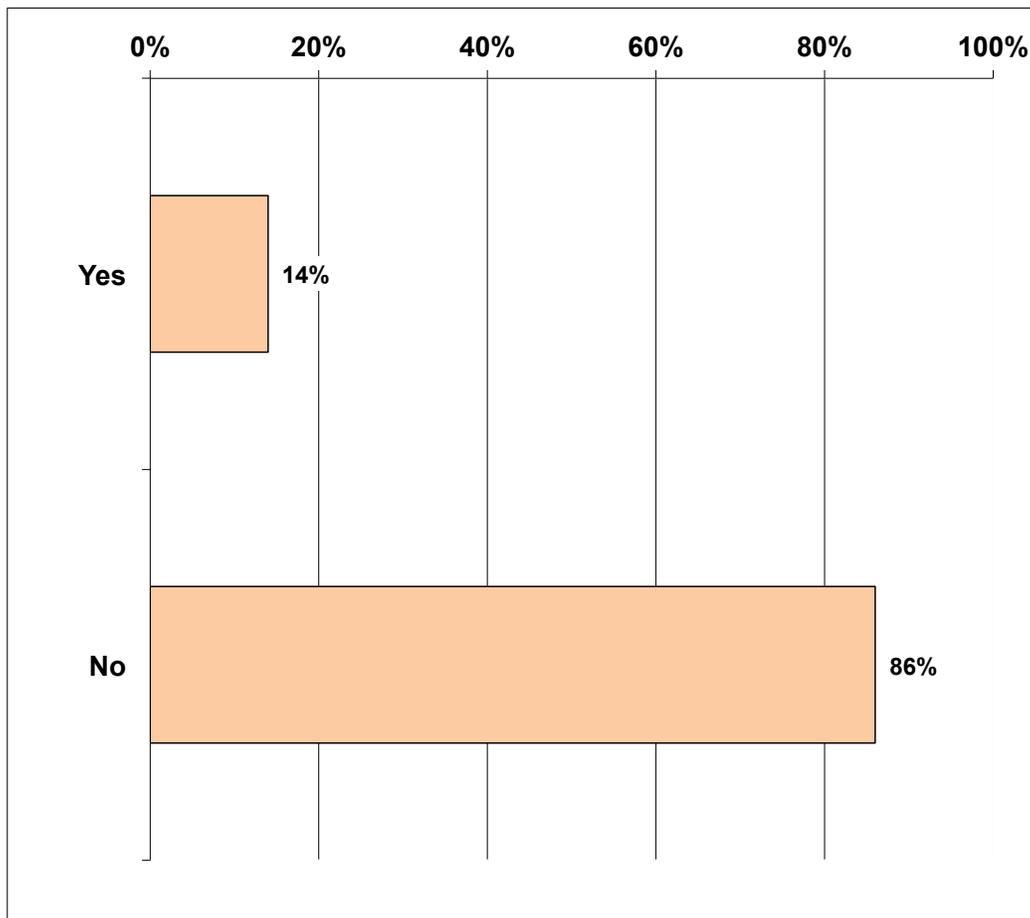
Anti-smoking Ads at the Movies

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

At the movies?

Only a little over 1 in 10 smokers (14%) say that they have noticed ads or information about the dangers of smoking at the movies. More Younger smokers have noticed these ads than Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	14%	21%	5%
No	86%	79%	95%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	11.9%	16.1%	17.0%	25.0%	3.3%	6.7%
No	83.9%	88.1%	75.0%	83.0%	93.3%	96.7%

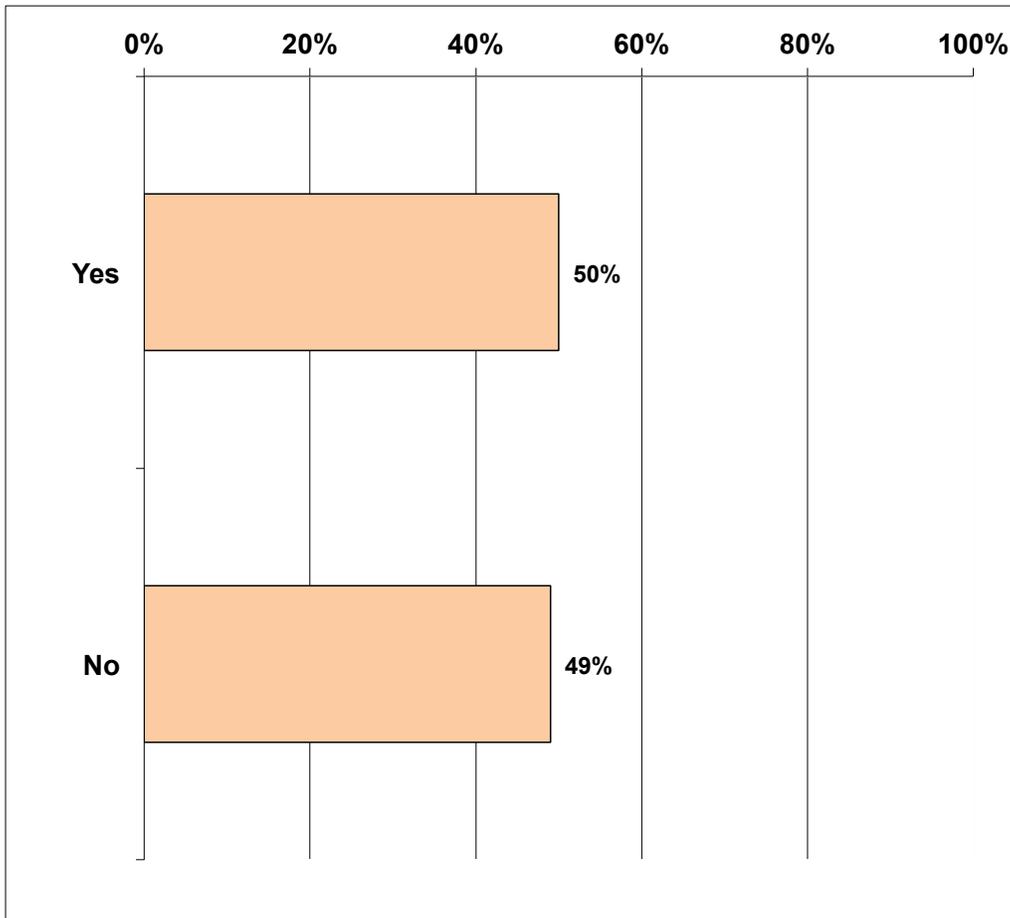
Anti-smoking Ads On Posters/Billboards

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

On posters or billboards?

Half (50%) of the smokers say that they have noticed ads or information about the dangers of smoking on posters or billboards. More Younger smokers have noticed these ads than Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	50%	58%	40%
No	49%	42%	60%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	38.9%	45.1%	41.0%	51.0%	32.2%	39.8%
No	20.4%	25.6%	18.8%	27.2%	20.6%	27.4%

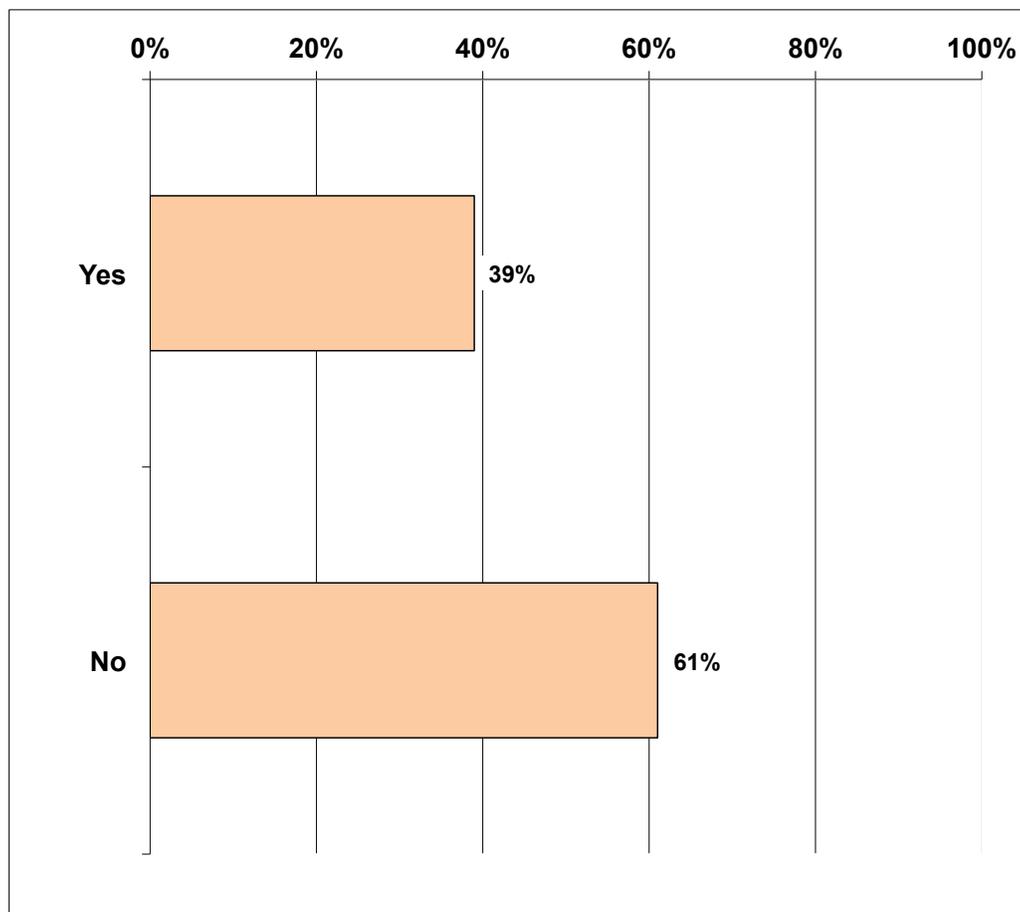
Anti-smoking Ads in Newspapers

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

In newspapers or magazines?

Four out of ten (39%) of the smokers say that they have noticed ads or information about the dangers of smoking in newspapers or magazines.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	39%	38%	40%
No	61%	61%	60%



	Total	
	Lower CI	Upper CI
Yes	36.0%	42.0%
No	58.0%	64.0%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	33.2%	42.8%	36.1%	43.9%
No	56.2%	65.8%	56.1%	63.9%

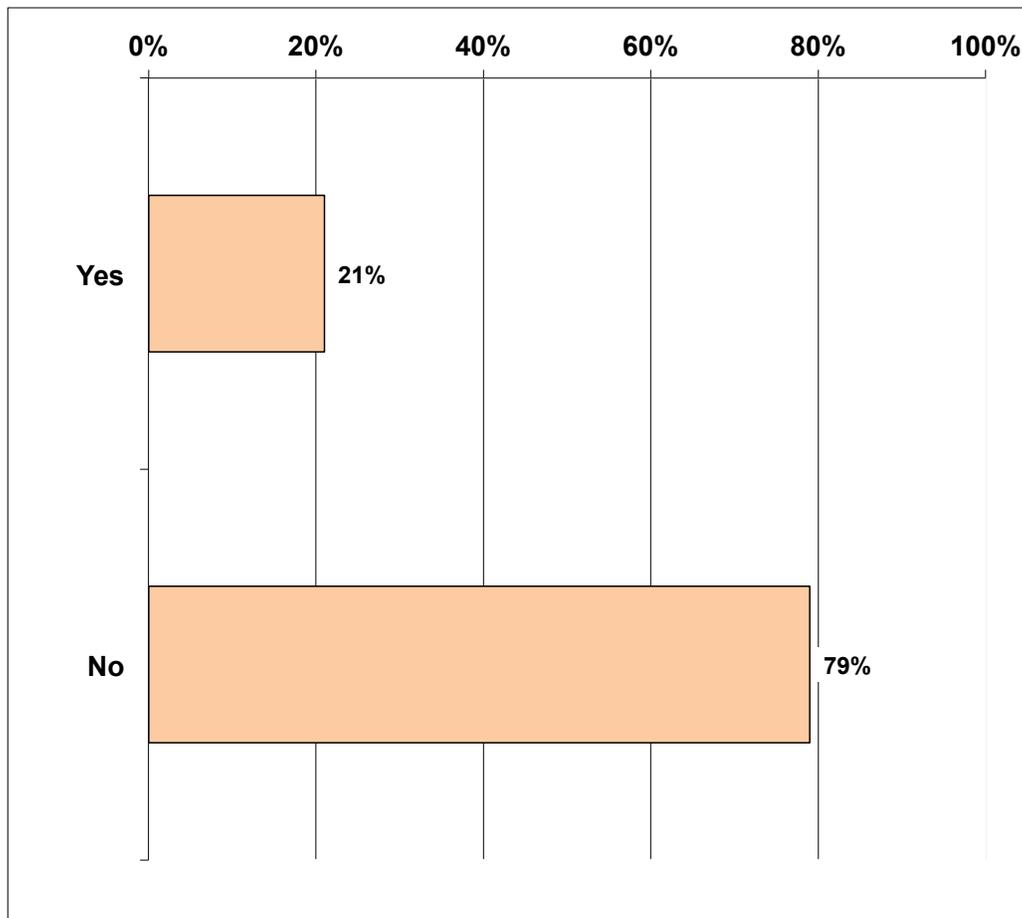
Anti-smoking Ads in Tobacco Shops

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

On shop windows or inside shops where you buy tobacco?

Two out of ten smokers (21%) say that they have noticed ads or information about the dangers of smoking on tobacco shop windows or inside the shops.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	21%	20%	21%
No	79%	79%	78%



	<u>Total</u>		<u>Younger</u>		<u>Older</u>	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	18.5%	23.5%	16.0%	24.0%	17.8%	24.2%
No	76.5%	81.5%	75.0%	83.0%	74.7%	81.3%

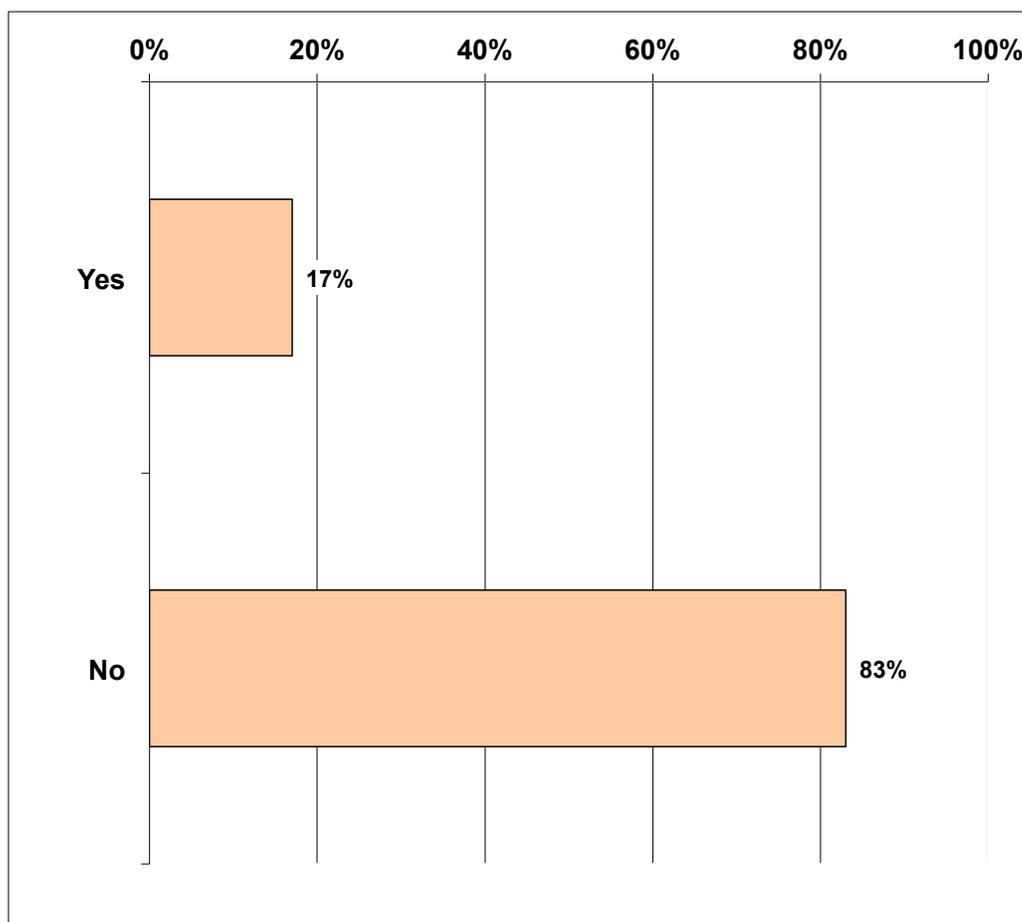
Anti-smoking Ads on Flyers

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

On flyers?

Nearly 2 out of 10 smokers (17%) say that they have noticed ads or information about the dangers of smoking on flyers. More Younger smokers noticed these ads compared to Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	17%	21%	12%
No	83%	79%	88%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	14.7%	19.3%	17.0%	25.0%	9.4%	14.6%
No	80.7%	85.3%	75.0%	83.0%	85.4%	90.6%

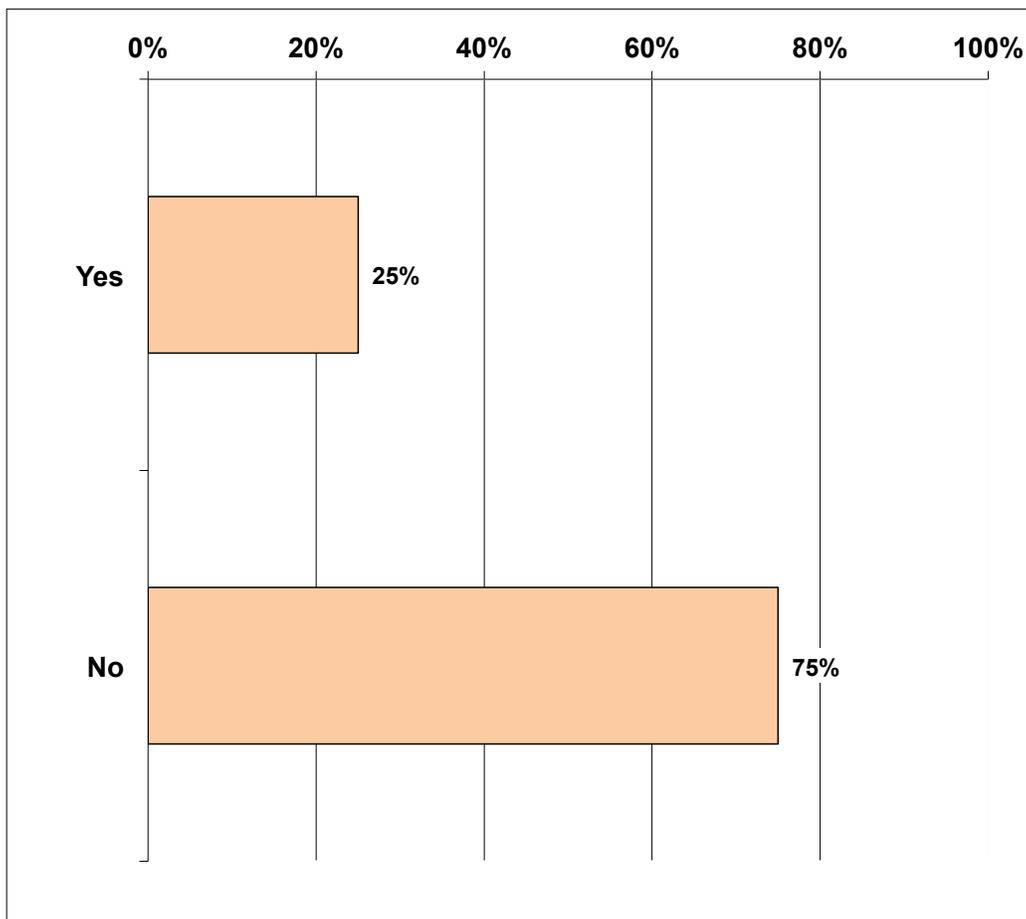
Anti-smoking Ads on the Internet

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

On the internet?

A quarter (25%) of smokers say that in the last 6 months, they have noticed ads or information about the dangers of smoking on the internet. More Younger smokers have noticed these ads compared to Older smokers.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	25%		35%	12%		
No	75%		65%	88%		



	Total	
	Lower CI	Upper CI
Yes	22.3%	27.7%
No	72.3%	77.7%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	30.3%	39.7%	9.4%	14.6%
No	60.3%	69.7%	85.4%	90.6%

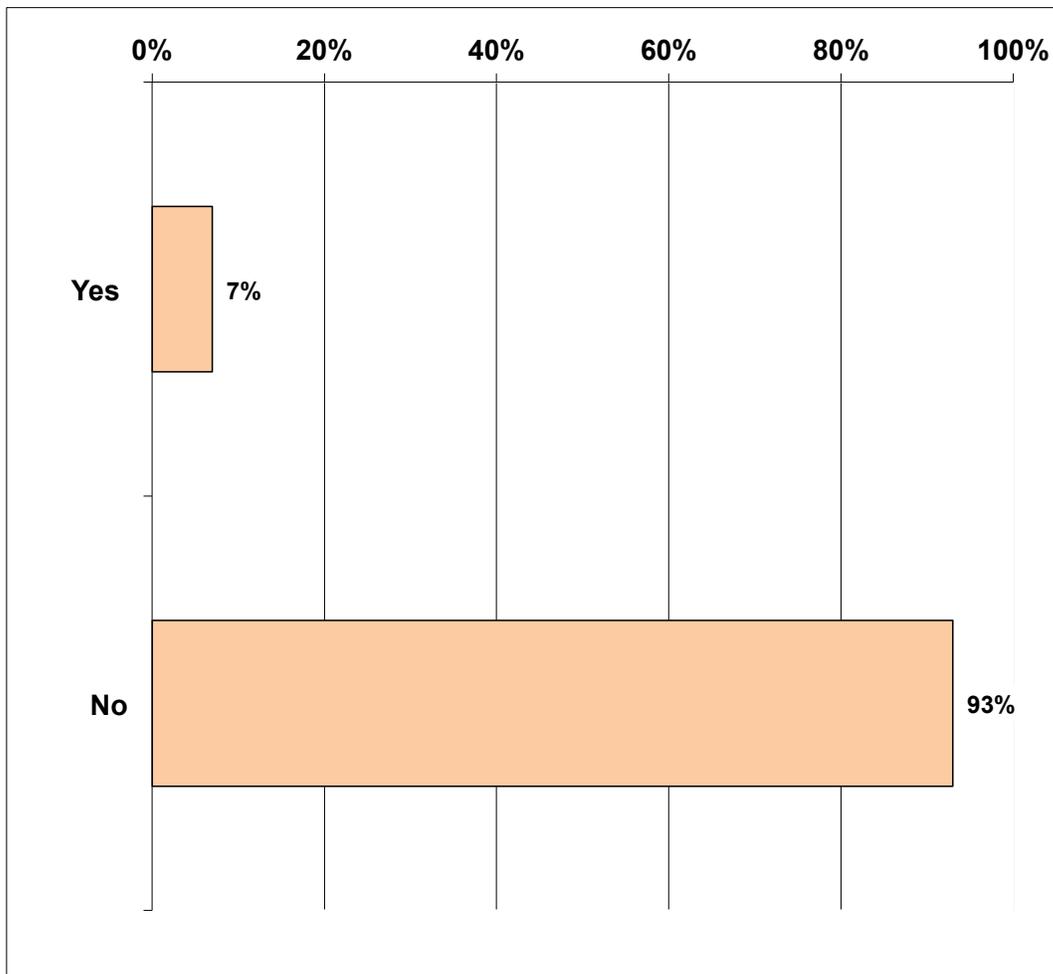
Anti-smoking Ads - Other Places

In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting, in any of the following places . . .

Anywhere else?

A small percentage (7%) of smokers have noticed ads or information somewhere other than places previously mentioned.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	7%		9%	6%		
No	93%		92%	95%		



	Total	
	Lower CI	Upper CI
Yes	5.4%	8.6%
No	91.4%	94.6%

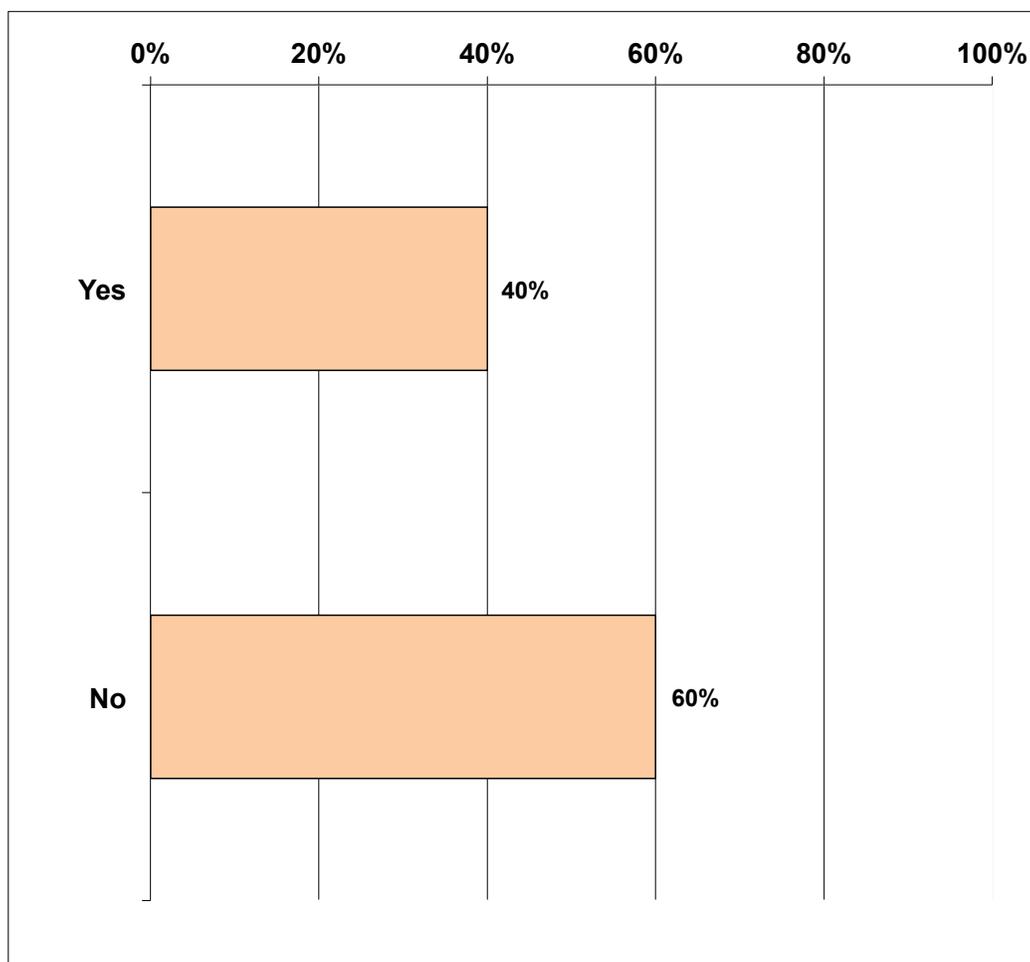
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	6.2%	11.8%	4.1%	7.9%
No	89.3%	94.7%	93.3%	96.7%

Youth Smoking Ads

In the last 6 months, have you noticed any advertising or information from tobacco companies which deals with the topic of youth or underage smoking?

Approximately 4 out of 10 (40%) smokers have noticed ads or information that deal with the topic of youth or underage smoking.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	40%	37%	44%
No	60%	63%	55%



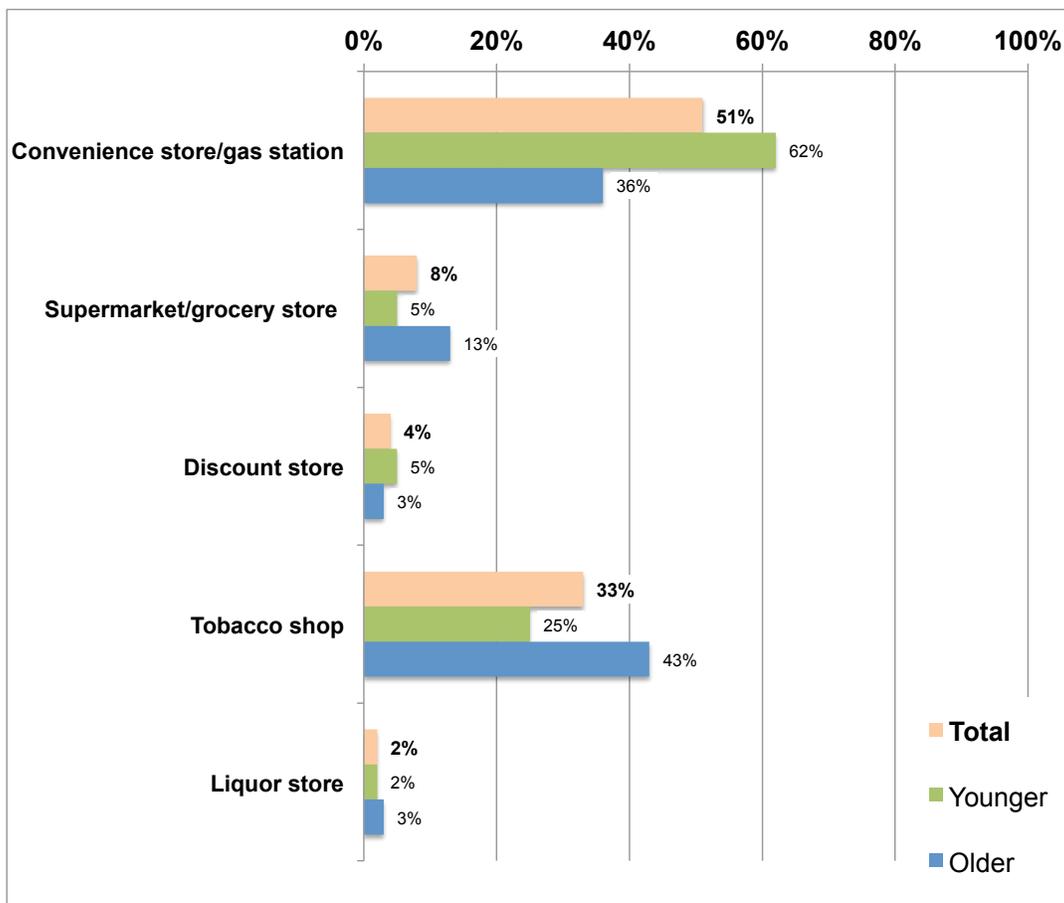
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	37.0%	43.0%	32.2%	41.8%	40.1%	47.9%
No	57.0%	63.0%	58.2%	67.8%	51.1%	58.9%

Location of Last Purchase

Where did you last buy <tobacco type> for yourself?

The highest percentage of Younger smokers (62%) purchased tobacco at Convenience stores/gas stations. The highest percentage of Older smokers (43%) purchased tobacco at Tobacco shops.

	n=1005		n=389		n=616	
	Total		Younger	Older	Younger	Older
Convenience store/gas station	51%		62%	36%	62%	36%
Supermarket/grocery store	8%		5%	13%	5%	13%
Discount store	4%		5%	3%	5%	3%
Tobacco shop	33%		25%	43%	25%	43%
Liquor store	2%		2%	3%	2%	3%
Other	2%		1%	2%	1%	2%



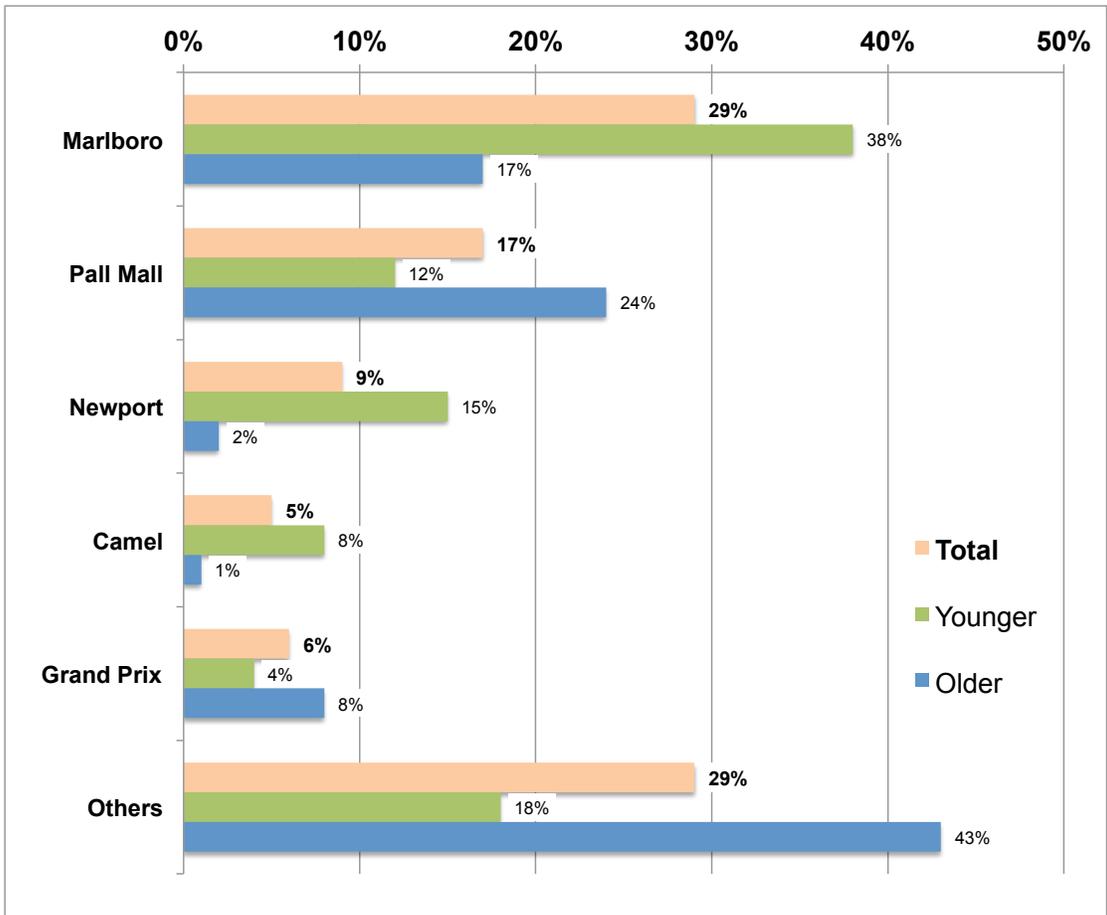
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Convenience store/gas station	12.7%	17.1%	14.8%	22.6%	4.5%	8.3%
Supermarket/grocery store	18.2%	23.2%	19.3%	27.7%	11.7%	17.3%
Discount store	18.6%	23.6%	17.0%	25.2%	18.1%	24.5%
Tobacco shop	15.3%	20.1%	14.2%	21.8%	14.1%	20.1%
Liquor store	11.0%	15.2%	8.9%	15.3%	12.5%	18.3%
Other	8.8%	12.6%	3.4%	8.0%	18.5%	25.1%

Brand Last Purchased

What brand did you buy?

The highest percentage of Younger smokers (38%) purchased Marlboro Brand cigarettes. The highest percentage of Older smokers (43%) purchased a variety of brands including generic and discount brands.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Marlboro	29%		38%	17%		
Pall Mall	17%		12%	24%		
Newport	9%		15%	2%		
Camel	5%		8%	1%		
Grand Prix	6%		4%	8%		
Others	29%		18%	43%		



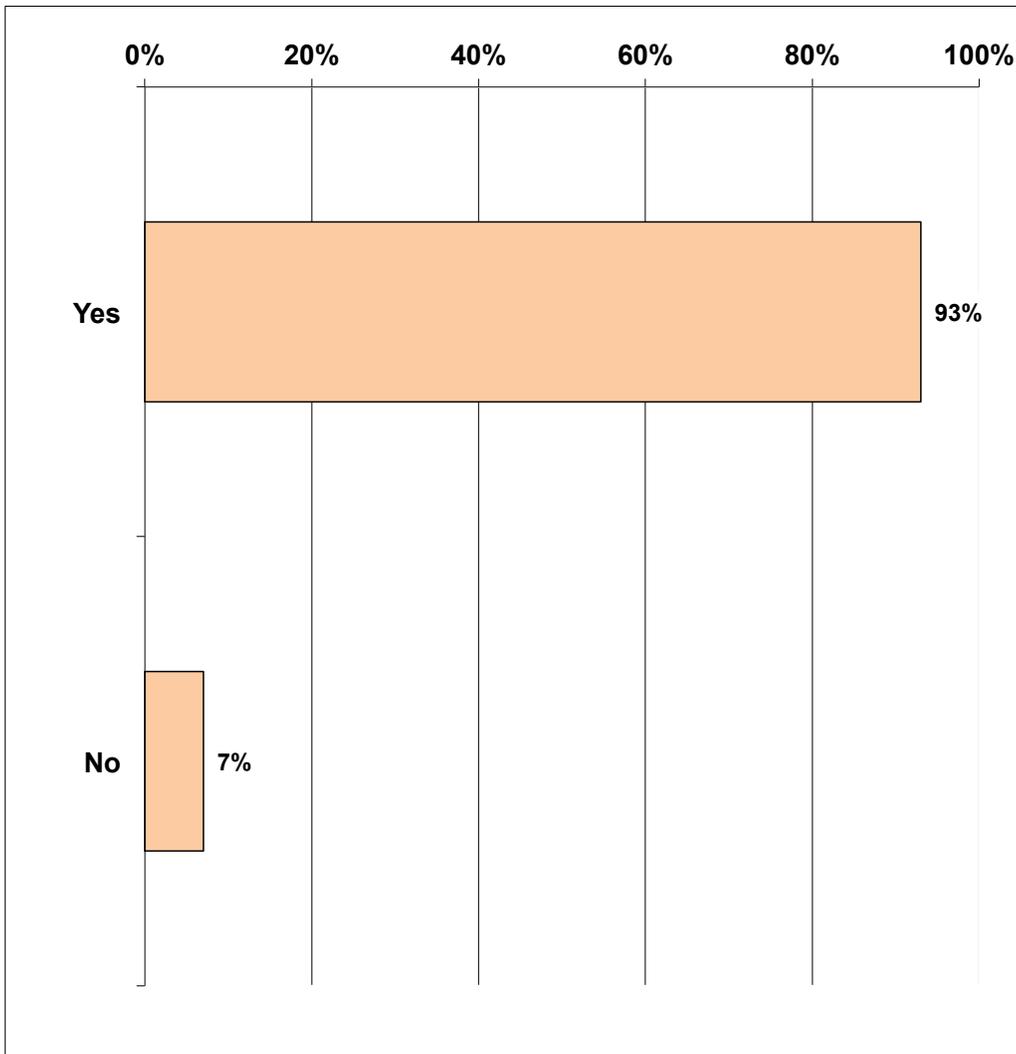
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Marlboro	26.2%	31.8%	33.2%	42.8%	14.0%	20.0%
Pall Mall	14.7%	19.3%	8.8%	15.2%	20.6%	27.4%
Newport	7.2%	10.8%	11.5%	18.5%	0.9%	3.1%
Camel	3.7%	6.3%	5.3%	10.7%	0.2%	1.8%
Grand Prix	4.5%	7.5%	2.1%	5.9%	5.9%	10.1%
Others	26.2%	31.8%	14.2%	21.8%	39.1%	46.9%

Last Brand Frequency

Do you smoke this brand more than any other?

The majority (93%) of smokers report that the brand they purchased last is the brand they smoke more than any other.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	93%	93%	94%
No	7%	7%	6%



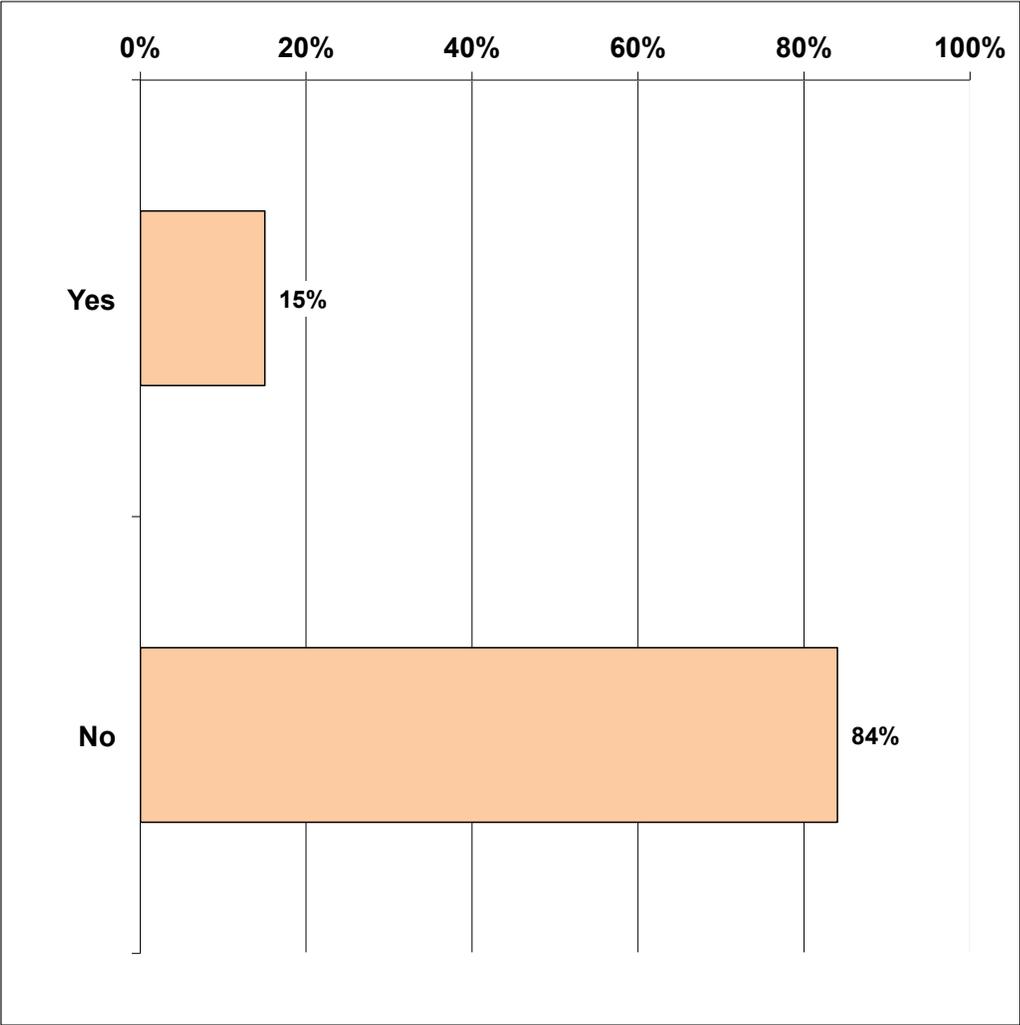
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	91.4%	94.6%	90.5%	95.5%	92.1%	95.9%
No	5.4%	8.6%	4.5%	9.5%	4.1%	7.9%

Influence of Tar & Nicotine Levels

Was part of your decision to smoke <tobacco type> based on the tar and nicotine levels of this brand?

The majority of smokers (84%) say that their decision to smoke this particular brand was not based on the tar and nicotine levels of the brand.

	n=1003	n=389	n=614
	Total	Younger	Older
Yes	15%	14%	17%
No	84%	85%	82%



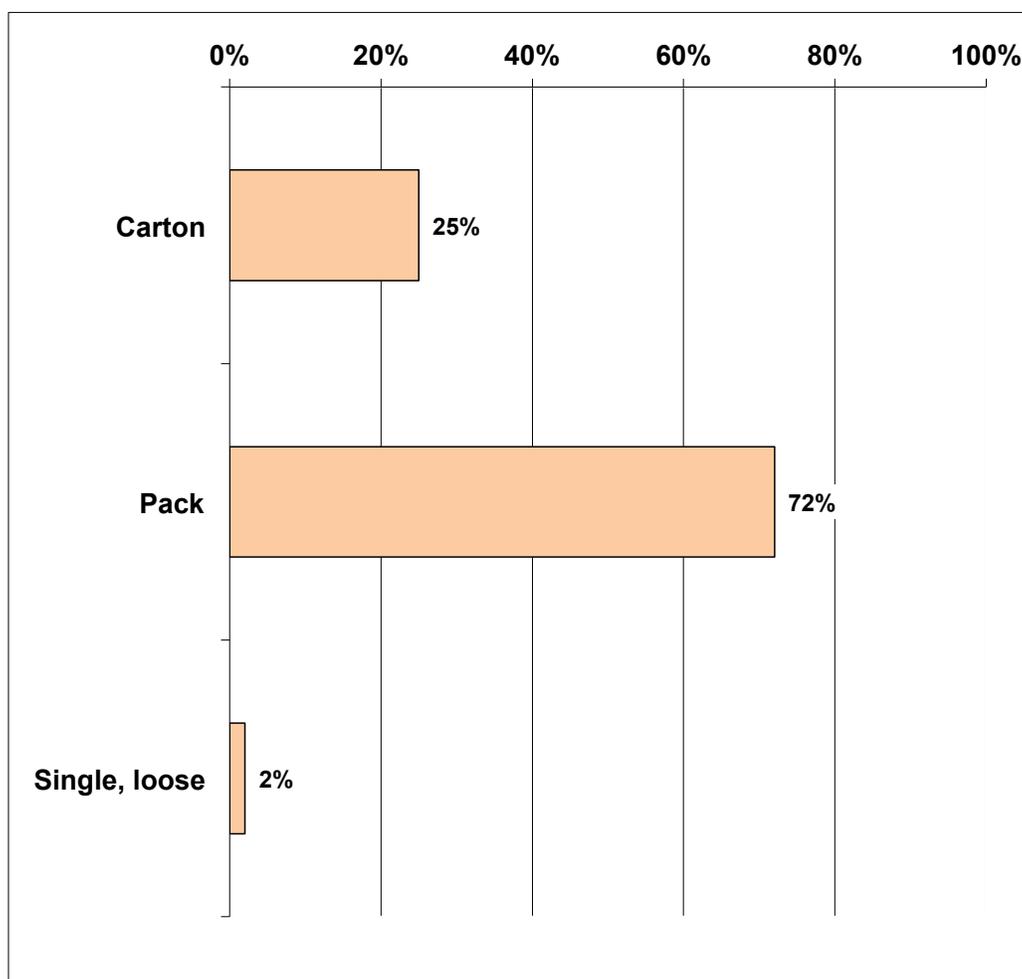
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	12.8%	17.2%	10.6%	17.4%	14.0%	20.0%
No	81.7%	86.3%	81.5%	88.5%	79.0%	85.0%

Purchase Type

The last time you bought cigarettes for yourself, did you buy them by <package type>?

The last time they purchased tobacco, the majority (72%) of smokers purchased tobacco by the pack. None of the Older smokers report buying a single cigarette last. More Young smokers buy cigarettes by the pack compared to Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Carton	25%	15%	38%
Pack	72%	80%	61%
Single, loose	2%	4%	0%
Not report	1%	1%	1%



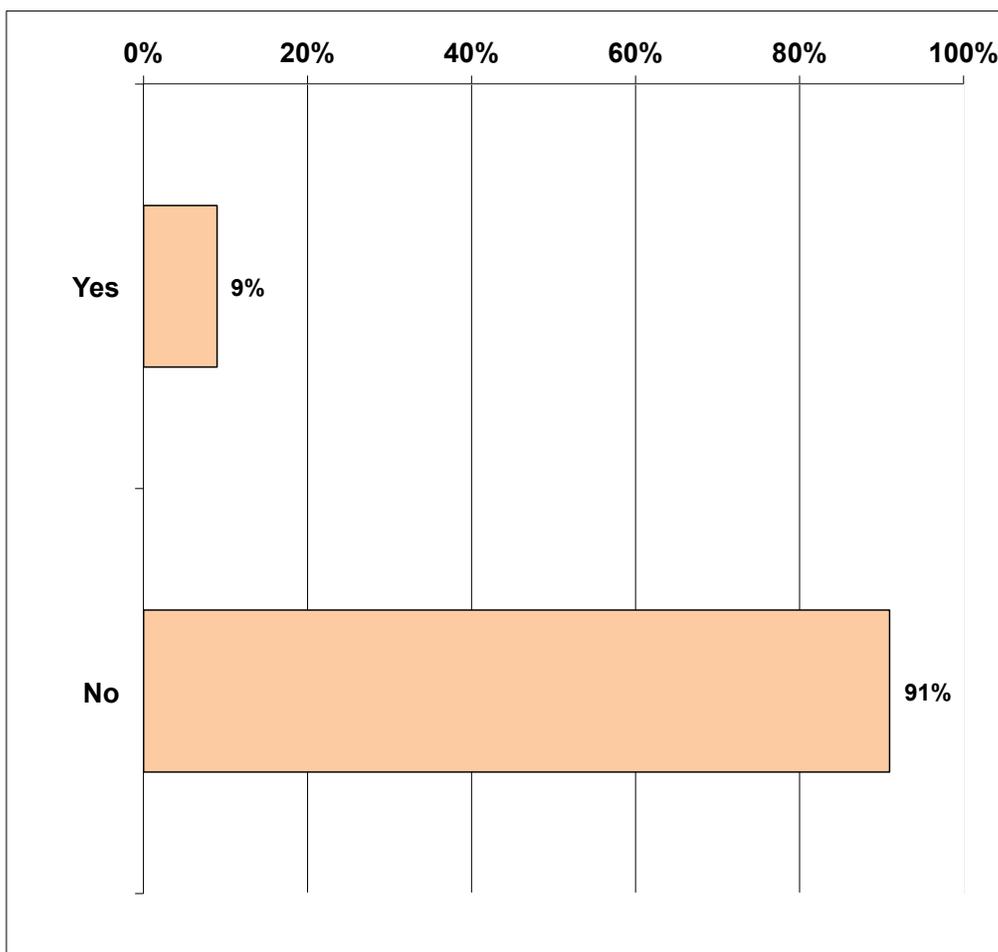
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Carton	22.3%	27.7%	11.5%	18.5%	34.2%	41.8%
Pack	69.2%	74.8%	76.0%	84.0%	57.1%	64.9%
Single, loose	1.1%	2.9%	2.1%	5.9%	0.0%	0.0%

Coupons

The last time you bought <tobacco type> for yourself, did you use any coupons or discounts to get a special price?

Only 9% of smokers report using coupons or discounts to get a special price the last time they bought tobacco.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	9%		10%	7%		
No	91%		90%	93%		



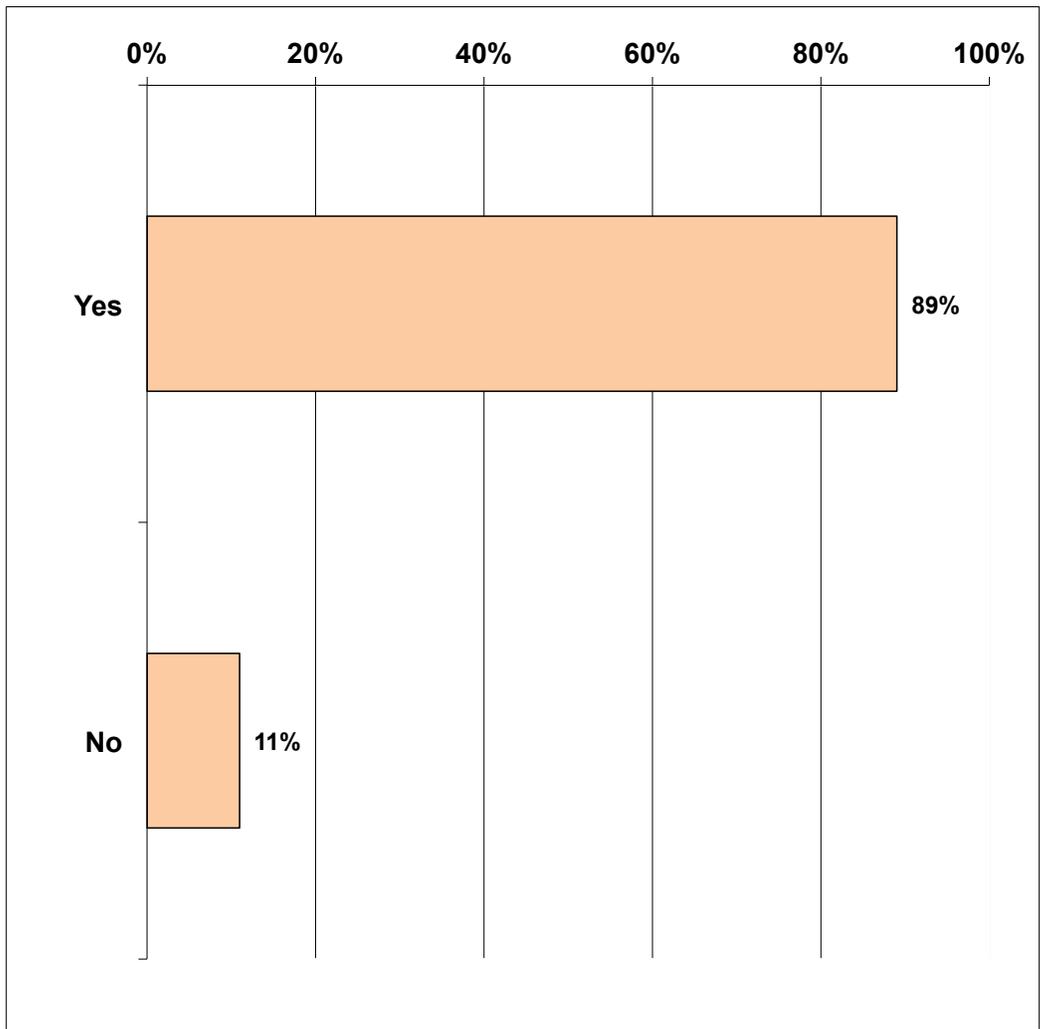
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	7.2%	10.8%	7.0%	13.0%	5.0%	9.0%
No	89.2%	92.8%	87.0%	93.0%	91.0%	95.0%

Favorite Purchase Location

You've just told me where you last bought <tobacco type>. Is this where you buy most of your <tobacco type>?

The majority (89%) of smokers state that the last place they purchased their tobacco is where they buy most of their tobacco.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	89%		88%	90%		
No	11%		12%	9%		



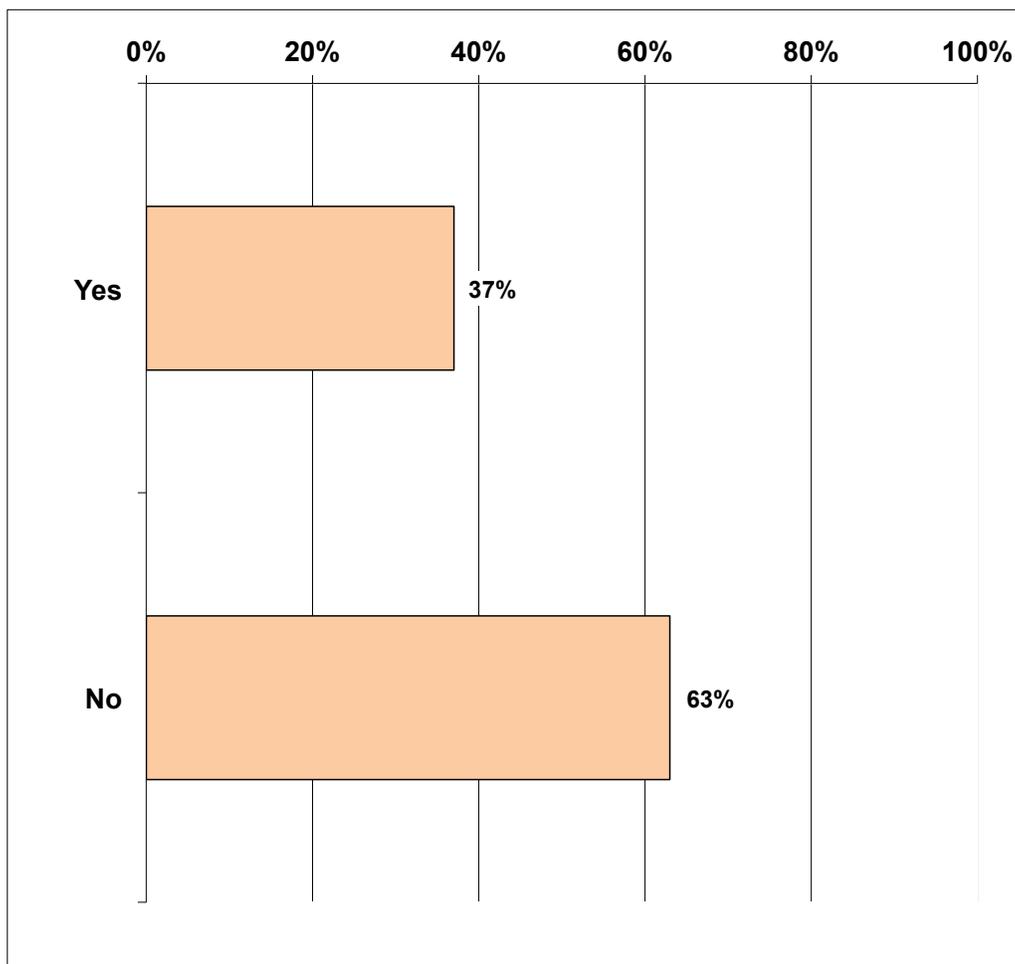
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	87.1%	90.9%	84.8%	91.2%	87.6%	92.4%
No	9.1%	12.9%	8.8%	15.2%	6.7%	11.3%

Purchase Outside State

In the last 6 months, have you bought <tobacco type> outside of the state of Arkansas?

Nearly 4 out of 10 (37%) smokers have purchased tobacco outside of Arkansas in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	37%	39%	35%
No	63%	61%	65%



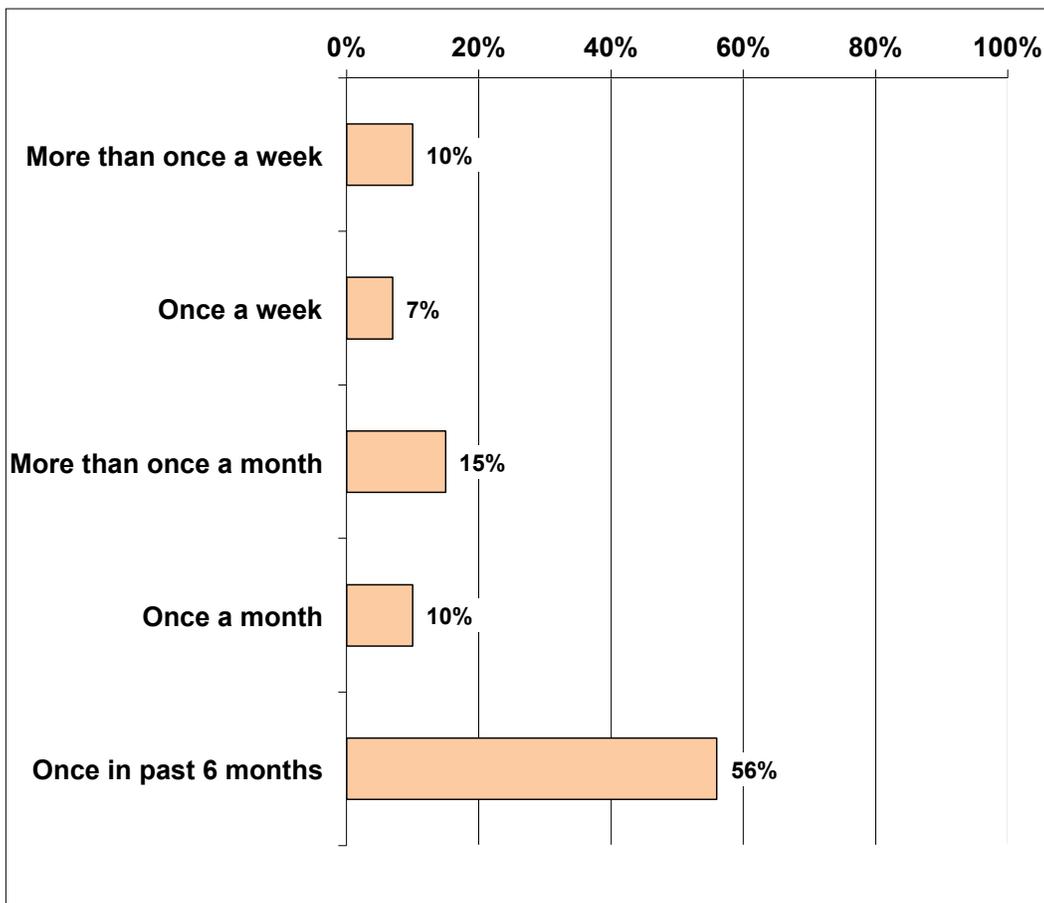
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	34.0%	40.0%	34.2%	43.8%	31.2%	38.8%
No	60.0%	66.0%	56.2%	65.8%	61.2%	68.8%

Frequency of Purchases Outside State

How often in the last 6 months have you bought <tobacco type> from outside the state of Arkansas?

Among those smokers who report having purchased tobacco outside of Arkansas, the majority (56%) state that they have done so only once in the past 6 months.

	n=361	n=151	n=210
	Total	Younger	Older
More than once a week	10%	11%	8%
Once a week	7%	7%	7%
More than once a month	15%	16%	14%
Once a month	10%	8%	12%
Once in past 6 months	56%	56%	57%
Refused	2%	2%	2%



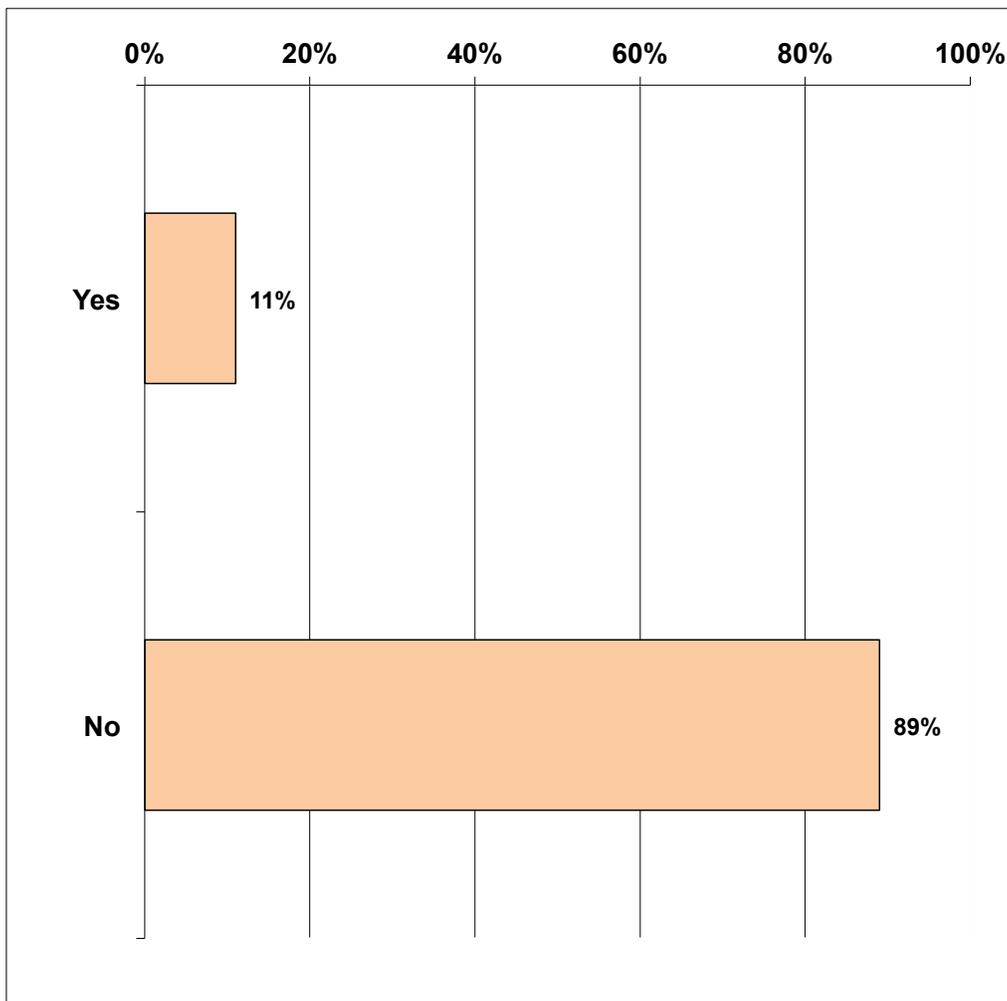
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
More than once a week	6.9%	13.1%	6.0%	16.0%	4.3%	11.7%
Once a week	4.4%	9.6%	2.9%	11.1%	3.5%	10.5%
More than once a month	11.3%	18.7%	10.2%	21.8%	9.3%	18.7%
Once a month	6.9%	13.1%	3.7%	12.3%	7.6%	16.4%
Once in past 6 months	50.9%	61.1%	48.1%	63.9%	50.3%	63.7%

Special Efforts for Cheaper Tobacco

In the last 6 months, have you made any other special efforts to buy <tobacco type> that are less expensive than you can get from local stores?

Only 1 out of 10 (11%) smokers report having made some other special effort to buy tobacco that was less expensive than what they could get from local stores.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	11%	14%	8%
No	89%	86%	92%



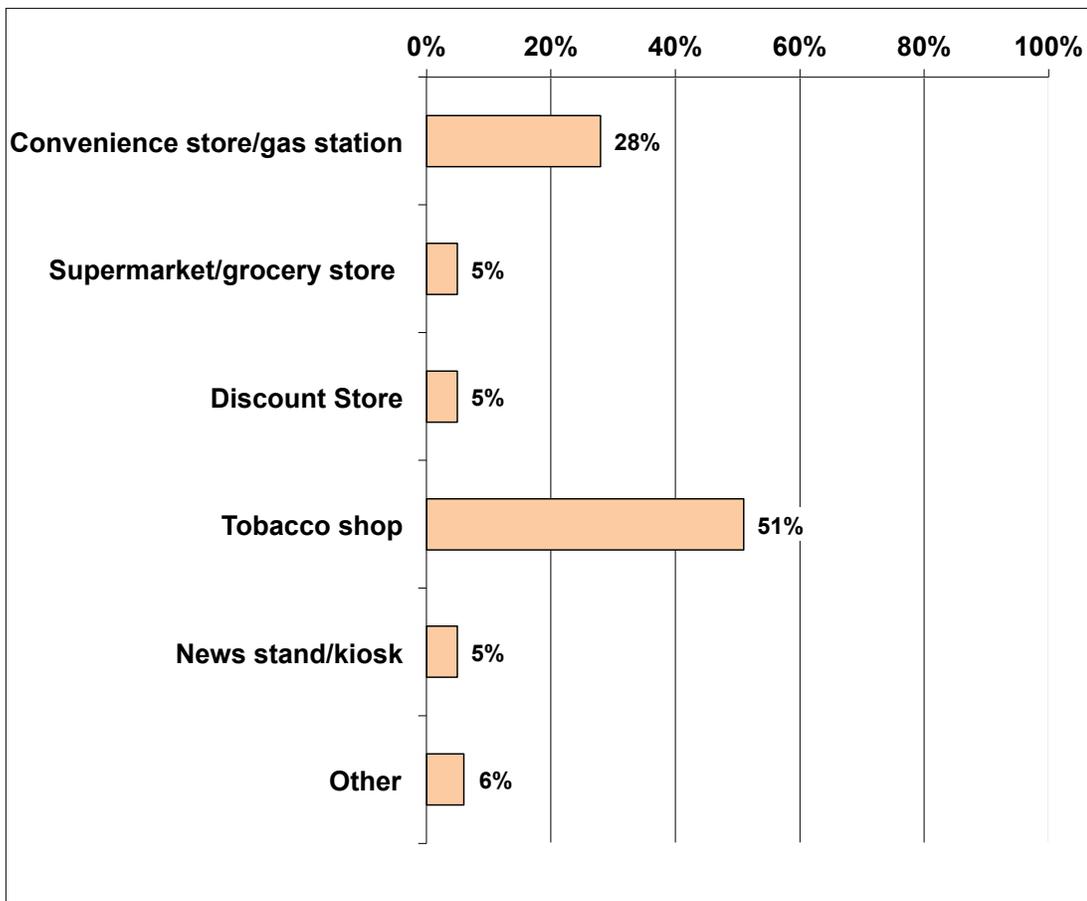
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	9.1%	12.9%	10.6%	17.4%	5.9%	10.1%
No	87.1%	90.9%	82.6%	89.4%	89.9%	94.1%

Purchase Location of Cheaper Tobacco

Where did you last buy less expensive <tobacco type>?

Of those smokers who made a special effort to buy less expensive tobacco, the majority last bought less expensive tobacco from a Tobacco shop.

	n=96	n=48	n=48
	Total	Younger	Older
Convenience store/gas station	28%	27%	30%
Supermarket/grocery store	5%	3%	9%
Discount store	5%	4%	7%
Tobacco shop	51%	54%	45%
News stand/kiosk	5%	5%	4%
Other	6%	7%	5%



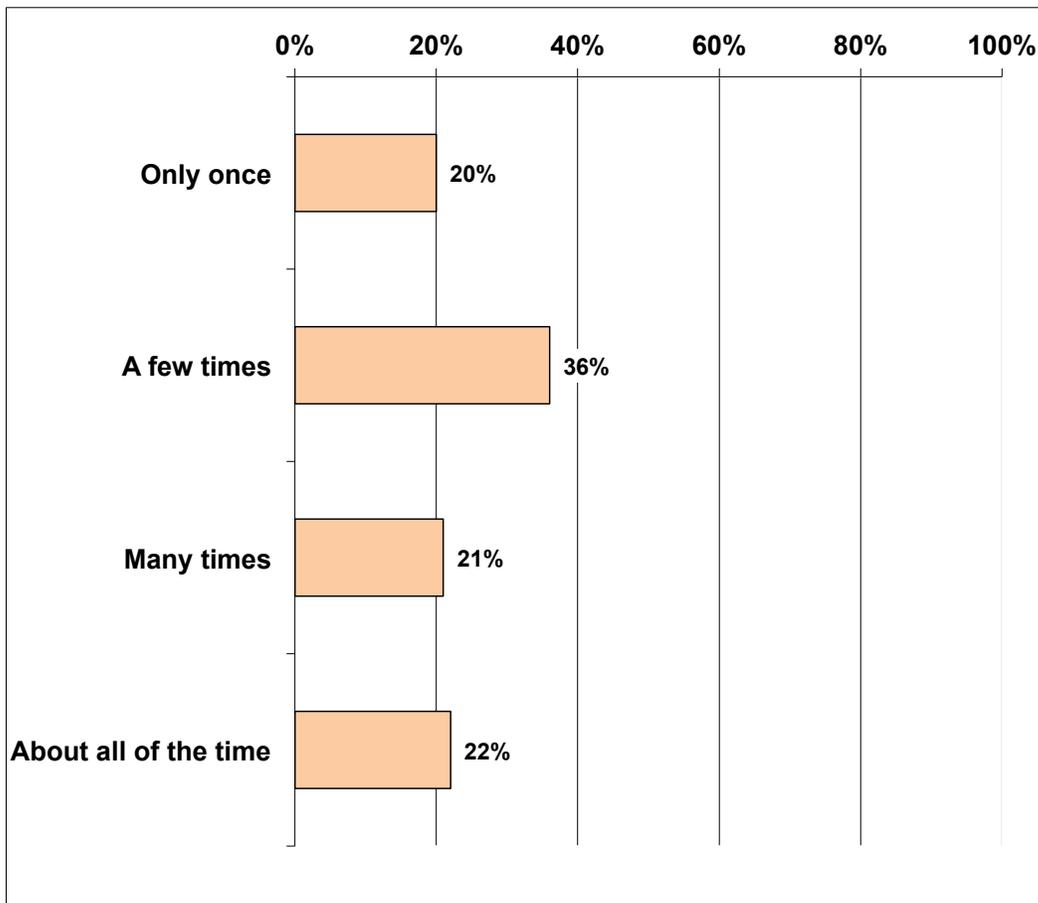
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Convenience store/gas station	19.0%	37.0%	14.4%	39.6%	17.0%	43.0%
Supermarket/grocery store	0.6%	9.4%	0.0%	7.8%	0.9%	17.1%
Discount Store	0.6%	9.4%	0.0%	9.5%	0.0%	14.2%
Tobacco shop	41.0%	61.0%	39.9%	68.1%	30.9%	59.1%
News stand/kiosk	0.6%	9.4%	0.0%	11.2%	0.0%	9.5%
Other	1.2%	10.8%	0.0%	14.2%	0.0%	11.2%

Frequency of Tobacco Purchase

How often in the past 6 months, have you bought less expensive <tobacco type> from <previous response>? Would you say only once, a few times, many times, or just about all of the time?

Of the small percentage who report having bought less expensive tobacco, most say they did this only a "few times," showing that cost savings is not a motivator for most smokers.

	n=96	n=48	n=48
	Total	Younger	Older
Only once	20%	19%	20%
A few times	36%	36%	36%
Many times	21%	22%	20%
About all of the time	22%	22%	24%
Don't know	1%	1%	0%



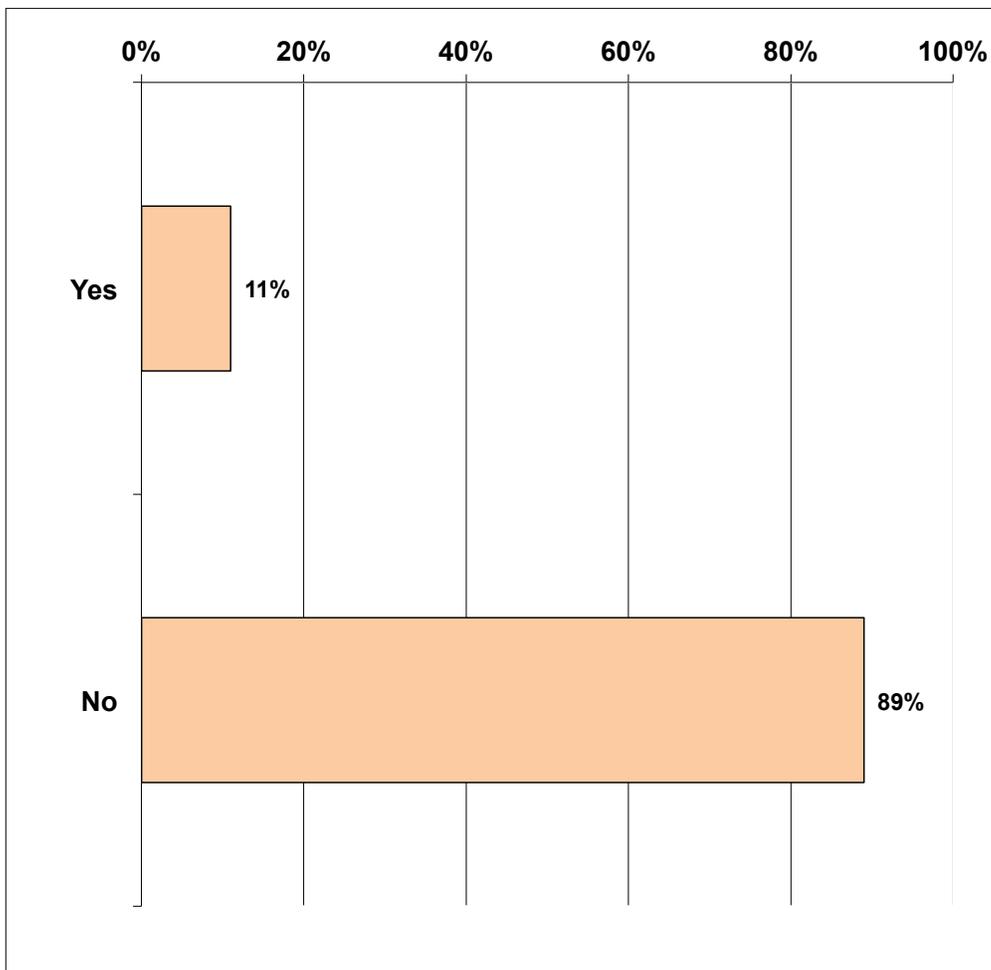
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Only once	12.0%	28.0%	7.9%	30.1%	8.7%	31.3%
A few times	26.4%	45.6%	22.4%	49.6%	22.4%	49.6%
Many times	12.9%	29.1%	10.3%	33.7%	8.7%	31.3%
About all of the time	13.7%	30.3%	10.3%	33.7%	11.9%	36.1%

Tobacco Over Essentials

In the last 6 months, has there been a time when the money you spent on <tobacco type> resulted in not having enough money for household essentials such as food?

Only 1 out of 10 (11%) smokers say that they have spent money on tobacco that resulted in them not having enough for household essentials in the last 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	11%	11%	10%
No	89%	89%	90%



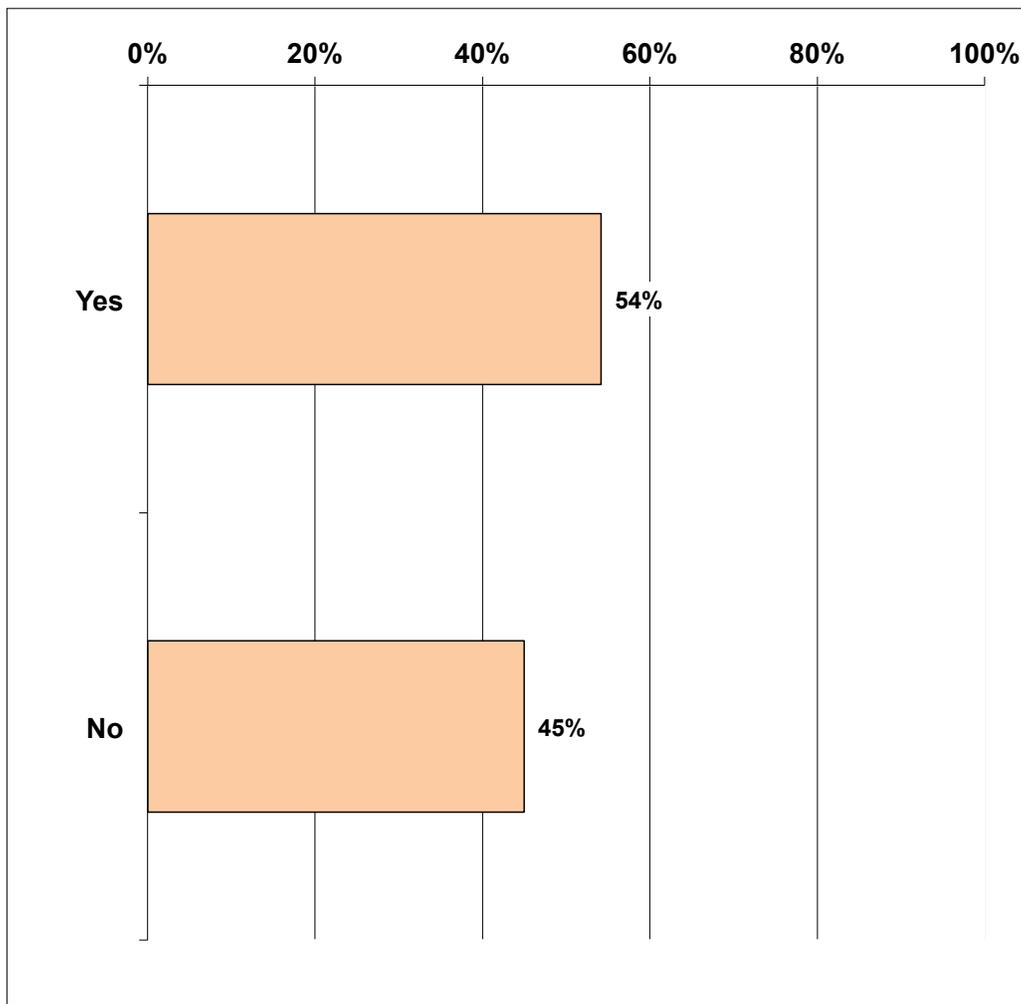
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	9.1%	12.9%	7.9%	14.1%	7.6%	12.4%
No	87.1%	90.9%	85.9%	92.1%	87.6%	92.4%

Price Increase - Smoke Less

If the price per <last purchased> went up from <price paid>, would you smoke fewer <tobacco type>?

More than half (54%) of the smokers say they would smoke less of their usual tobacco product if the price of it went up.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	54%		57%	51%		
No	45%		42%	49%		
Don't know	1%		1%	1%		



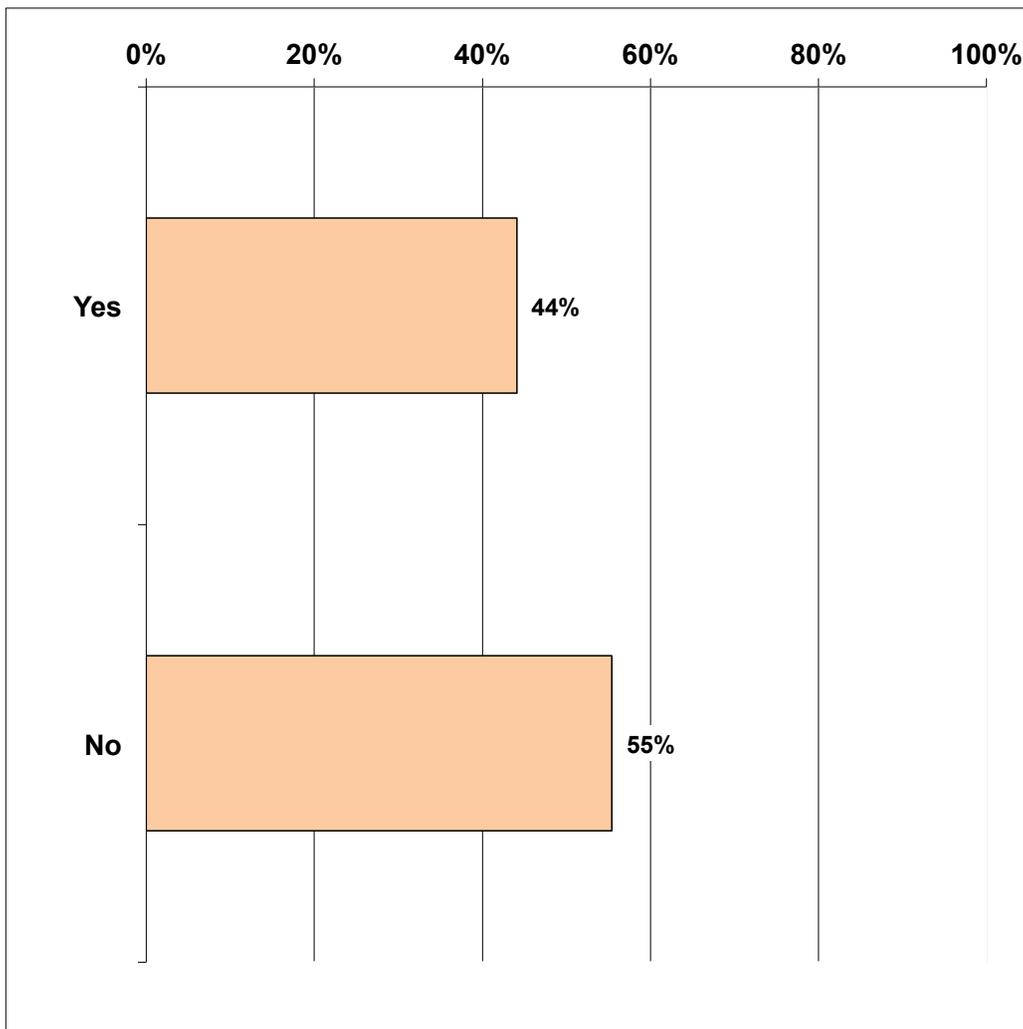
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	51.1%	57.3%	52.2%	62.0%	46.6%	54.4%
No	41.9%	48.1%	37.3%	47.1%	44.9%	52.7%

Price Increase - Cheaper Brand

If the price per <last purchased> went up from <price paid>, would you switch to a cheaper <tobacco type> brand?

A total of 44% of smokers say they would switch brands if the price of their product increased.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	44%	43%	46%
No	55%	57%	53%
Don't know	1%	1%	1%



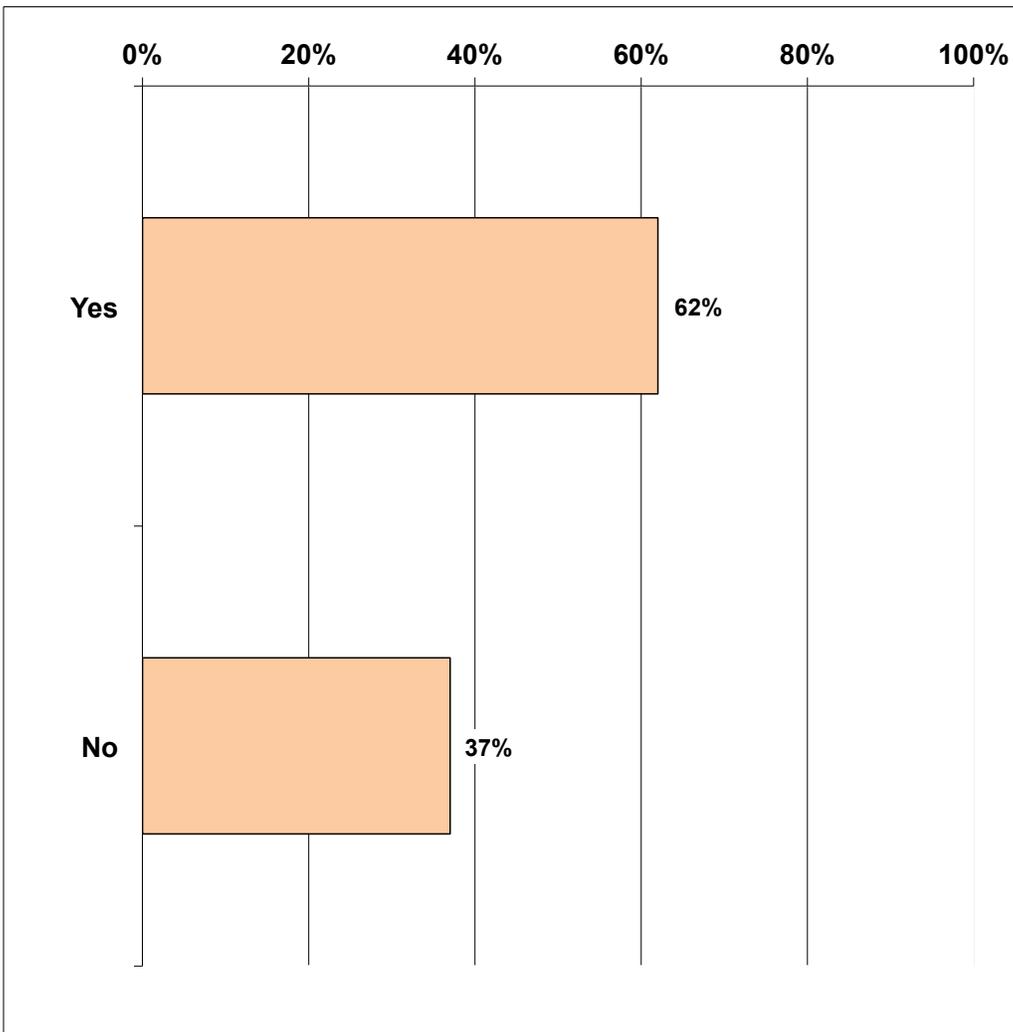
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	41.0%	47.2%	37.7%	47.5%	42.1%	49.9%
No	52.3%	58.5%	51.9%	61.7%	49.5%	57.3%

Price Increase - Cheaper Source

If the price per <last purchased> went up from <price paid>, would you look for a cheaper source for your current <tobacco type> brand?

Approximately 6 out of 10 (62%) smokers say they would look for a cheaper source if the price of their current tobacco brand increased.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	62%		61%	64%		
No	37%		38%	36%		
Don't know	0%		1%	0%		



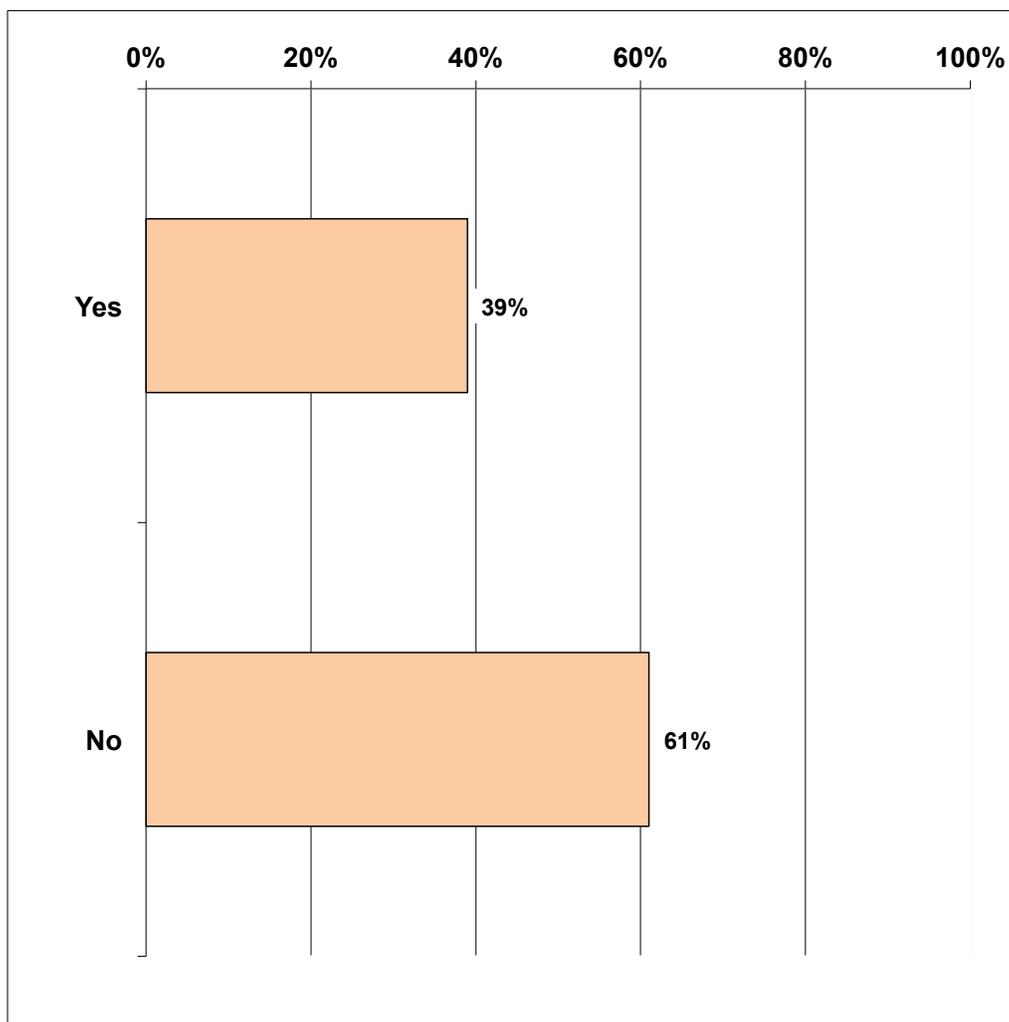
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	59.0%	65.0%	56.2%	65.8%	60.2%	67.8%
No	34.0%	40.0%	33.2%	42.8%	32.2%	39.8%

Price Increase - Smaller Amounts

If the price per <last purchased> went up from <price paid>, would you buy smaller amounts of <tobacco type> at a time?

Approximately 4 out of 10 (39%) smokers say they would buy smaller amounts of their tobacco product at a time if the price increased.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	39%		39%	38%		
No	61%		61%	61%		
Don't know	0%		0%	1%		



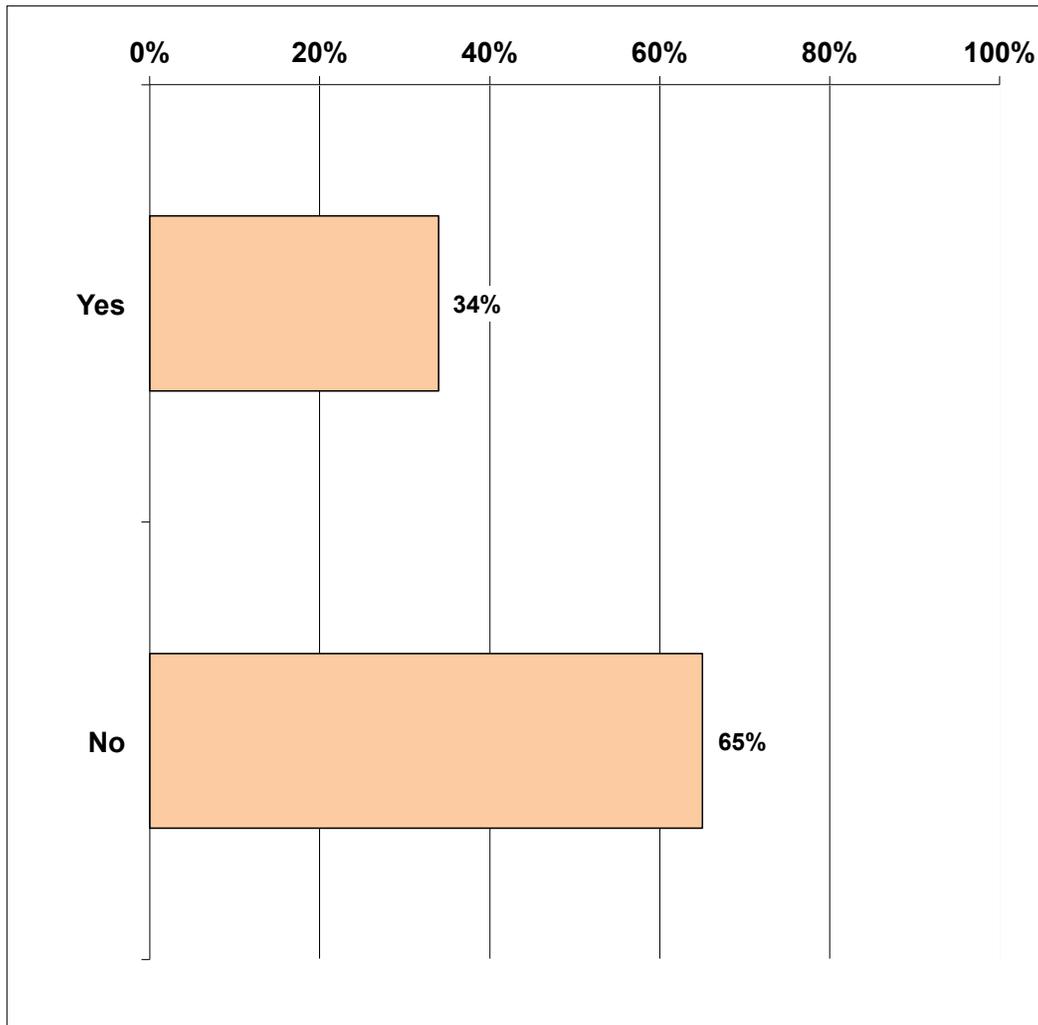
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	36.0%	42.0%	34.2%	43.8%	34.2%	41.8%
No	58.0%	64.0%	56.2%	65.8%	57.1%	64.9%

Price Increase - Bulk

If the price per <last purchased> went up from <price paid>, would you buy <tobacco type> in bulk?

A total of 34% of smokers say they would buy tobacco in bulk if the price went up.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	34%	33%	36%
No	65%	67%	63%
Don't know	0%	0%	1%



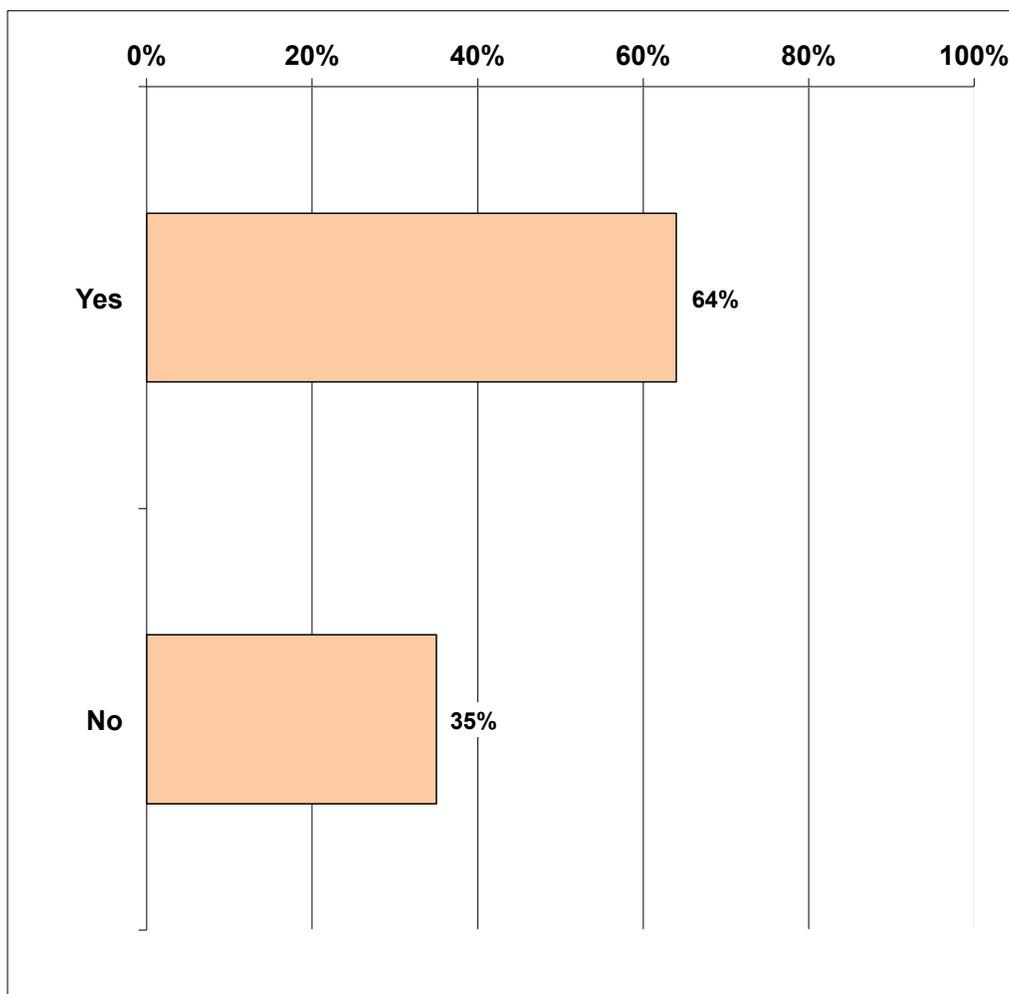
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	31.1%	36.9%	28.3%	37.7%	32.2%	39.8%
No	62.1%	67.9%	62.3%	71.7%	59.2%	66.8%

Price Increase - Quit Smoking

If the price per <last purchased> went up from <price paid>, would you try to quit smoking?

More than 6 out of 10 (64%) smokers say they would try to quit smoking if the price went up.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	64%	66%	61%
No	35%	33%	38%
Don't know	1%	1%	1%



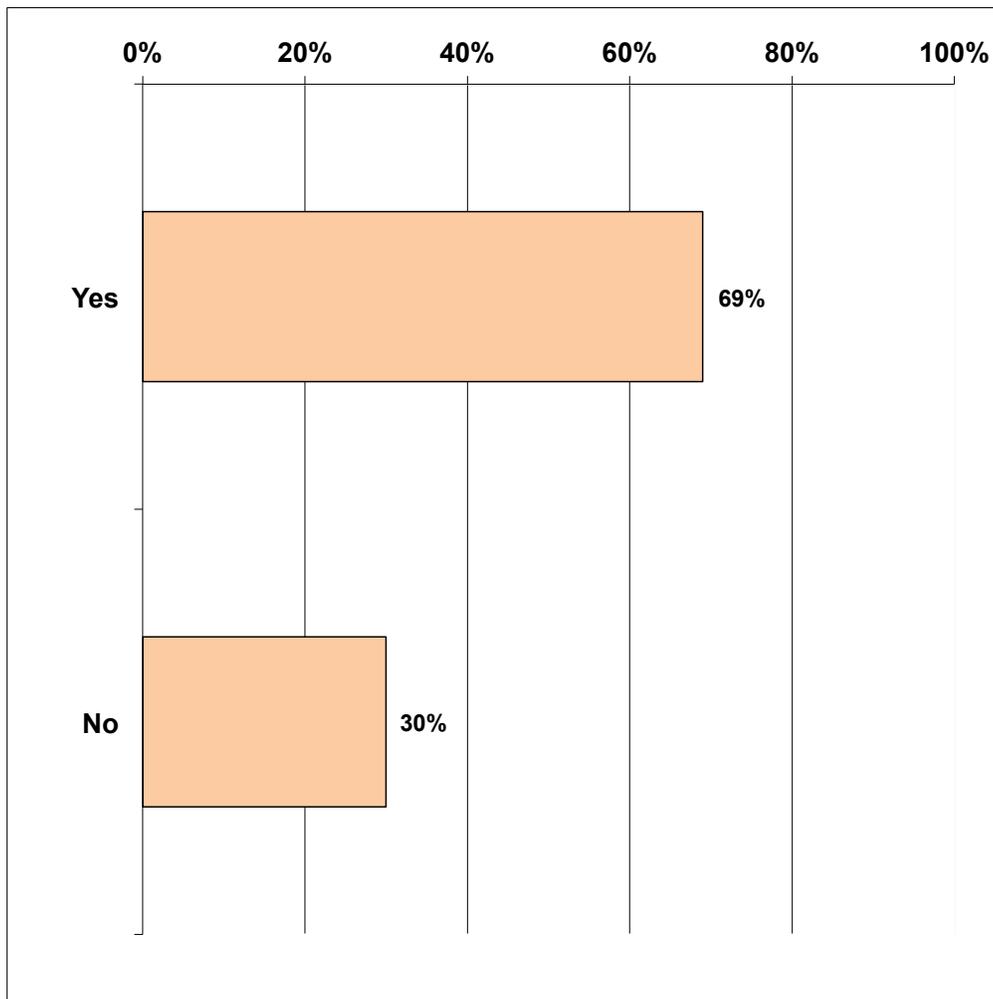
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	61.0%	67.0%	61.3%	70.7%	57.1%	64.9%
No	32.1%	37.9%	28.3%	37.7%	34.2%	41.8%

Light Cigarettes

Some cigarettes are described as light, mild, or low in tar. Have you ever smoked any of these types of cigarettes?

A majority (69%) of cigarette smokers report having smoked light, mild or low in tar cigarettes. More Older smokers report having smoked light cigarettes.

	n=959	n=374	n=585
	Total	Younger	Older
Yes	69%	60%	81%
No	30%	39%	18%
Don't know	1%	1%	0%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	66.1%	71.9%	55.0%	65.0%	77.8%	84.2%
No	27.1%	32.9%	34.1%	43.9%	14.9%	21.1%

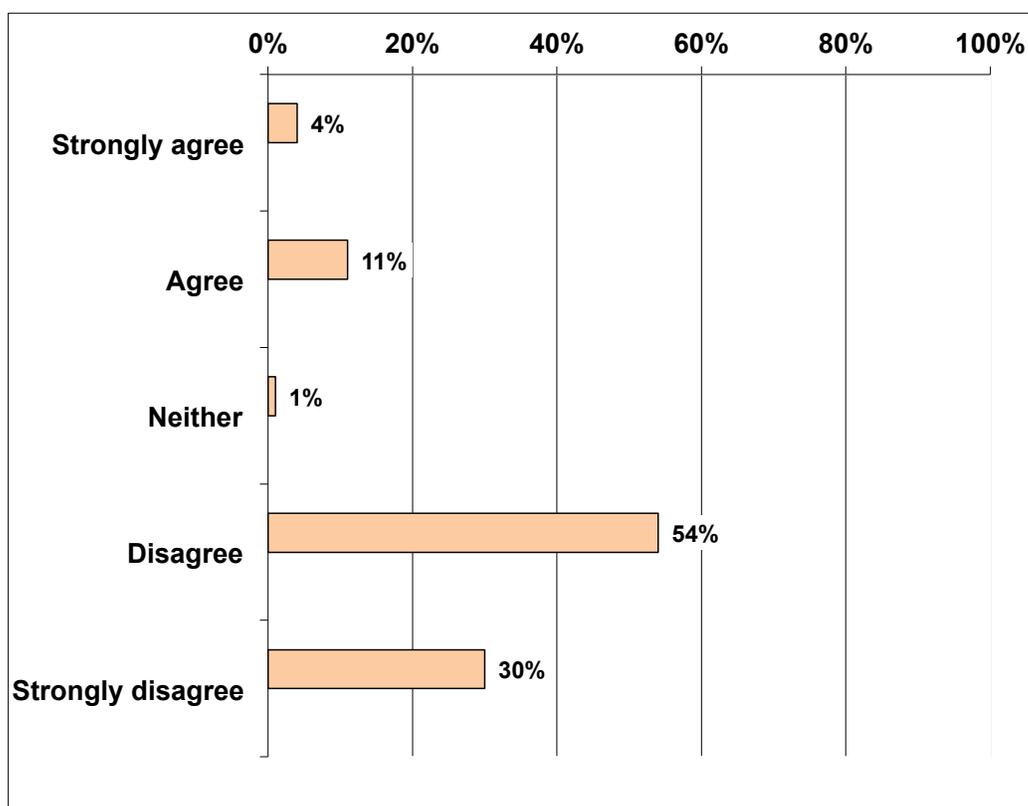
Light Cigarette Knowledge - Ease of Quitting

For the following questions, I will refer to all types of light, mild, or low in tar cigarettes as "light cigarettes". Please tell me if you strongly agree, agree, disagree, strongly disagree, or neither agree or disagree with each of the following statements about light cigarettes.

Light cigarettes make it easier to quit smoking.

A series of questions were asked to determine the extent to which cigarette smokers believe that light and reduced-tar cigarettes have fewer health risks. A majority (84%) of smokers disagree that it is easier to quit smoking light cigarettes.

	n=999	n=388	n=611
	Total	Younger	Older
Strongly agree	4%	4%	4%
Agree	11%	10%	12%
Neither	1%	2%	1%
Disagree	54%	54%	53%
Strongly disagree	30%	31%	28%



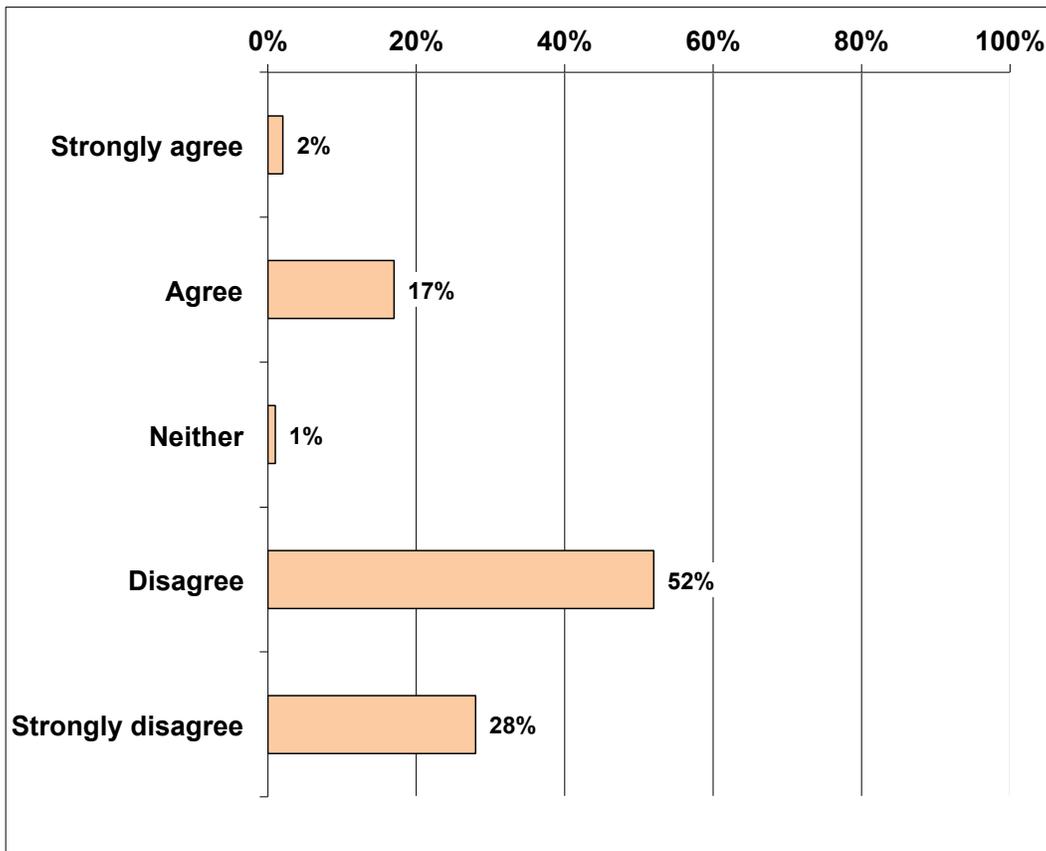
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	2.8%	5.2%	2.1%	5.9%	2.4%	5.6%
Agree	9.1%	12.9%	7.0%	13.0%	9.4%	14.6%
Neither	0.4%	1.6%	0.6%	3.4%	0.2%	1.8%
Disagree	50.9%	57.1%	49.0%	59.0%	49.0%	57.0%
Strongly disagree	27.2%	32.8%	26.4%	35.6%	24.4%	31.6%

Light Cigarette Knowledge - Less Harmful

Light cigarettes are less harmful than regular cigarettes.

A large majority (80%) of cigarette smokers disagree that light cigarettes are less harmful than regular cigarettes. More Younger smokers strongly disagree with this statement compared to Older smokers.

	n=999		n=388		n=611	
	Total		Younger		Older	
Strongly agree	2%		1%		3%	
Agree	17%		15%		20%	
Neither	1%		0%		2%	
Disagree	52%		51%		53%	
Strongly disagree	28%		33%		22%	
Don't know	0%		0%		1%	



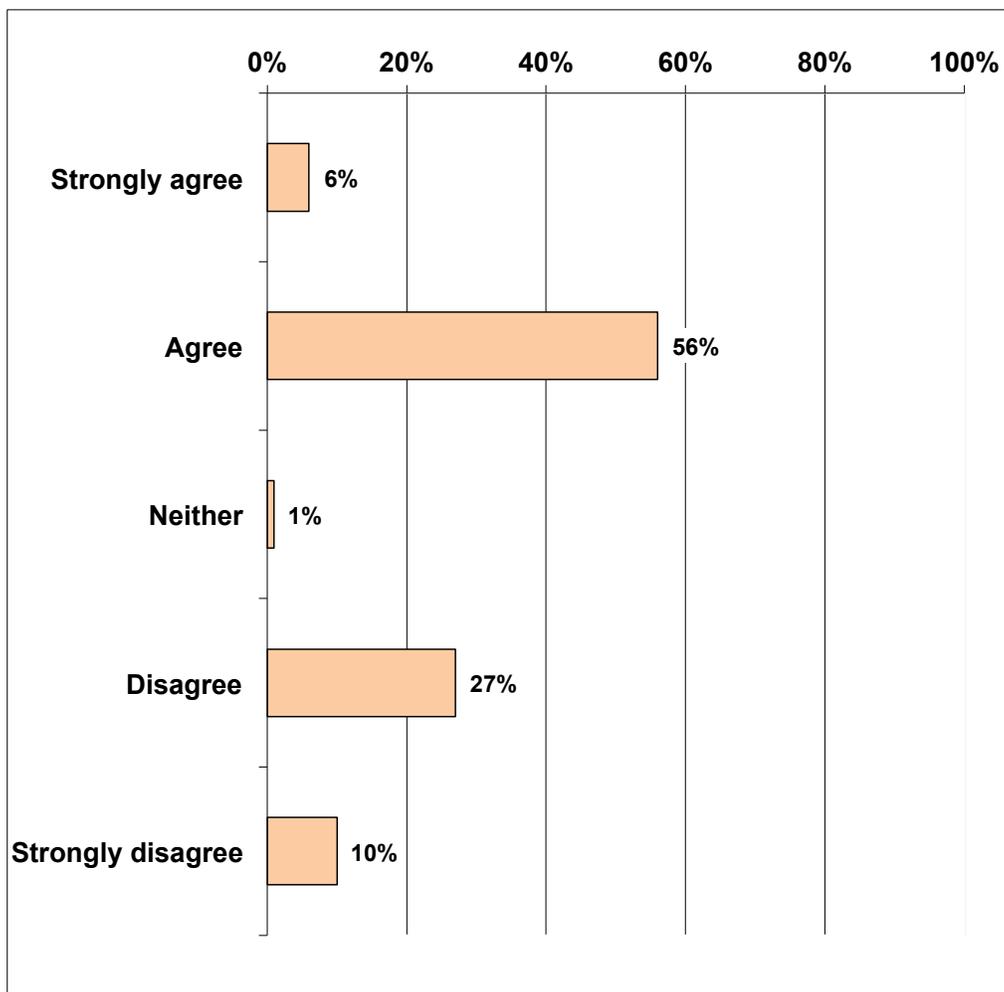
	<u>Total</u>		<u>Younger</u>		<u>Older</u>	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	1.1%	2.9%	0.0%	2.0%	1.6%	4.4%
Agree	14.7%	19.3%	11.4%	18.6%	16.8%	23.2%
Neither	0.4%	1.6%	0.0%	0.0%	0.9%	3.1%
Disagree	48.9%	55.1%	46.0%	56.0%	49.0%	57.0%
Strongly disagree	25.2%	30.8%	28.3%	37.7%	18.7%	25.3%

Light Cigarette Knowledge - Smoother

Light cigarettes are smoother on your throat and chest than regular cigarettes.

More than 6 out of 10 (62%) of the cigarette smokers agree that light cigarettes are smoother than regular cigarettes.

	n=999		n=388		n=611	
	Total		Younger	Older		
Strongly agree	6%		6%	6%		
Agree	56%		56%	55%		
Neither	1%		2%	1%		
Disagree	27%		25%	29%		
Strongly disagree	10%		11%	9%		
Don't know	1%		0%	1%		



	Total	
	Lower CI	Upper CI
Strongly agree	4.5%	7.5%
Agree	52.9%	59.1%
Neither	0.4%	1.6%
Disagree	24.2%	29.8%
Strongly disagree	8.1%	11.9%

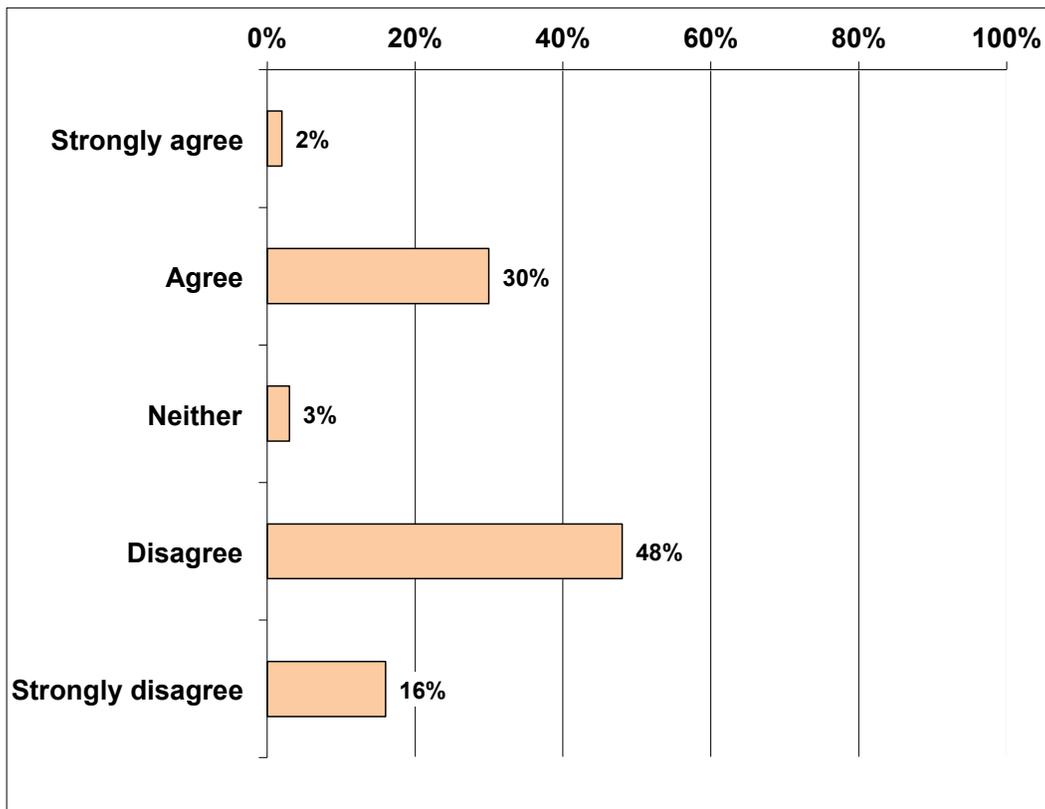
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	3.6%	8.4%	4.1%	7.9%
Agree	51.1%	60.9%	51.1%	58.9%
Neither	0.6%	3.4%	0.2%	1.8%
Disagree	20.7%	29.3%	25.4%	32.6%
Strongly disagree	7.9%	14.1%	6.7%	11.3%

Light Cigarette Knowledge - Less Tar

Smokers of light cigarettes take in less tar than smokers of regular cigarettes.

More than 6 out of 10 (64%) smokers "disagree" or "strongly disagree" with the statement "smokers of light cigarettes take in less tar than smokers of regular cigarettes". More Older smokers agree with this statement compared to Younger smokers.

	n=999		n=388		n=611	
	Total		Younger		Older	
Strongly agree	2%		2%		2%	
Agree	30%		24%		38%	
Neither	3%		2%		3%	
Disagree	48%		51%		45%	
Strongly disagree	16%		19%		11%	
Don't know	1%		1%		1%	



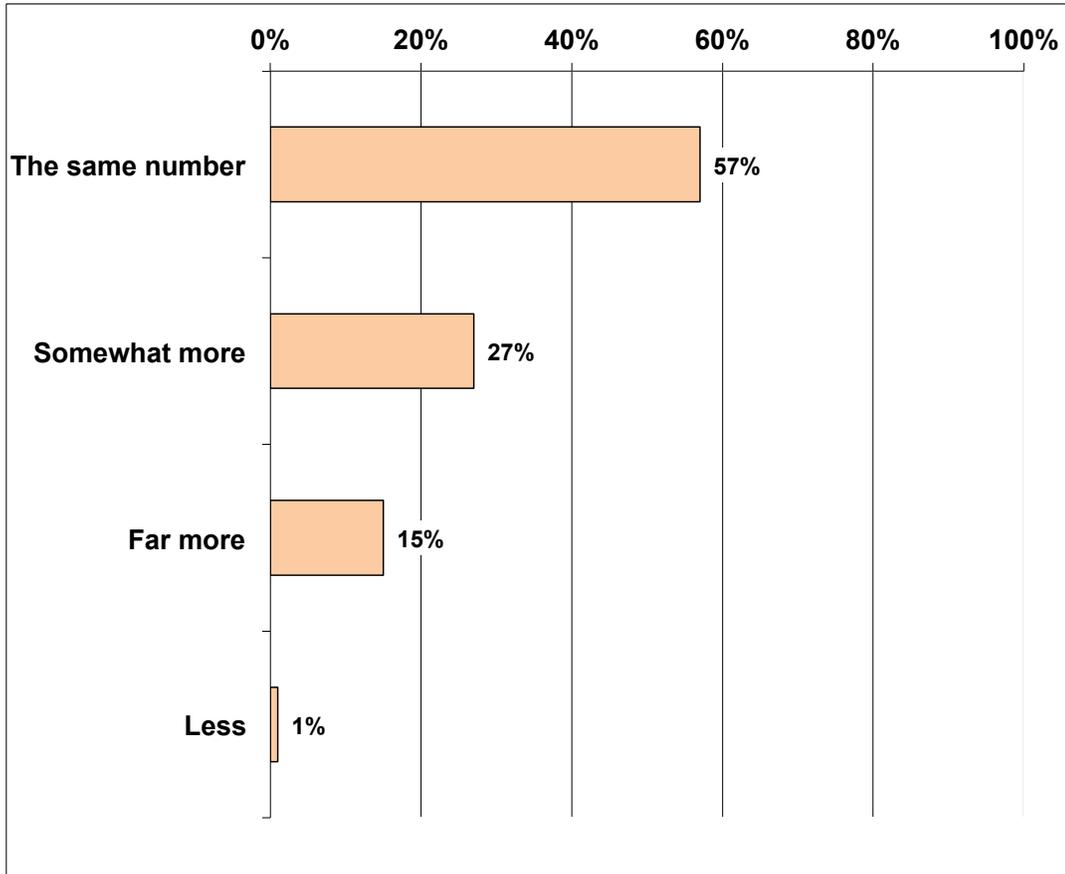
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%
Agree	27.2%	32.8%	19.8%	28.2%	34.2%	41.8%
Neither	1.9%	4.1%	0.6%	3.4%	1.6%	4.4%
Disagree	44.9%	51.1%	46.0%	56.0%	41.1%	48.9%
Strongly disagree	13.7%	18.3%	15.1%	22.9%	8.5%	13.5%

Light vs. Regular Cigarettes

How many light cigarettes would you have to smoke to harm you as much as 10 regular cigarettes? Would you say the same number of light cigarettes, somewhat more light cigarettes, or far more light cigarettes?

The majority (57%) of smokers believe that smoking 10 light cigarettes would do the same amount of harm as smoking 10 regular cigarettes.

	n=999	n=388	n=611
	Total	Younger	Older
The same number	57%	60%	52%
Somewhat more	27%	26%	27%
Far more	15%	11%	19%
Less	1%	1%	1%
Don't know	1%	1%	1%



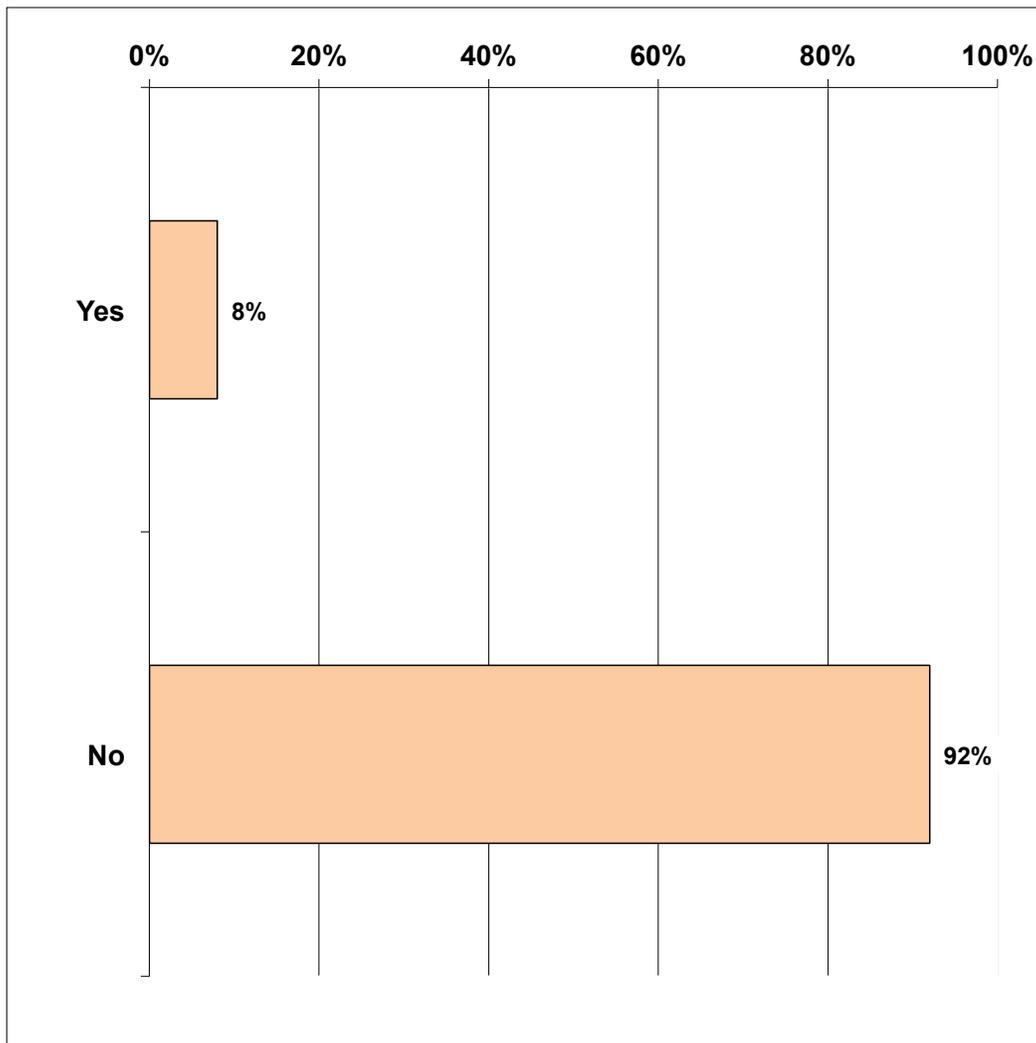
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
The same number	53.9%	60.1%	55.1%	64.9%	48.0%	56.0%
Somewhat more	24.2%	29.8%	21.6%	30.4%	23.5%	30.5%
Far more	12.8%	17.2%	7.9%	14.1%	15.9%	22.1%
Less	0.4%	1.6%	0.0%	2.0%	0.2%	1.8%

Use of Other Tobacco Products

In the past month, have you used any other tobacco product that is smoked besides <tobacco type>?

Only 8% of smokers report smoking other types of tobacco products in the past month.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	8%	12%	4%
No	92%	88%	96%



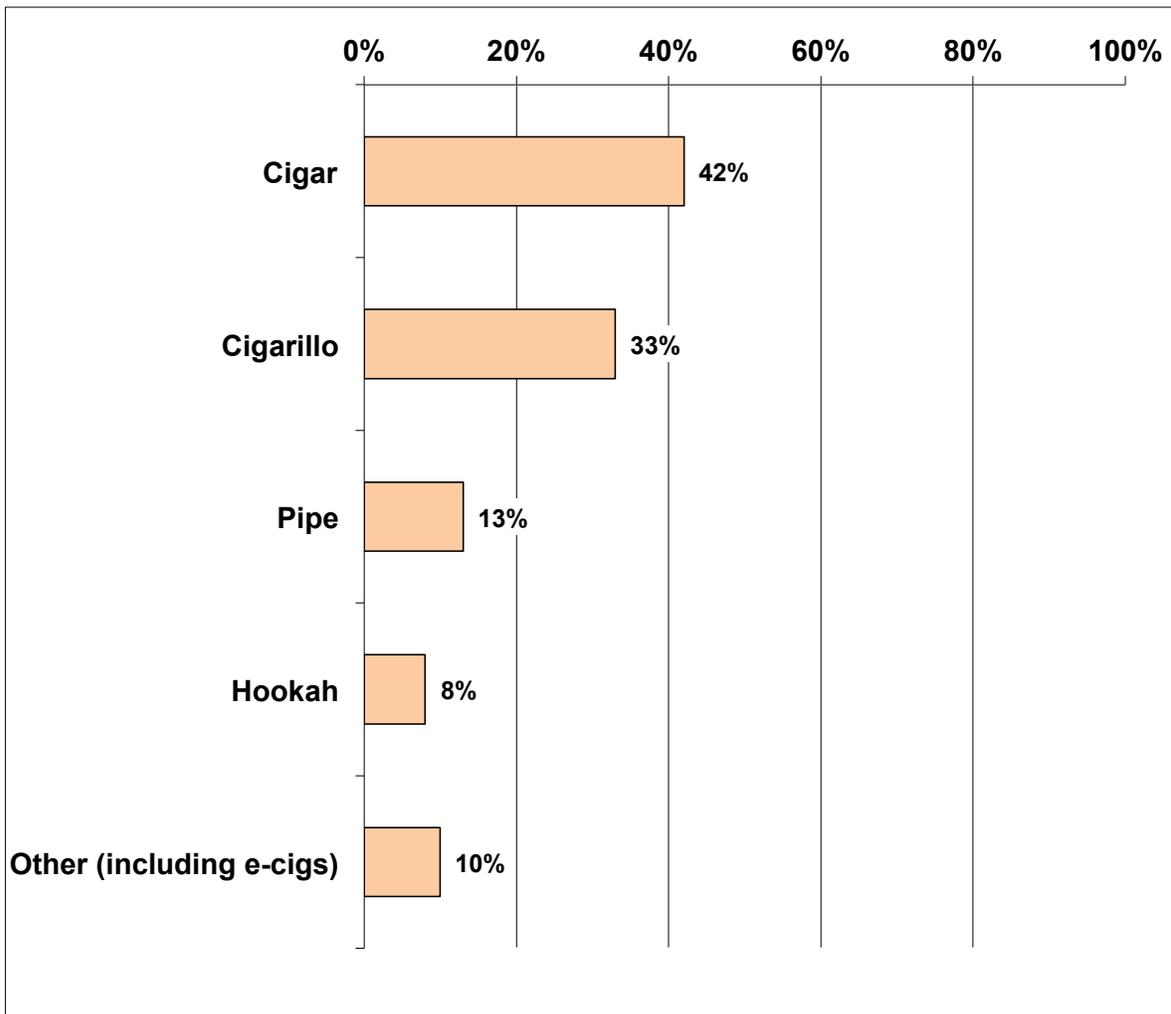
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	6.3%	9.7%	8.8%	15.2%	2.5%	5.5%
No	90.3%	93.7%	84.8%	91.2%	94.5%	97.5%

Other Tobacco Used

What did you use?

Of the small number of smokers who smoked other tobacco products, the most common other type of tobacco used are cigars.

	n=73	n=47	n=26
	Total	Younger	Older
Cigar	42%	41%	48%
Cigarillo	33%	37%	19%
Pipe	13%	12%	17%
Hookah	8%	10%	0%
Other (including e-cigs)	10%	10%	9%



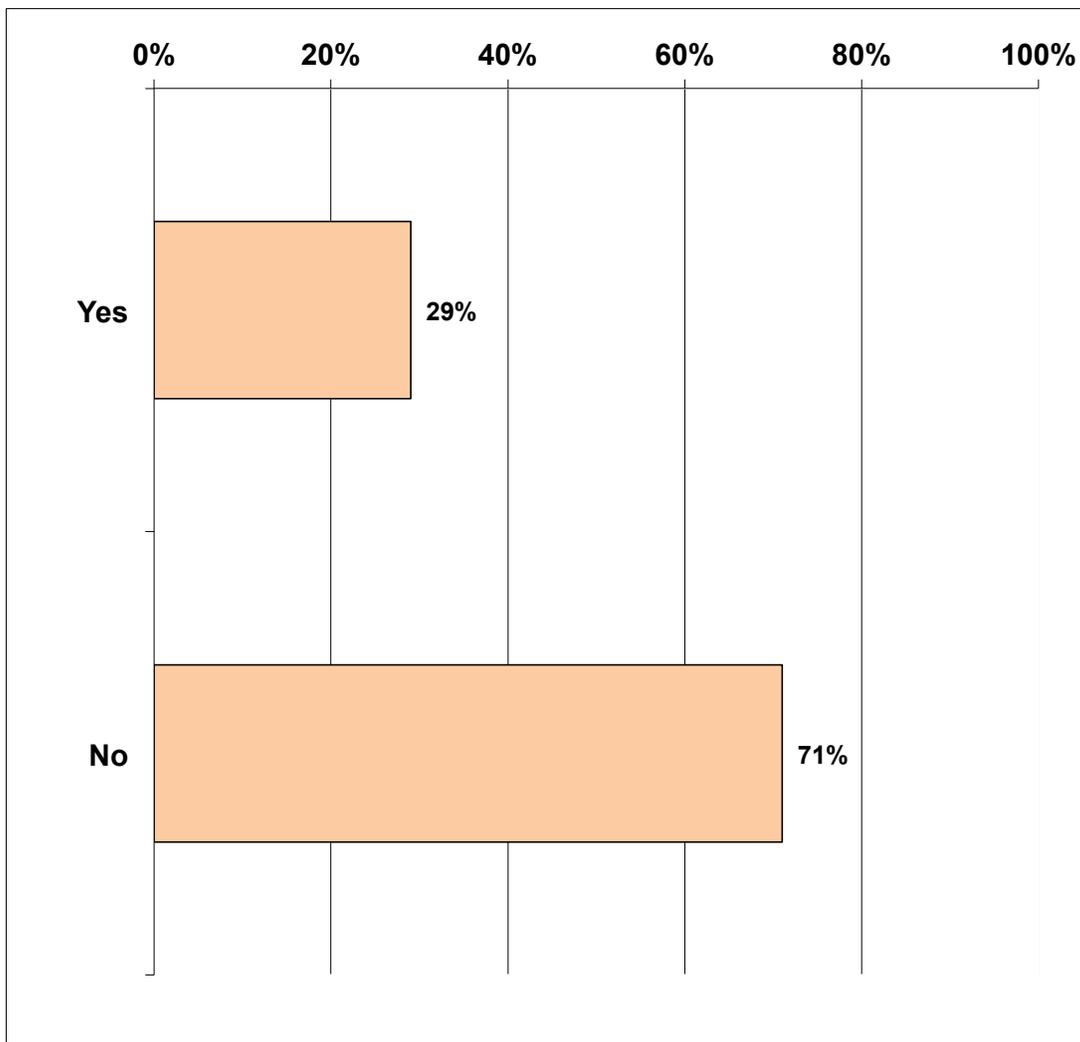
* Sample size too small to compute confidence interval ranges

Cutting Back

Did you use any of these products as a way of cutting down on your <tobacco type> smoking?

Approximately 3 out of 10 (29%) smokers who have used a tobacco product that is different from their usual type say that they use this other tobacco product as a way of cutting down on the use of their regular tobacco type.

	n=73	n=47	n=26
	Total	Younger	Older
Yes	29%	32%	17%
No	71%	68%	83%



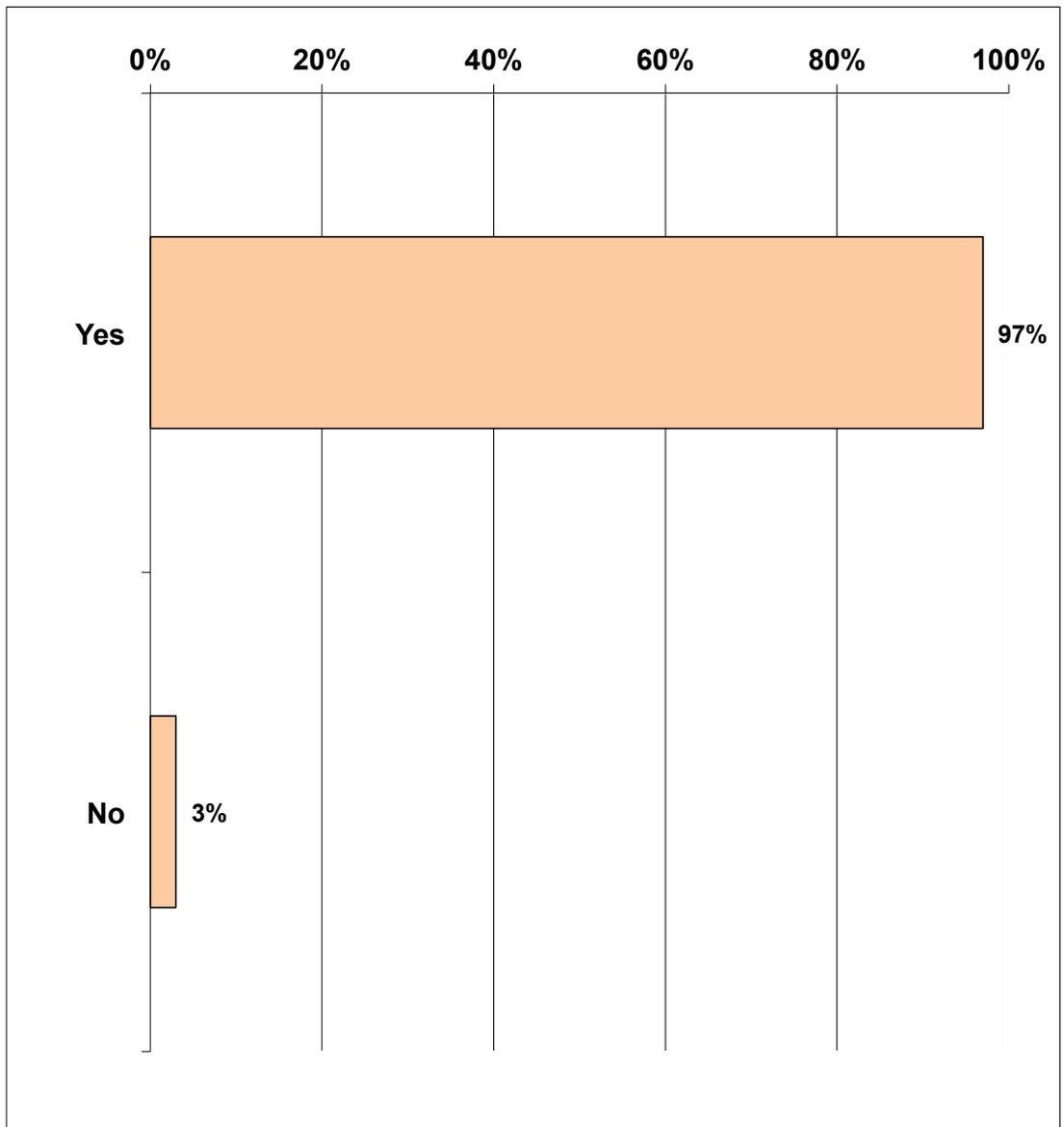
* Sample size too small to compute confidence interval ranges

E-Cigarettes

Have you ever heard of electronic cigarettes or e-cigarettes?

E-cigarettes have been heard of by almost all (97%) of the smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	97%	99%	95%
No	3%	1%	5%



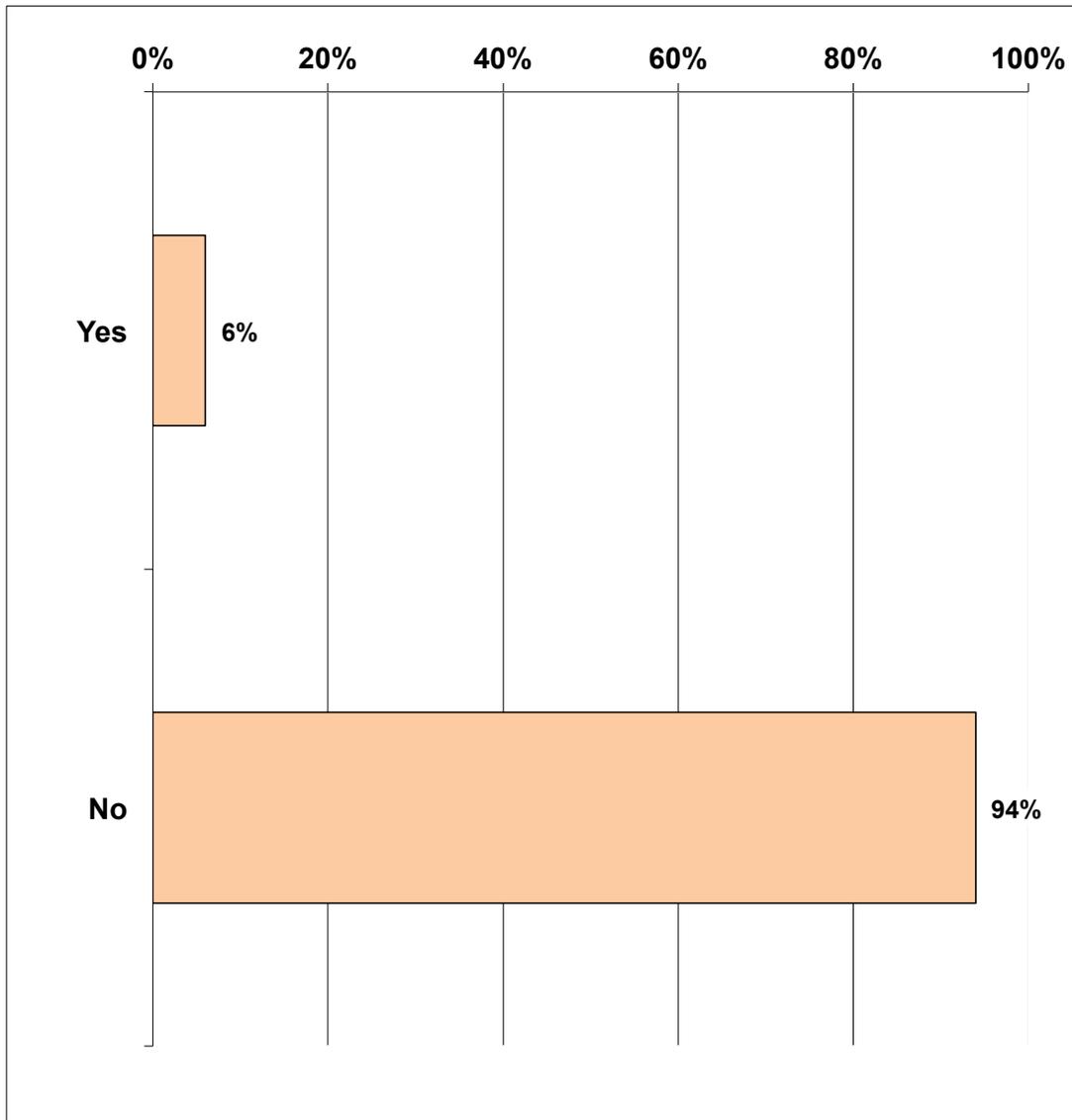
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	95.9%	98.1%	98.0%	100.0%	93.3%	96.7%
No	1.9%	4.1%	0.0%	2.0%	3.3%	6.7%

E-Cig Samples

Have you ever received free samples of e-cigarettes?

Only 6% of the smokers who have heard of e-cigs have received free samples of e-cigarettes.

	n=967	n=383	n=584
	Total	Younger	Older
Yes	6%	7%	5%
No	94%	93%	95%



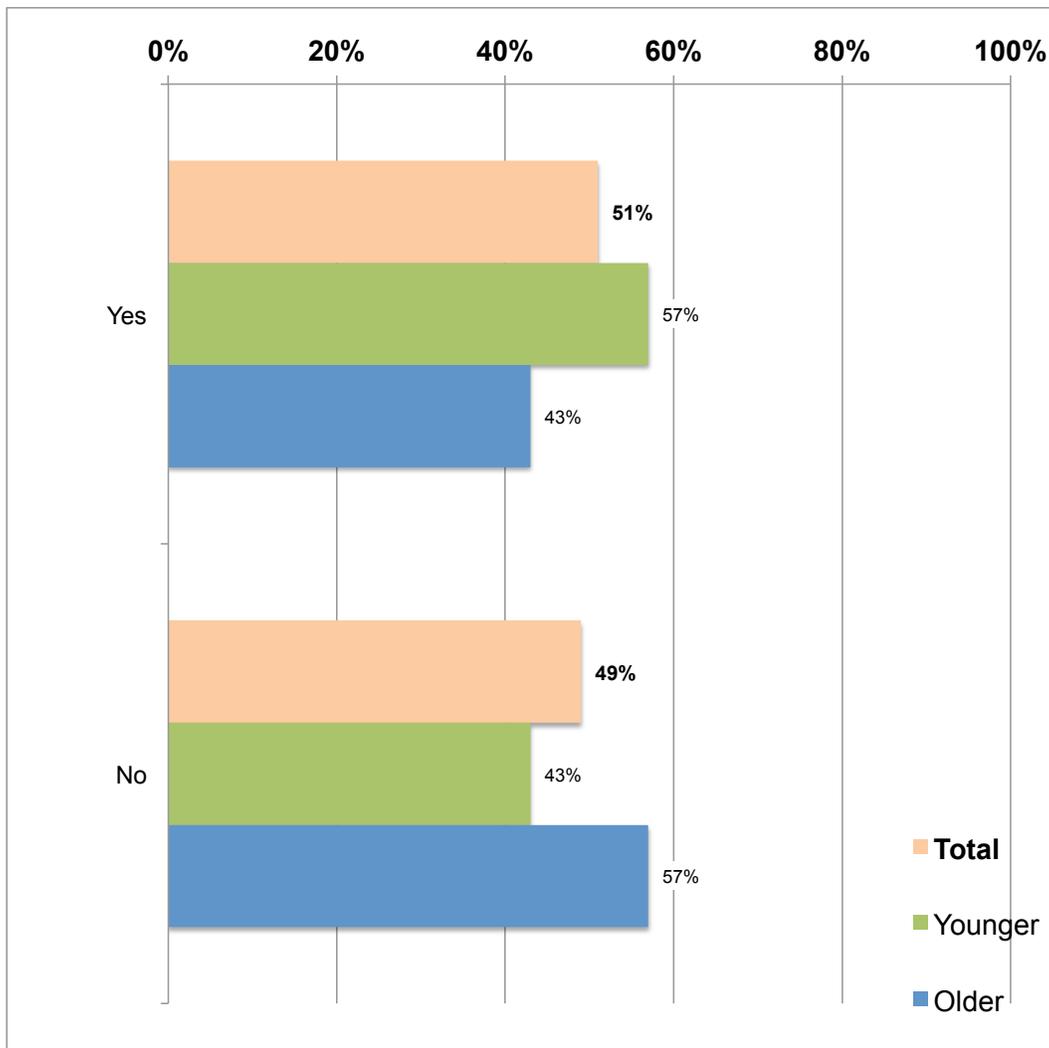
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	4.5%	7.5%	4.4%	9.6%	3.2%	6.8%
No	92.5%	95.5%	90.4%	95.6%	93.2%	96.8%

E-Cig Experience

Have you ever tried an electronic cigarette?

Approximately half (51%) of the smokers who have heard of e-cigs report having tried an electronic cigarette. More Younger smokers (57%) have tried e-cigs compared to Older smokers (43%).

	n=967	n=383	n=584
	Total	Younger	Older
Yes	51%	57%	43%
No	49%	43%	57%
Don't know	0%	0%	0%
Refused	0%	0%	0%



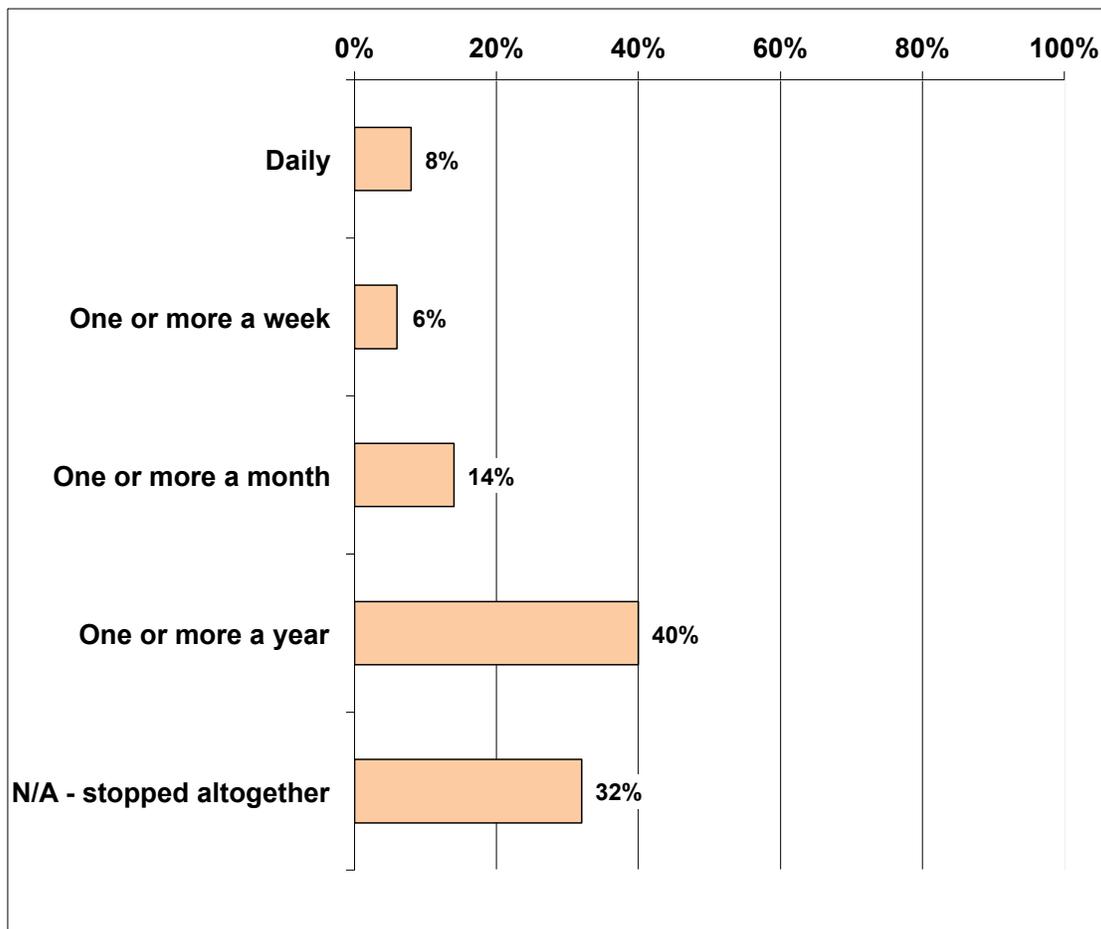
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	47.8%	54.2%	52.0%	62.0%	39.0%	47.0%
No	45.8%	52.2%	38.0%	48.0%	53.0%	61.0%

Current E-Cig Use

How often, if at all, do you currently use an electronic cigarette? Daily, one or more times a week, one or more times a month, or one or more times a year?

Only a small percentage of smokers (8%) who use e-cigs do so on a daily basis.

	n=466	n=215	n=251
	Total	Younger	Older
Daily	8%	6%	11%
One or more a week	6%	6%	6%
One or more a month	14%	14%	13%
One or more a year	40%	43%	32%
N/A - stopped altogether	32%	30%	37%
Don't know	1%	0%	1%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Daily	5.5%	10.5%	2.8%	9.2%	7.1%	14.9%
One or more a week	3.8%	8.2%	2.8%	9.2%	3.1%	8.9%
One or more a month	10.8%	17.2%	9.4%	18.6%	8.8%	17.2%
One or more a year	35.6%	44.4%	36.4%	49.6%	26.2%	37.8%
N/A - stopped altogether	27.8%	36.2%	23.9%	36.1%	31.0%	43.0%

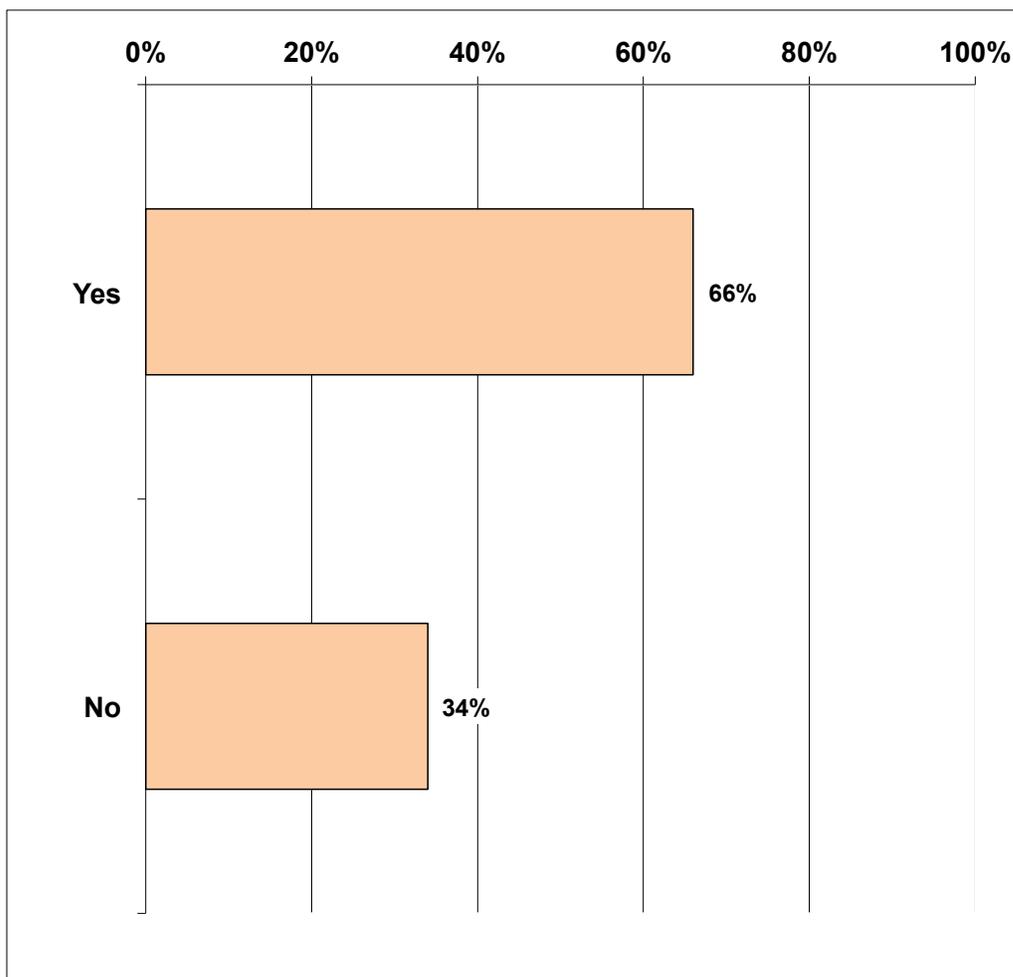
E-Cig & Health

Which of the following are reasons for your using electronic cigarettes . . .

They may not be as bad for your health?

Two-thirds (66%) of smokers who have used electronic cigarettes say they use them because they may not be as bad for their health.

	n=466	n=215	n=251
	Total	Younger	Older
Yes	66%	63%	71%
No	34%	37%	29%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	61.7%	70.3%	56.5%	69.5%	65.4%	76.6%
No	29.7%	38.3%	30.5%	43.5%	23.4%	34.6%

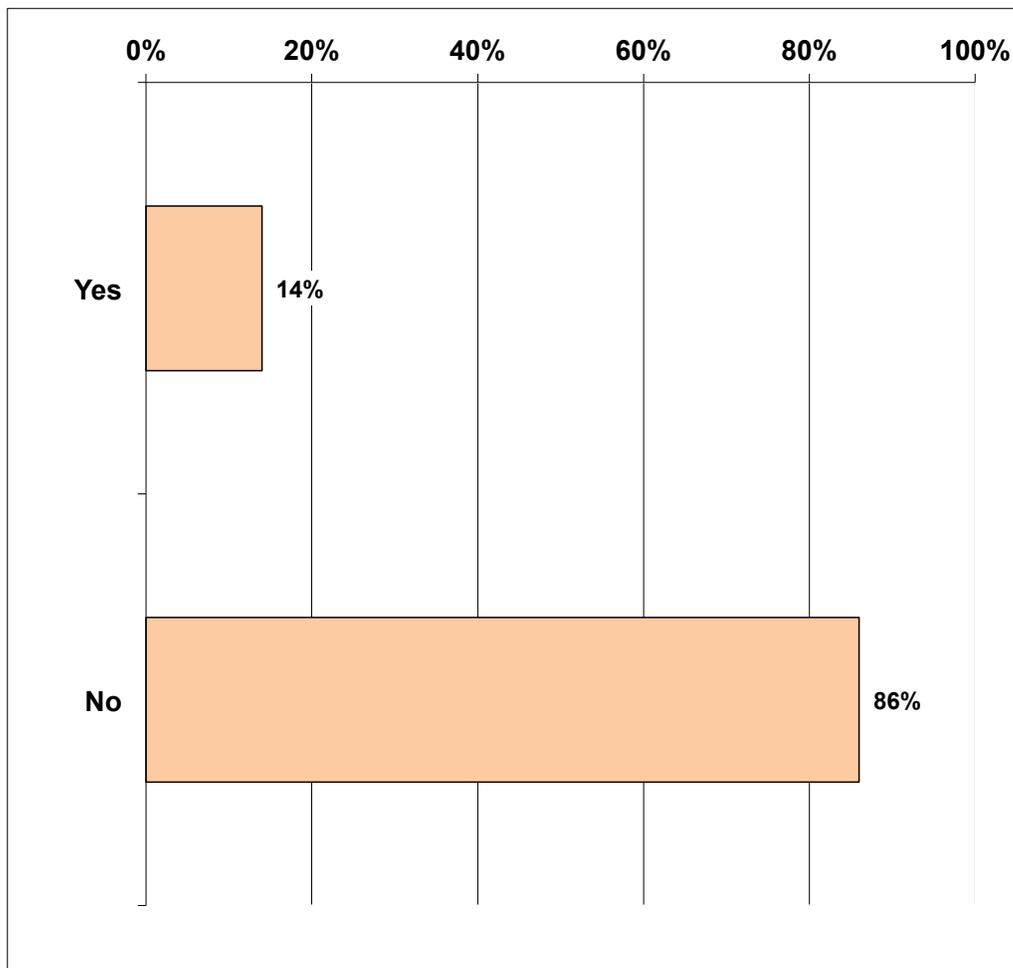
E-Cigs Taste

Which of the following are reasons for your using electronic cigarettes . . .

They taste better?

A total of 14% of those smokers who have used electronic cigarettes say they use them because they taste better.

	n=466	n=215	n=251
	Total	Younger	Older
Yes	14%	17%	7%
No	86%	82%	93%
Don't know	0%	1%	0%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	10.8%	17.2%	12.0%	22.0%	3.8%	10.2%
No	82.8%	89.2%	76.9%	87.1%	89.8%	96.2%

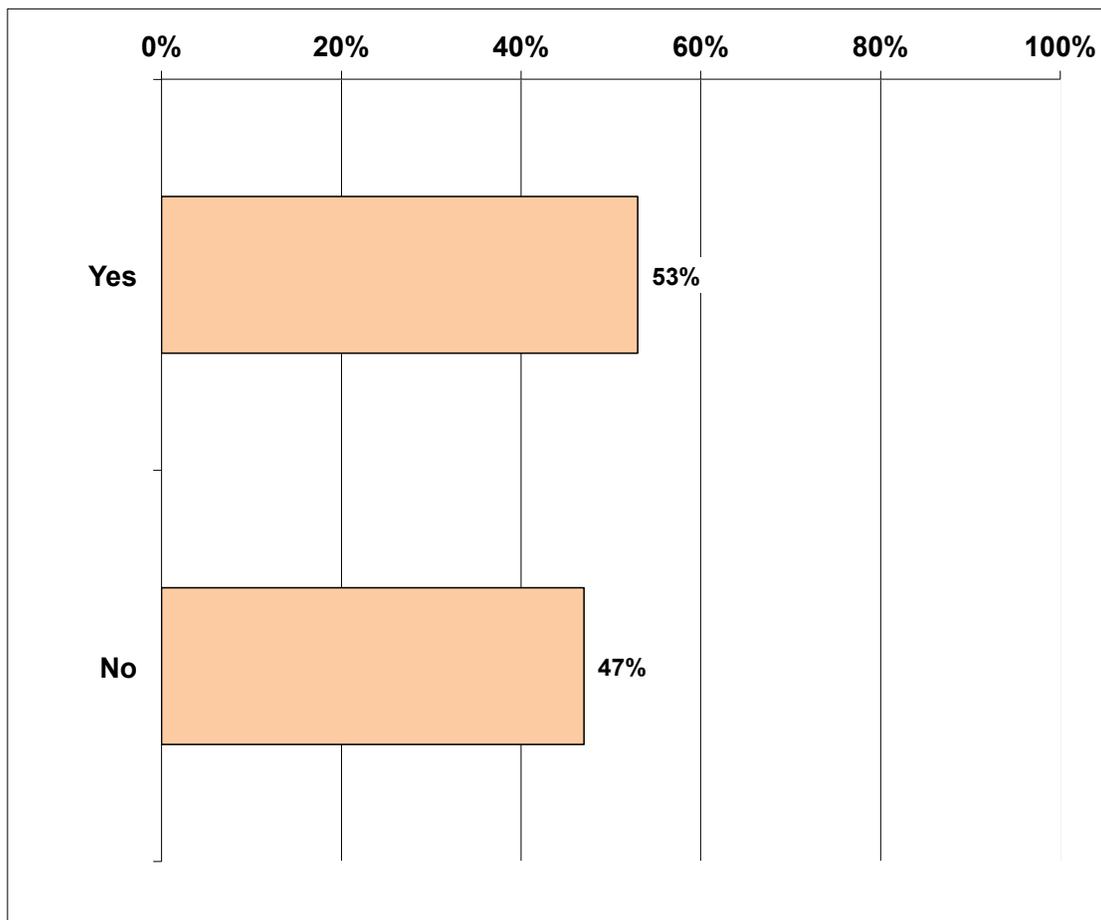
E-Cig Locations

Which of the following are reasons for your using electronic cigarettes . . .

So you can smoke in places where smoking regular <tobacco type> is banned?

Over half (53%) of the smokers who have used electronic cigarettes say they use them so they can smoke in places where smoking regular tobacco products is banned.

	n=466	n=215	n=251
	Total	Younger	Older
Yes	53%	54%	50%
No	47%	45%	50%
Don't know	0%	1%	0%
Refused	0%	0%	0%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	48.5%	57.5%	47.3%	60.7%	43.8%	56.2%
No	42.5%	51.5%	38.4%	51.6%	43.8%	56.2%

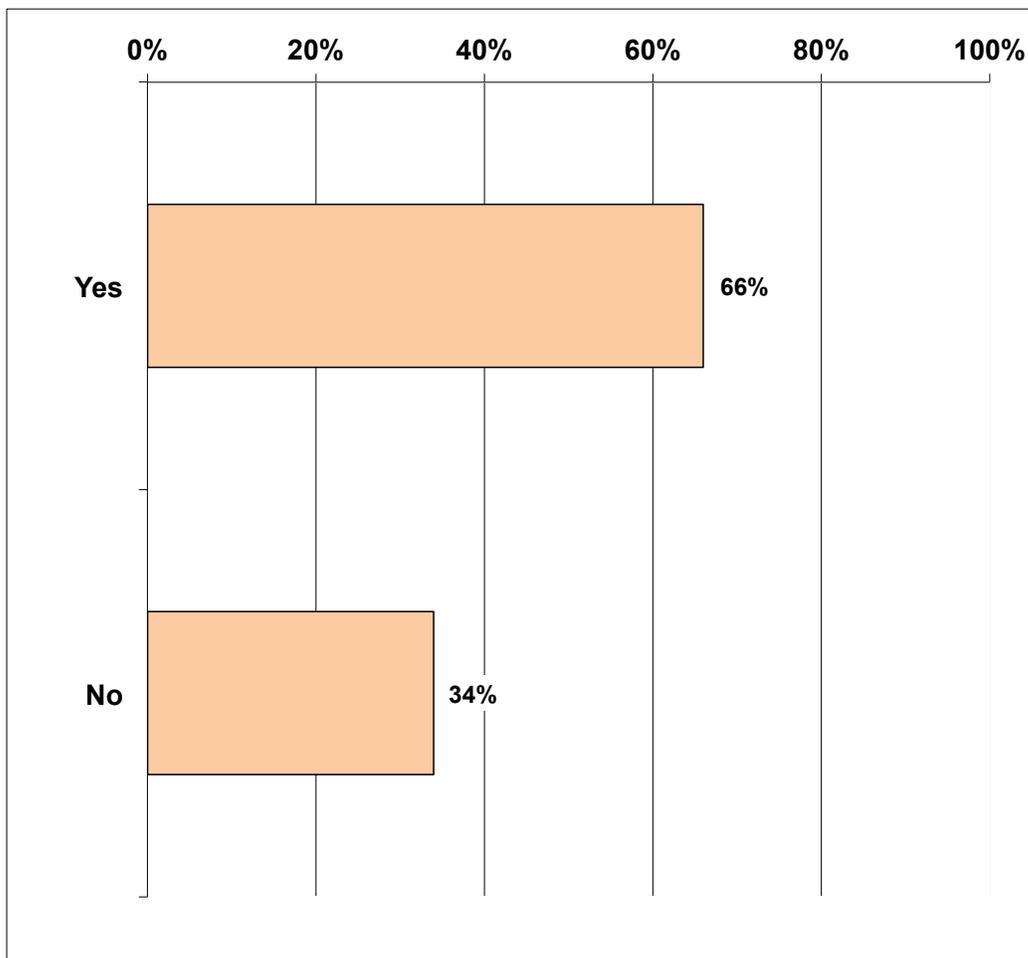
E-Cigs to Cut Down

Which of the following are reasons for your using electronic cigarettes . . .

They make it easier for you to cut down on the number of <tobacco type> you smoke?

Two-thirds (66%) of the smokers who have used e-cigs use them because they make it easier to cut down on smoking their normal type of tobacco.

	n=466	n=215	n=251
	Total	Younger	Older
Yes	66%	66%	65%
No	34%	34%	34%
Don't know	1%	0%	1%



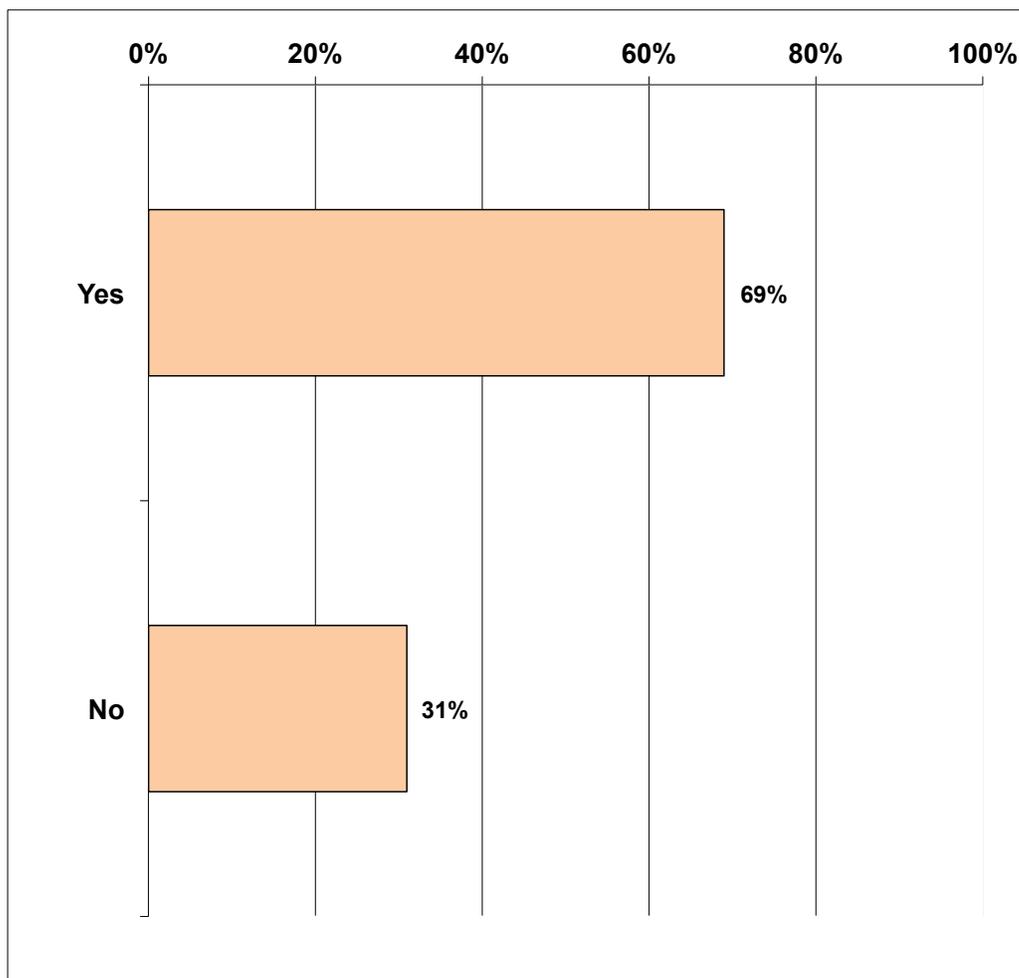
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	61.7%	70.3%	59.7%	72.3%	59.1%	70.9%
No	29.7%	38.3%	27.7%	40.3%	28.1%	39.9%

E-Cigs to Quit

***Which of the following are reasons for your using electronic cigarettes . . .
They might help you quit?***

Approximately 7 out of 10 (69%) of the smokers who have used e-cigs use them to help quit tobacco.

	n=466	n=215	n=251
	Total	Younger	Older
Yes	69%	67%	71%
No	31%	33%	29%
Don't know	0%	0%	1%



	Total	
	Lower CI	Upper CI
Yes	64.8%	73.2%
No	26.8%	35.2%

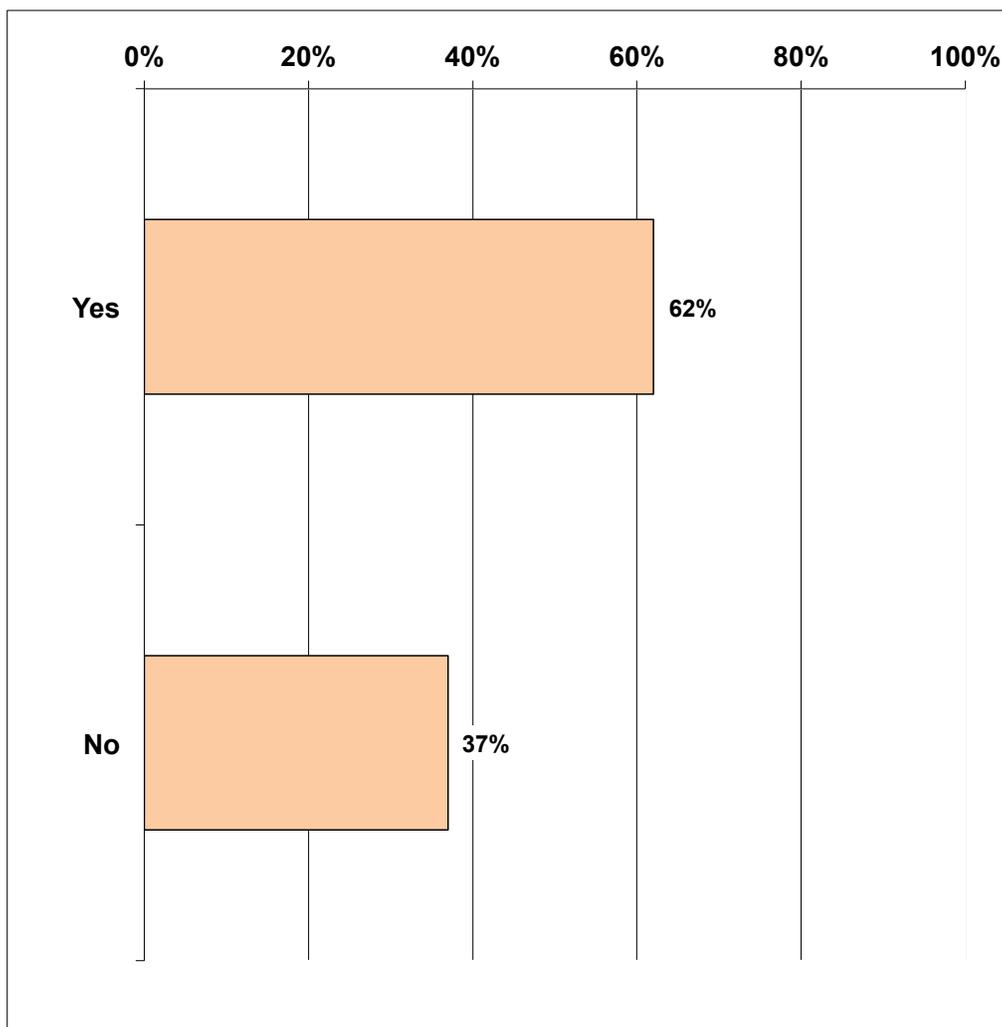
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	60.7%	73.3%	65.4%	76.6%
No	26.7%	39.3%	23.4%	34.6%

E-Cig Interest

Are you interested in trying e-cigarettes in the future?

Approximately 6 out of 10 (62%) of those smokers who have not tried e-cigs report being interested in trying them in the future.

	n=507	n=171	n=336
	Total	Younger	Older
Yes	62%	62%	61%
No	37%	36%	38%
Don't know	1%	1%	1%



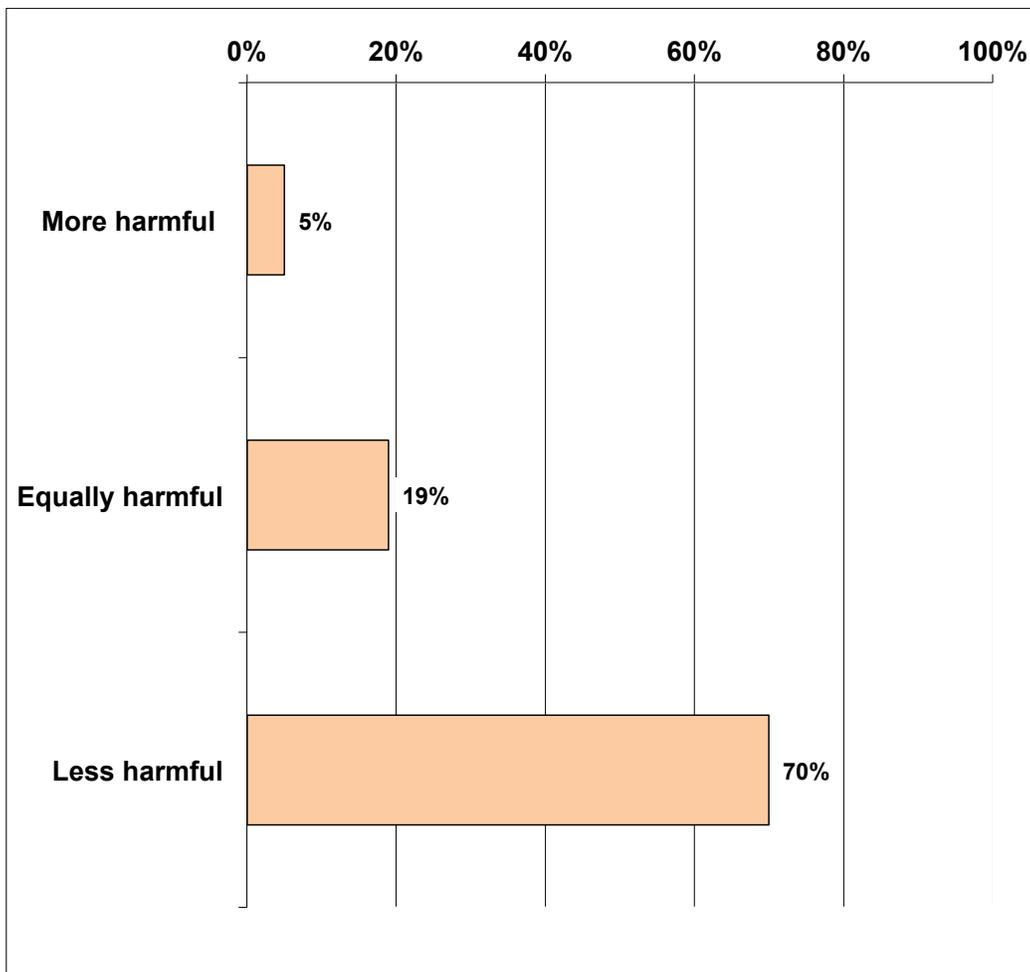
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	57.8%	66.2%	54.7%	69.3%	55.8%	66.2%
No	32.8%	41.2%	28.8%	43.2%	32.8%	43.2%

E-Cig Level of Harm

Do you think electronic cigarettes are more harmful than regular cigarettes, less harmful, or are they equally harmful to health?

The majority (70%) of smokers think that e-cigs are less harmful than regular cigarettes.

	n=967	n=383	n=584
	Total	Younger	Older
More harmful	5%	6%	4%
Equally harmful	19%	21%	17%
Less harmful	70%	70%	71%
Don't know	5%	4%	8%



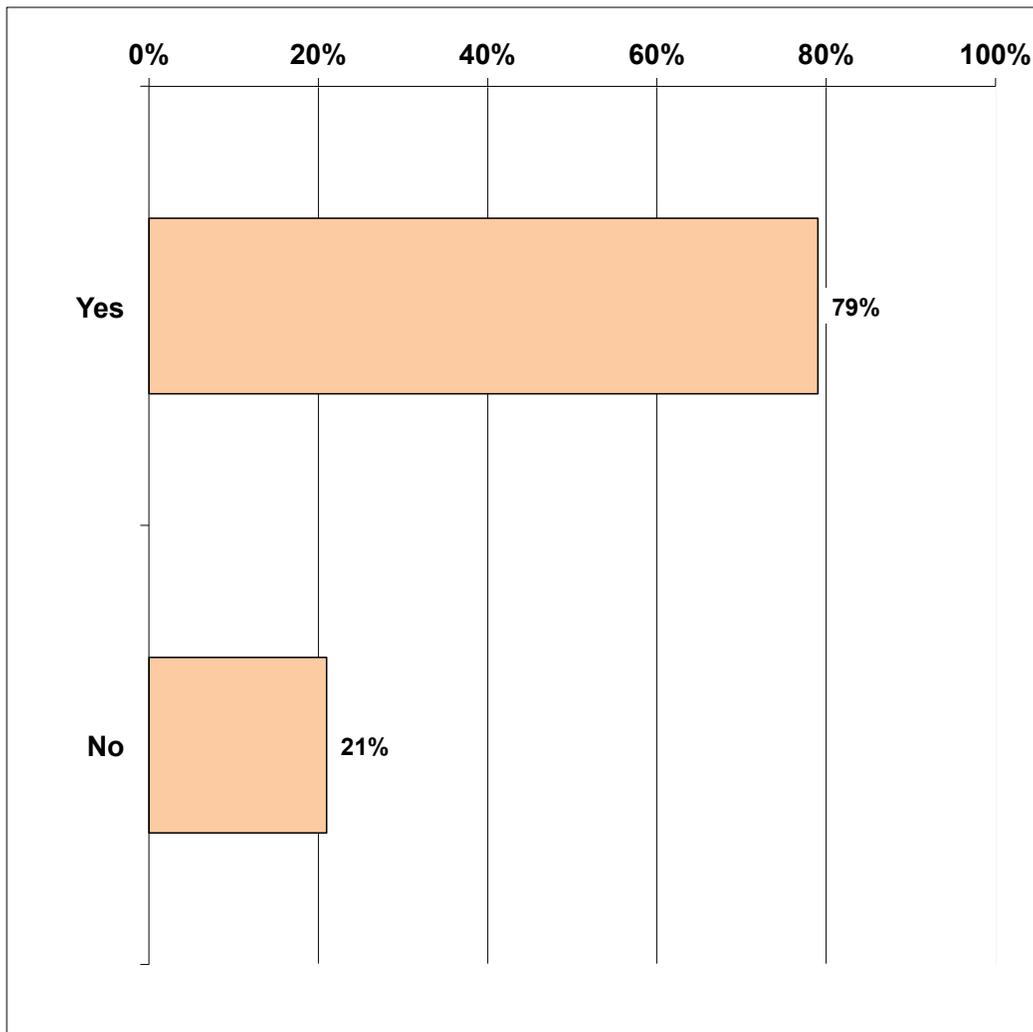
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
More harmful	3.6%	6.4%	3.6%	8.4%	2.4%	5.6%
Equally harmful	16.5%	21.5%	16.9%	25.1%	14.0%	20.0%
Less harmful	67.1%	72.9%	65.4%	74.6%	67.3%	74.7%

Nicotine Free Cigarette

Would you be interested in trying a nicotine-free cigarette if one were available?

A majority (79%) of smokers say that they would be interested in trying a nicotine-free cigarette if one were available.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	79%	77%	82%
No	21%	23%	18%



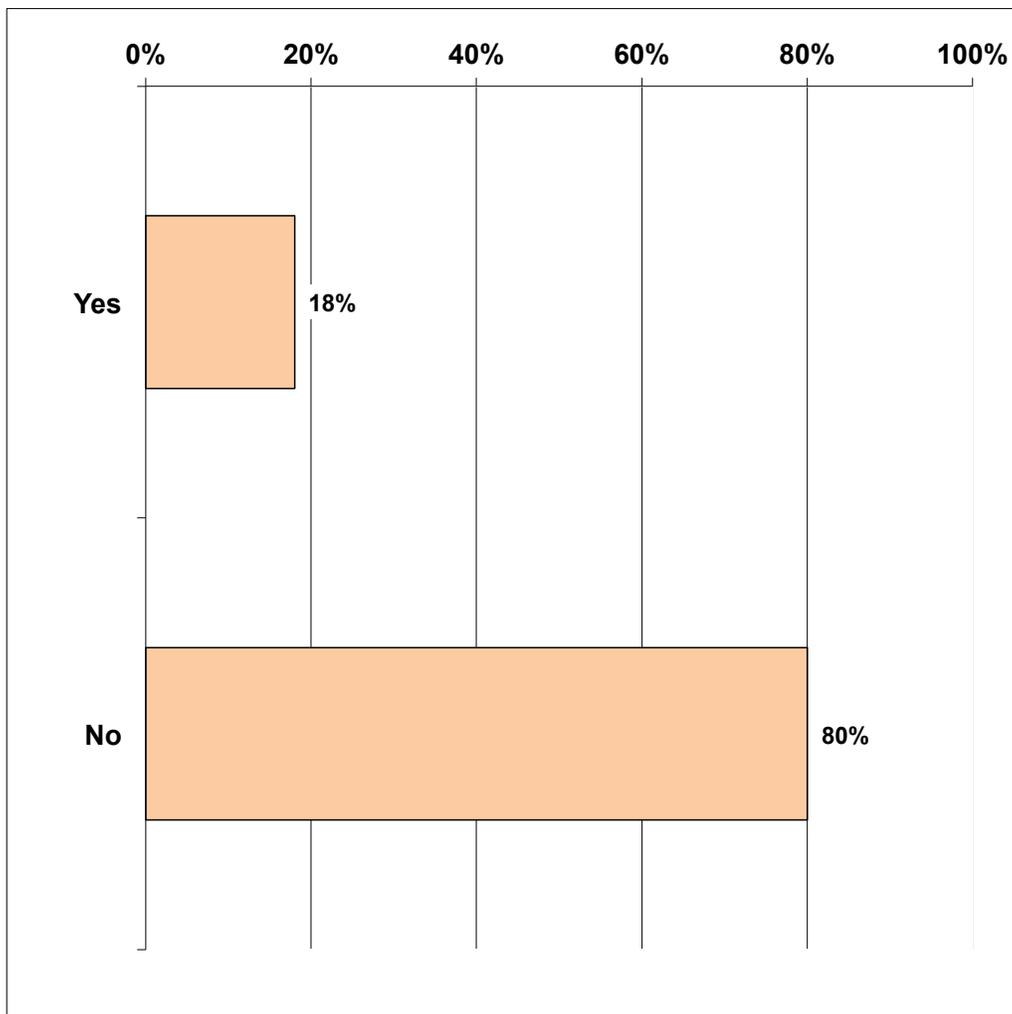
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	76.5%	81.5%	72.8%	81.2%	79.0%	85.0%
No	18.5%	23.5%	18.8%	27.2%	15.0%	21.0%

Smokeless Tobacco Harm

As far as you know, are any smokeless tobacco products less harmful than ordinary cigarettes?

Approximately 1 out of 5 (18%) smokers believe that there are less harmful smokeless tobacco products.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Yes	18%		16%	21%		
No	80%		84%	74%		
Don't know	2%		1%	4%		



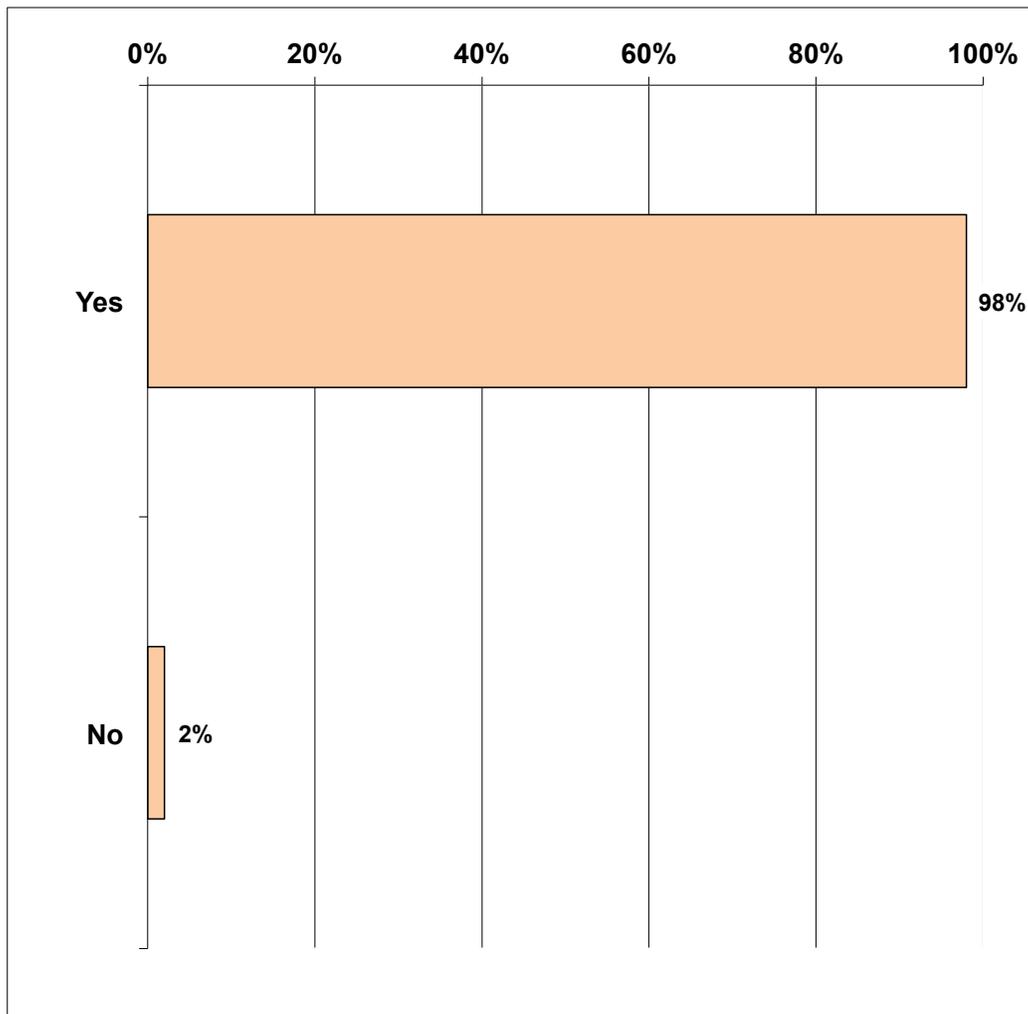
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	15.6%	20.4%	12.4%	19.6%	17.8%	24.2%
No	77.5%	82.5%	80.4%	87.6%	70.5%	77.5%

Knowledge of Stop-Smoking Medications

Have you heard about medications to help people stop smoking, such as Nicotine Replacement Therapies like nicotine gum, the patch, or pills such as Zyban?

Nearly all smokers (98%) are aware of NRT and stop-smoking medications.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	98%	96%	99%
No	2%	4%	1%



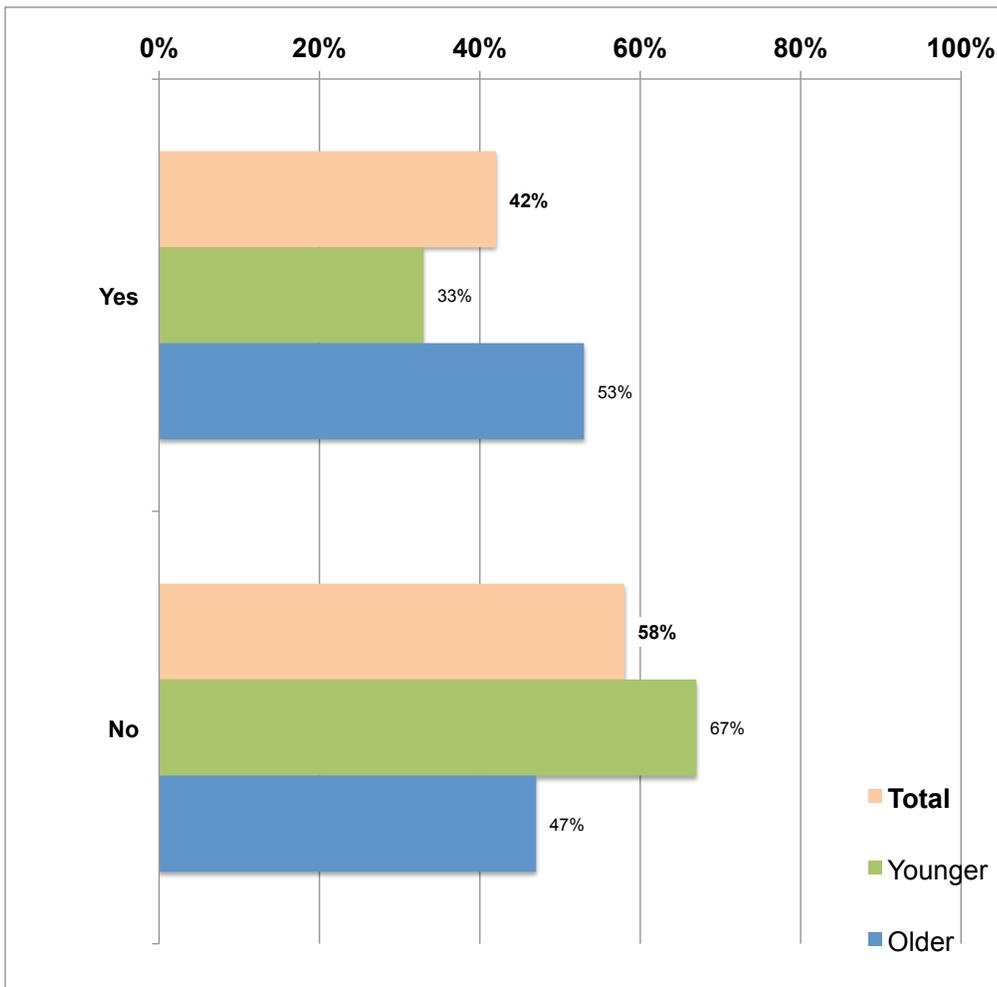
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	97.1%	98.9%	94.1%	97.9%	98.2%	99.8%
No	1.1%	2.9%	2.1%	5.9%	0.2%	1.8%

Use of Stop-Smoking Medications (SSM)

Have you ever used any stop-smoking medications?

Approximately 4 in 10 (42%) smokers report having used stop-smoking medication. More Older smokers (53%) use the medication compared to Younger smokers (33%).

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	42%	33%	53%
No	58%	67%	47%



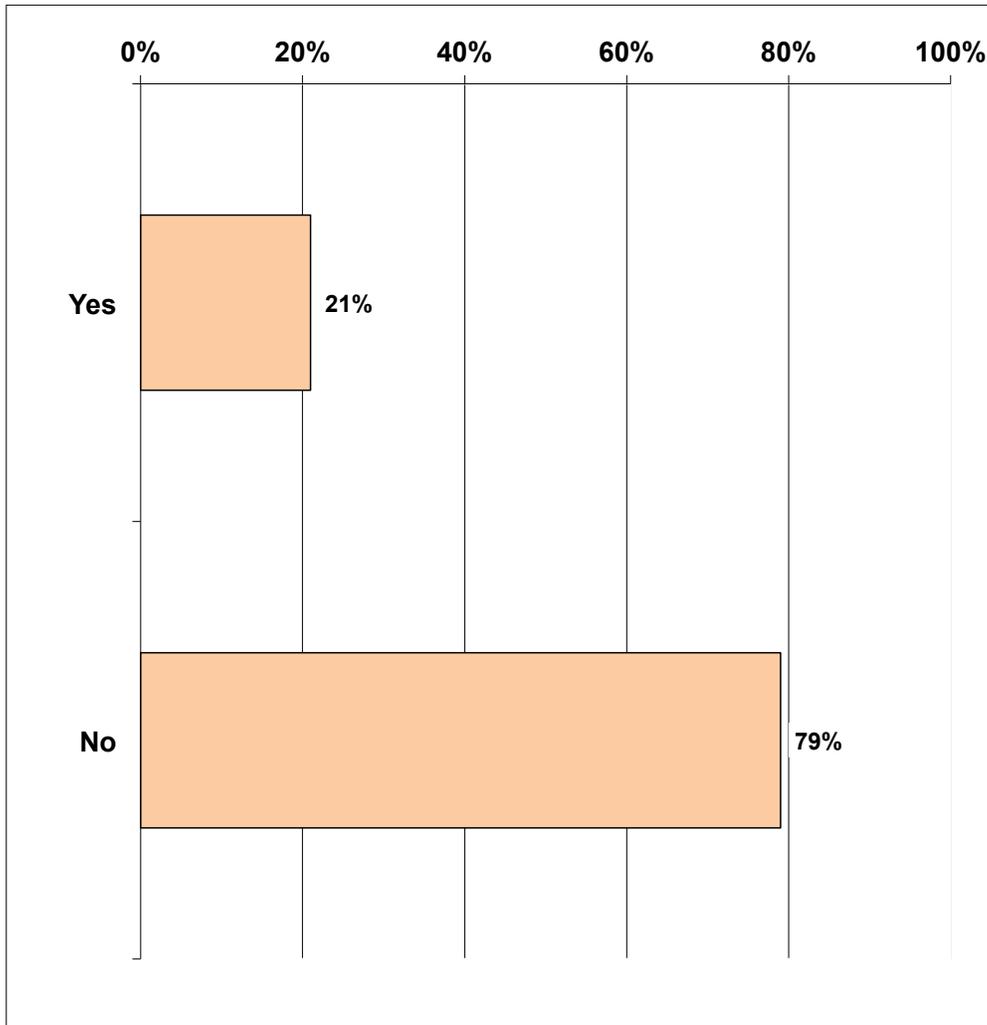
	<u>Total</u>		<u>Younger</u>		<u>Older</u>	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	38.9%	45.1%	28.3%	37.7%	49.1%	56.9%
No	54.9%	61.1%	62.3%	71.7%	43.1%	50.9%

Recent Use of SSM

In the past 6 months, have you used any stop-smoking medications?

Of the smokers who have used stop-smoking medications, only 21% have used them in the past 6 months.

	n=482	n=144	n=338
	Total	Younger	Older
Yes	21%	22%	21%
No	79%	78%	79%



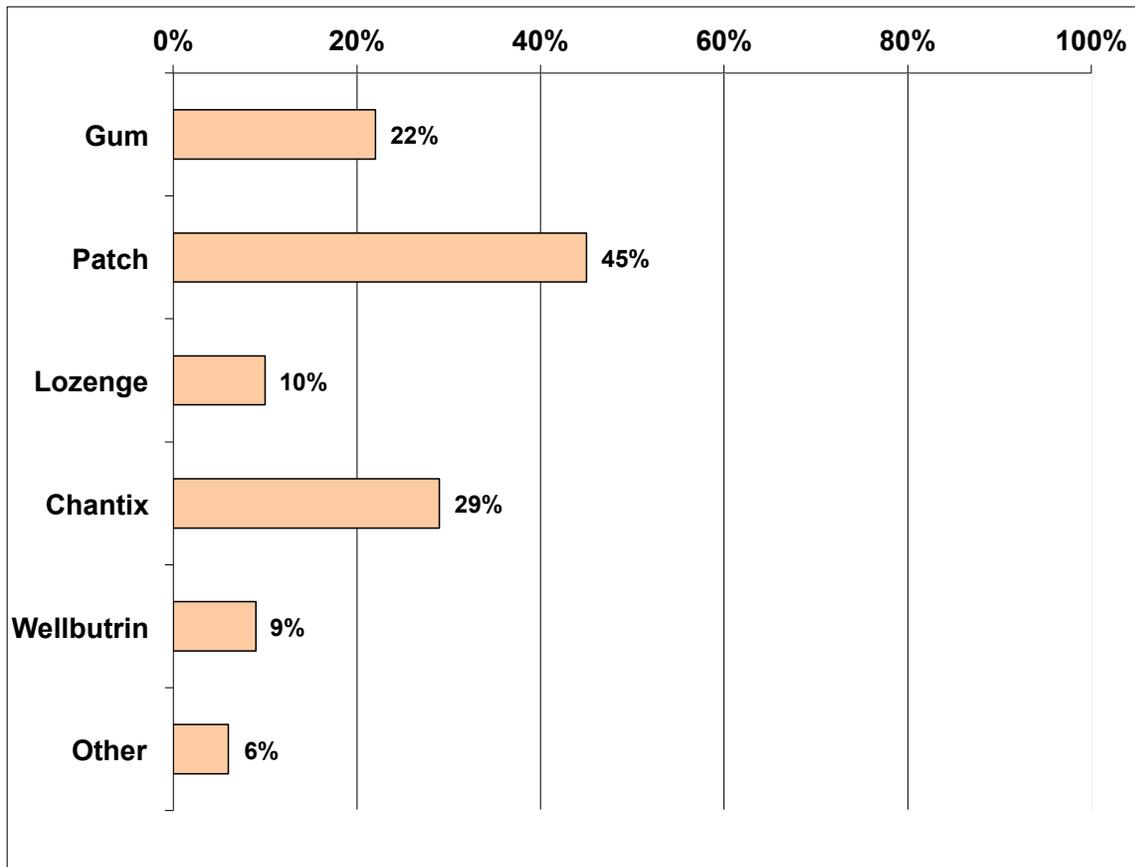
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	17.4%	24.6%	15.2%	28.8%	16.7%	25.3%
No	75.4%	82.6%	71.2%	84.8%	74.7%	83.3%

SSM Used

In the past 6 months, which medications did you use?

Of those smokers who have used a quit-smoking medication in the past 6 months, the most common medication they use is the patch at 45%.

	n=98	n=30	n=68
	Total	Younger	Older
Gum	22%	23%	21%
Patch	45%	57%	35%
Lozenge	10%	11%	10%
Chantix	29%	16%	41%
Wellbutrin	9%	14%	4%
Other	6%	0%	10%



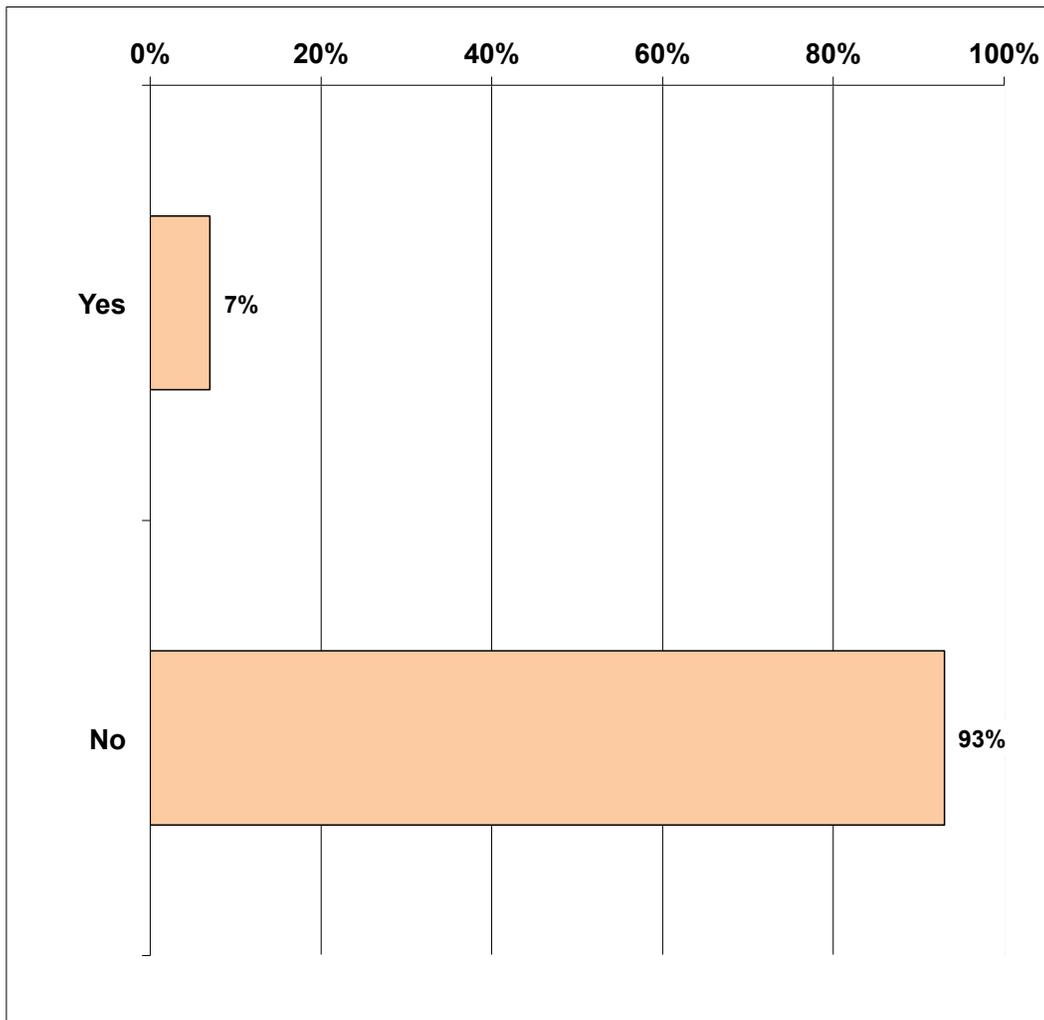
* Sample size is too small to calculate confidence interval ranges

Multiple SSM

The last time you used a stop-smoking medication, did you use more than one product at the same time?

Only a small percentage (7%) of smokers who have used stop-smoking medication report dual medication use.

	n=482	n=144	n=338
	Total	Younger	Older
Yes	7%	11%	4%
No	93%	89%	96%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	4.7%	9.3%	5.9%	16.1%	1.9%	6.1%
No	90.7%	95.3%	83.9%	94.1%	93.9%	98.1%

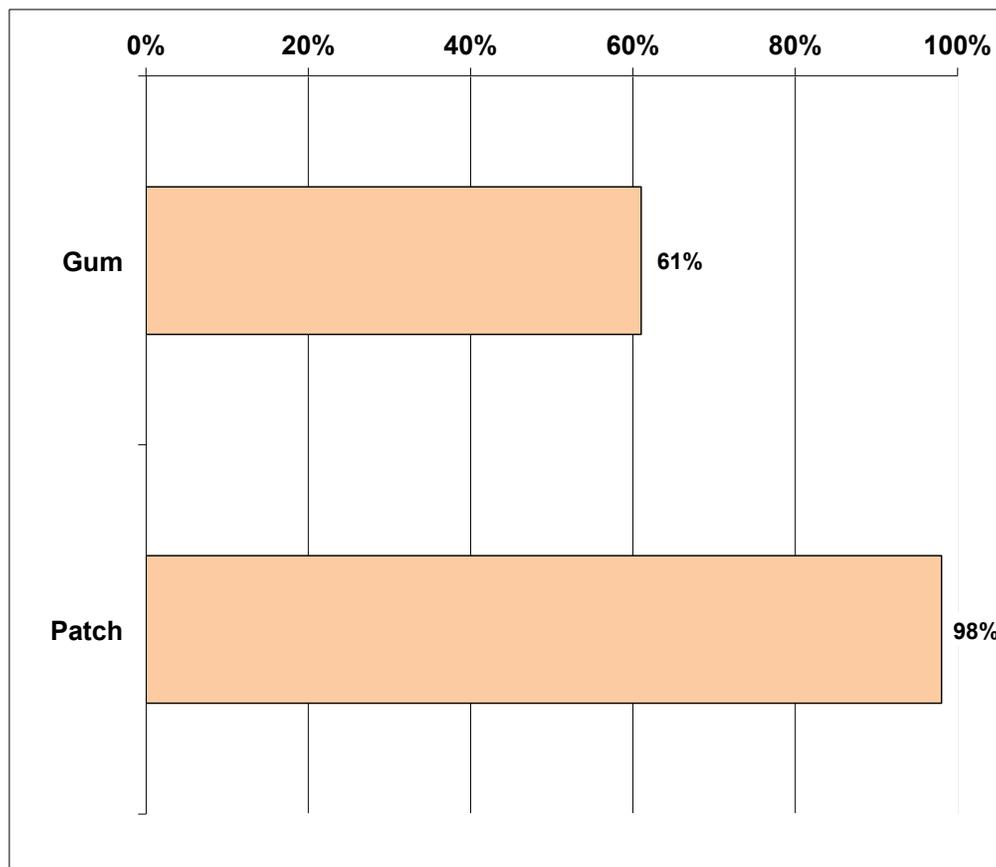
Multiple SSM Used

Which medications did you use at the same time?

Of the very small percentage reporting dual medication use, gum with patches are the medications cited most often.

	n=29
	Total
Gum	61%
Patch	98%
Lozenge	8%
Zyban	4%
Wellbutrin	16%
Chantix	9%
Other	7%

	n=16	n=13
	Younger	Older
Gum	62%	61%
Patch	96%	100%
Lozenge	11%	0%
Zyban	6%	0%
Wellbutrin	17%	15%
Chantix	6%	17%
Other	7%	7%



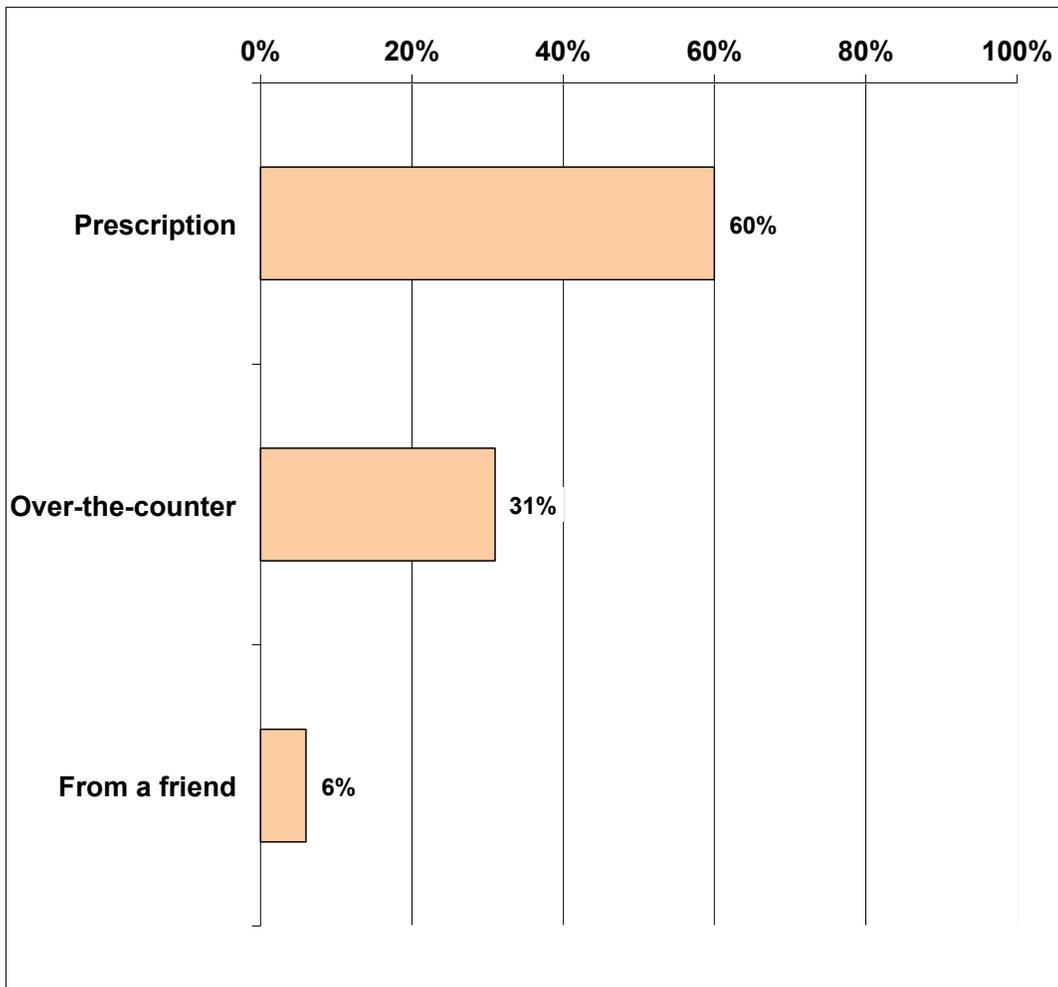
* Sample size is too small to calculate confidence interval ranges

Source of SSM

How did you get <medication used>? Was it by prescription, over-the-counter, or from a friend?

The majority (60%) of smokers who have used stop-smoking medication in the past 6 months receive their medication through a prescription.

	n=98	n=30	n=68
	Total	Younger	Older
Prescription	60%	54%	65%
Over-the-counter	31%	36%	27%
From a friend	6%	7%	5%
Don't know	3%	3%	2%



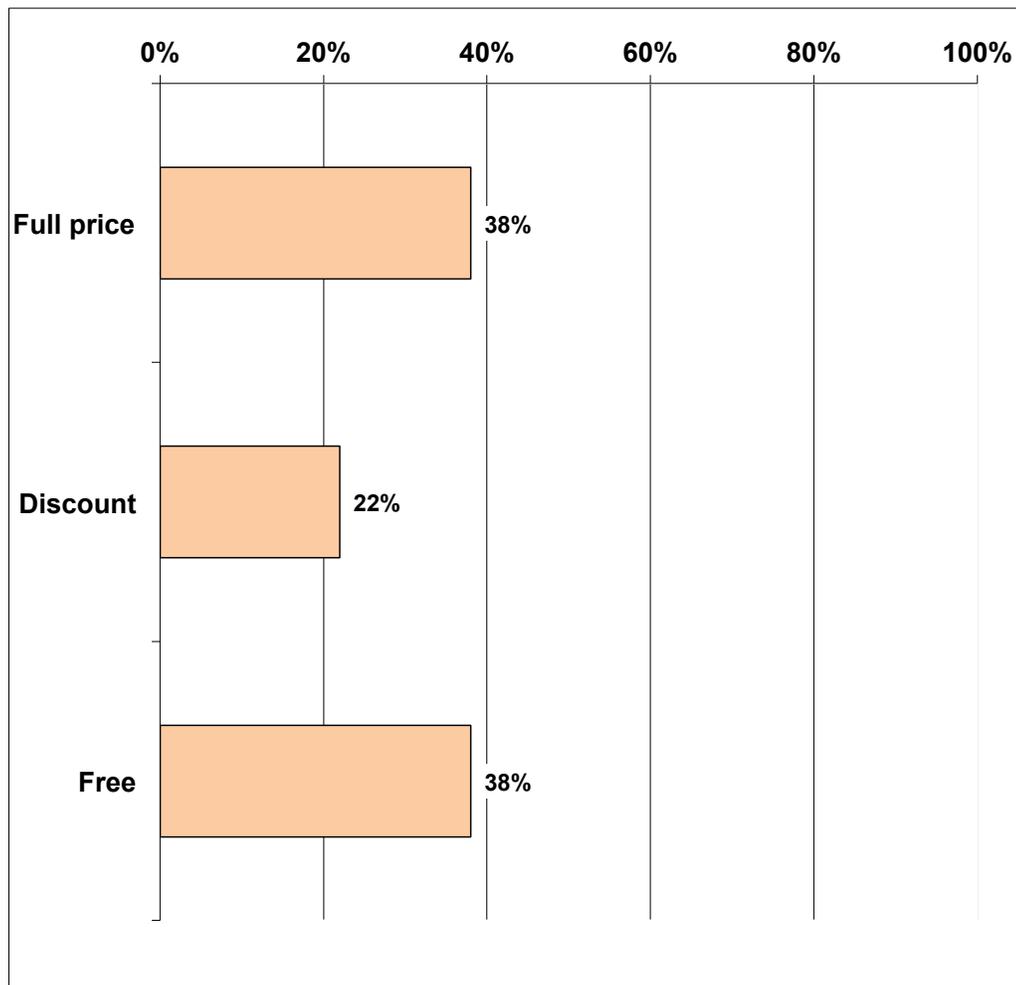
* Sample size is too small to calculate confidence interval ranges

Price of SSM

When you used <medication used>, did you pay full price, get a discount, or get it free?

Most (60%) smokers who have used stop-smoking medication in the past 6 months report receiving the medication either free or at a discount.

	n=98	n=30	n=68
	Total	Younger	Older
Full price	38%	30%	46%
Discount	22%	21%	23%
Free	38%	49%	29%
Don't know	1%	0%	3%



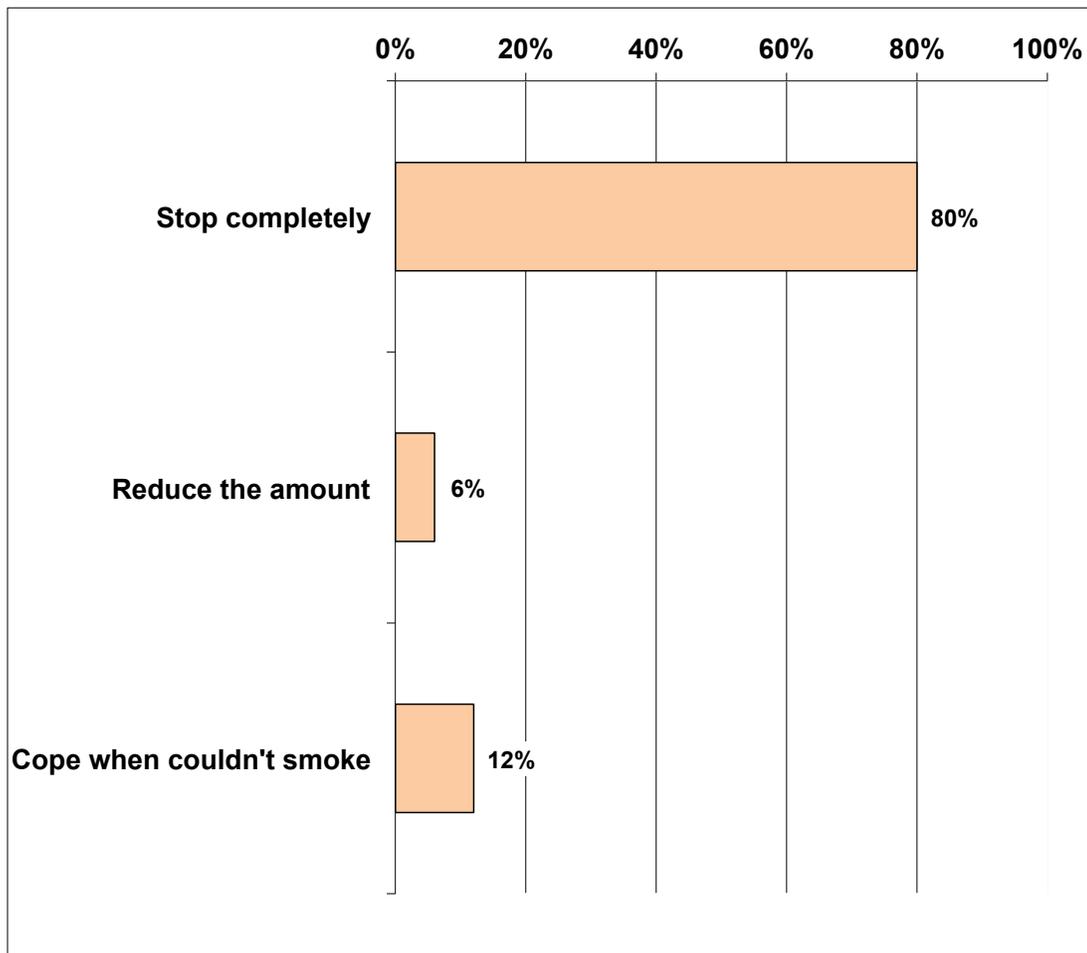
* Sample size is too small to calculate confidence interval ranges

Reason for SSM Use

What was the main reason you used these medications? Was it to stop smoking completely, to reduce the amount you smoke, or to cope with times you could not or are not allowed to smoke?

The reason most cited by smokers (80%) who have used stop-smoking medication was to stop smoking completely.

	n=482		n=144		n=338	
	Total		Younger		Older	
Stop completely	80%		76%		83%	
Reduce the amount	6%		8%		4%	
Cope when couldn't smoke	12%		15%		10%	
Don't know	1%		1%		2%	
Refused	0%		0%		1%	



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Stop completely	76.4%	83.6%	69.0%	83.0%	79.0%	87.0%
Reduce the amount	3.9%	8.1%	3.6%	12.4%	1.9%	6.1%
Cope when couldn't smoke	9.1%	14.9%	9.2%	20.8%	6.8%	13.2%

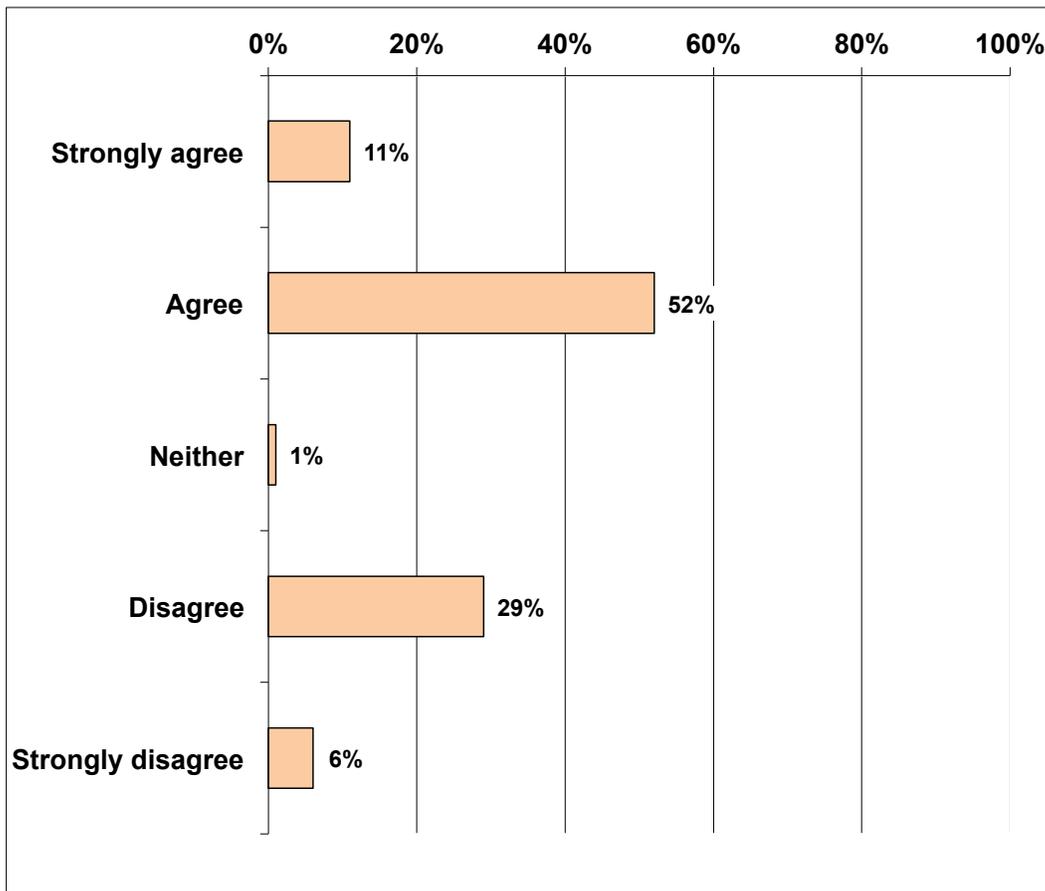
SSM Make Quitting Easier

Now for the next few statements, please tell me if you agree or disagree.

If you decided you wanted to quit, stop-smoking medications would make it easier.

Stop-smoking medications are viewed by a majority of smokers (63%) as something that would make quitting easier.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Strongly agree	11%		11%	11%		
Agree	52%		53%	51%		
Neither	1%		1%	1%		
Disagree	29%		28%	30%		
Strongly disagree	6%		6%	5%		
Don't know	1%		0%	1%		



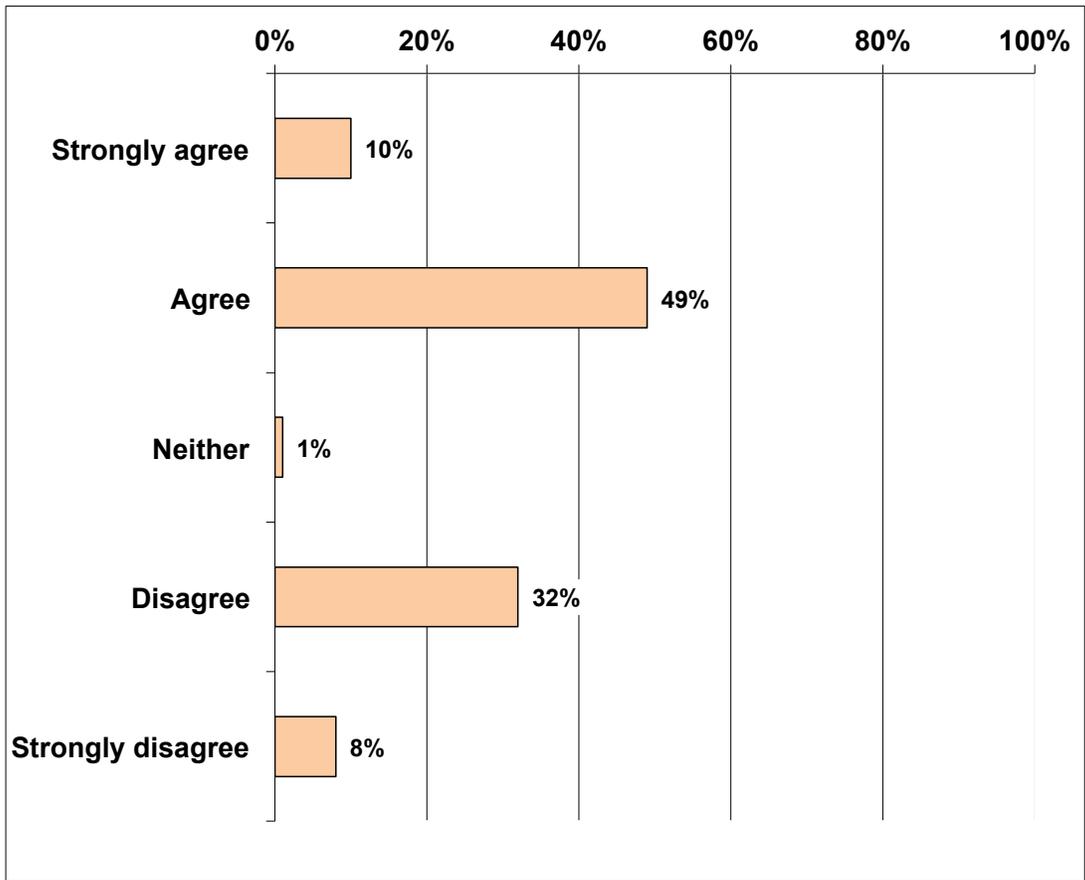
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	9.1%	12.9%	7.9%	14.1%	8.5%	13.5%
Agree	48.9%	55.1%	48.0%	58.0%	47.1%	54.9%
Neither	0.4%	1.6%	0.0%	2.0%	0.2%	1.8%
Disagree	26.2%	31.8%	23.5%	32.5%	26.4%	33.6%
Strongly disagree	4.5%	7.5%	3.6%	8.4%	3.3%	6.7%

Quitting Without SSM

If you decided you wanted to quit, you would be able to quit without stop-smoking medications.

Approximately 6 out of 10 (59%) smokers believe they would be able to quit without stop-smoking medications.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	10%	12%	7%
Agree	49%	51%	46%
Neither	1%	1%	1%
Disagree	32%	29%	37%
Strongly disagree	8%	7%	8%
Don't know	1%	0%	2%



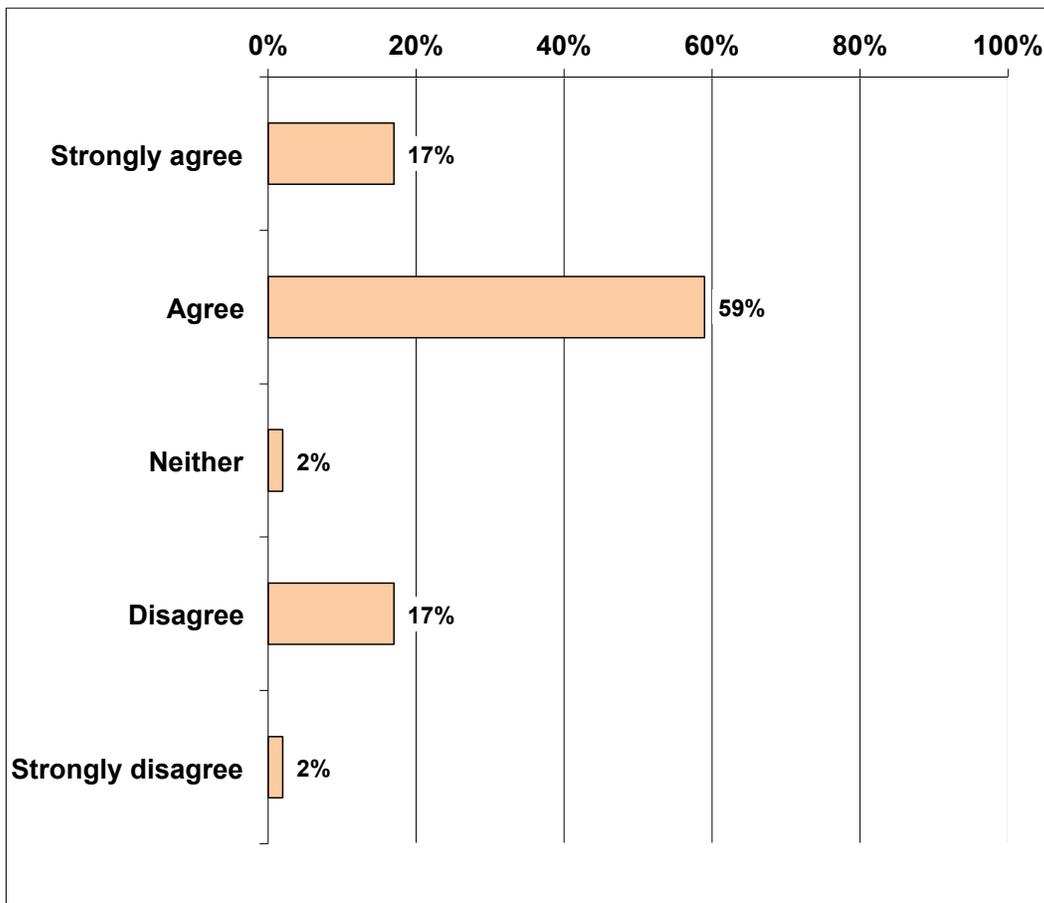
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	8.1%	11.9%	8.8%	15.2%	5.0%	9.0%
Agree	45.9%	52.1%	46.0%	56.0%	42.1%	49.9%
Neither	0.4%	1.6%	0.0%	2.0%	0.2%	1.8%
Disagree	29.1%	34.9%	24.5%	33.5%	33.2%	40.8%
Strongly disagree	6.3%	9.7%	4.5%	9.5%	5.9%	10.1%

SSM Too Expensive

Stop-smoking medications are too expensive.

Approximately three-quarters (76%) of smokers believe that stop-smoking medications are too expensive.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	17%	16%	18%
Agree	59%	59%	60%
Neither	2%	2%	2%
Disagree	17%	19%	15%
Strongly disagree	2%	2%	2%
Don't know	4%	3%	4%



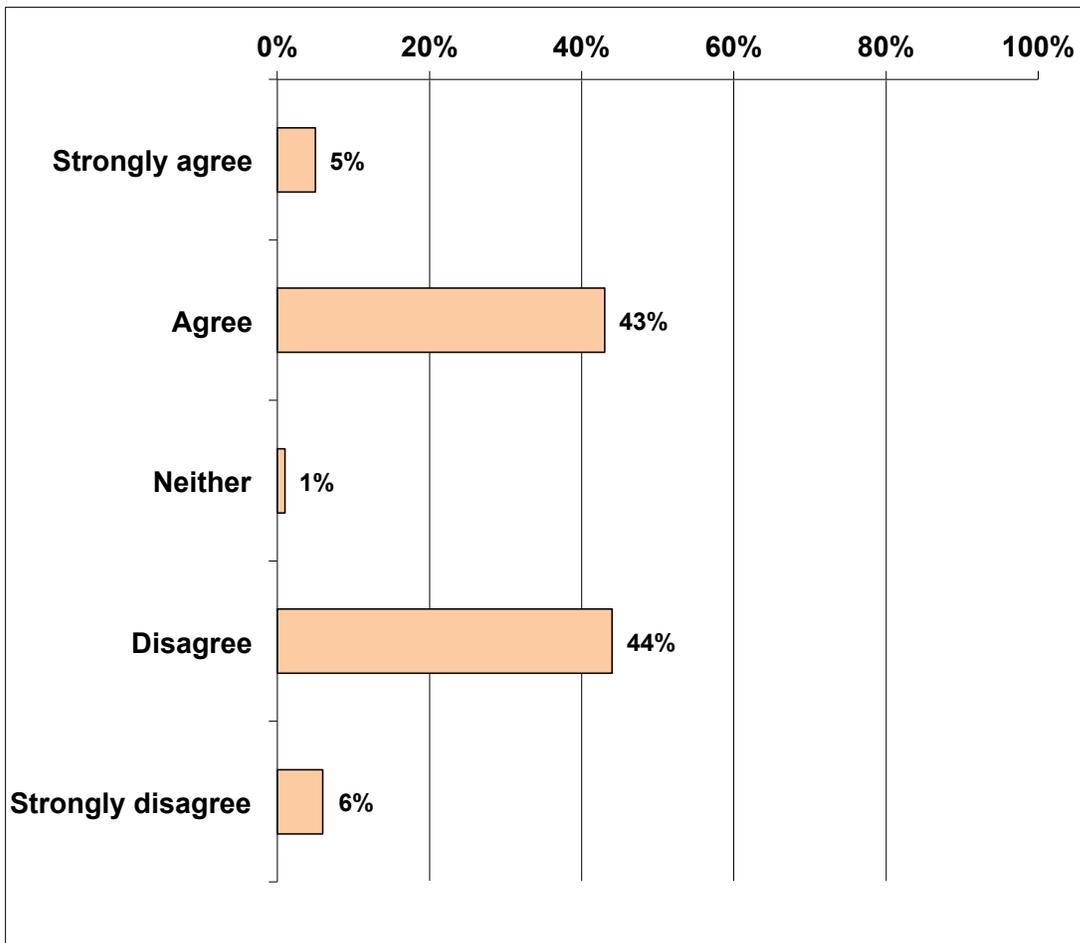
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	14.7%	19.3%	12.4%	19.6%	15.0%	21.0%
Agree	56.0%	62.0%	54.1%	63.9%	56.1%	63.9%
Neither	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%
Disagree	14.7%	19.3%	15.1%	22.9%	12.2%	17.8%
Strongly disagree	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%

SSM Understanding

You don't know enough about how to use stop-smoking medications properly.

Nearly half (48%) of the smokers say they do not know enough about how to use stop-smoking medications properly.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	5%	6%	4%
Agree	43%	41%	47%
Neither	1%	1%	0%
Disagree	44%	46%	42%
Strongly disagree	6%	5%	6%
Don't know	1%	1%	0%



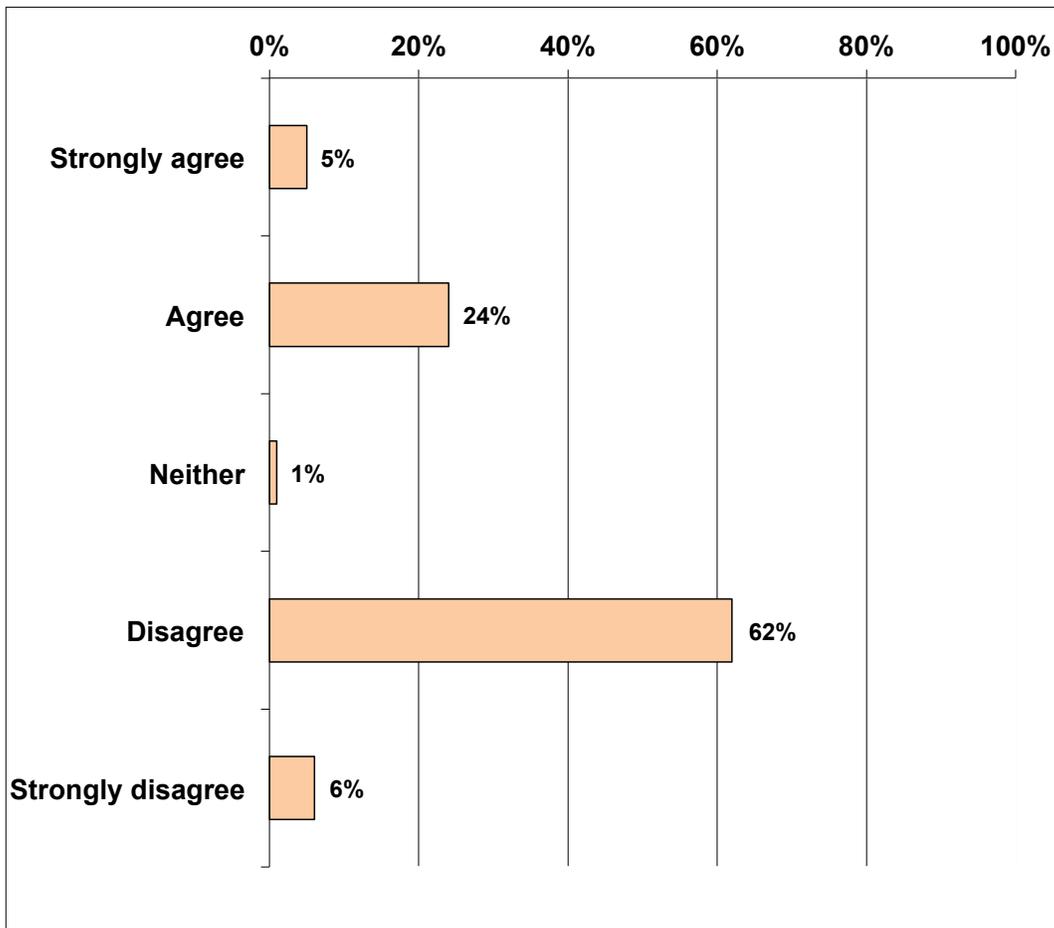
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	3.7%	6.3%	3.6%	8.4%	2.5%	5.5%
Agree	39.9%	46.1%	36.1%	45.9%	43.1%	50.9%
Neither	0.4%	1.6%	0.0%	2.0%	0.0%	0.0%
Disagree	40.9%	47.1%	41.0%	51.0%	38.1%	45.9%
Strongly disagree	4.5%	7.5%	2.8%	7.2%	4.1%	7.9%

SSM Too Hard To Get

Stop-smoking medications are too hard to get.

Approximately 3 out of 10 (29%) smokers believe stop-smoking medications are too hard to get.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	5%	5%	5%
Agree	24%	24%	24%
Neither	1%	1%	1%
Disagree	62%	62%	63%
Strongly disagree	6%	7%	5%
Don't know	2%	1%	2%



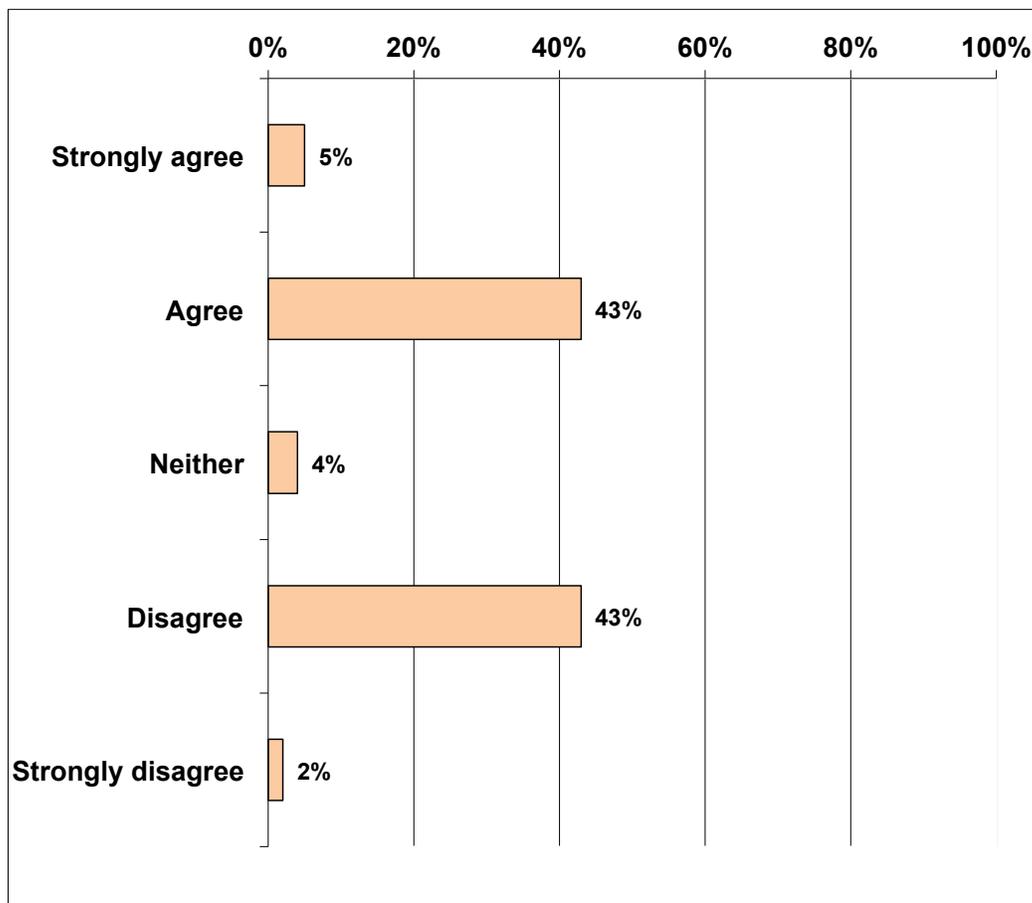
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	3.7%	6.3%	2.8%	7.2%	3.3%	6.7%
Agree	21.4%	26.6%	19.8%	28.2%	20.6%	27.4%
Neither	0.4%	1.6%	0.0%	2.0%	0.2%	1.8%
Disagree	59.0%	65.0%	57.2%	66.8%	59.2%	66.8%
Strongly disagree	4.5%	7.5%	4.5%	9.5%	3.3%	6.7%

Harm of SSM

Stop-smoking medications might harm your health.

Nearly half (48%) of the smokers believe that stop-smoking medications might be harmful to your health.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	5%	6%	4%
Agree	43%	42%	44%
Neither	4%	4%	3%
Disagree	43%	43%	43%
Strongly disagree	2%	2%	2%
Don't know	3%	2%	3%



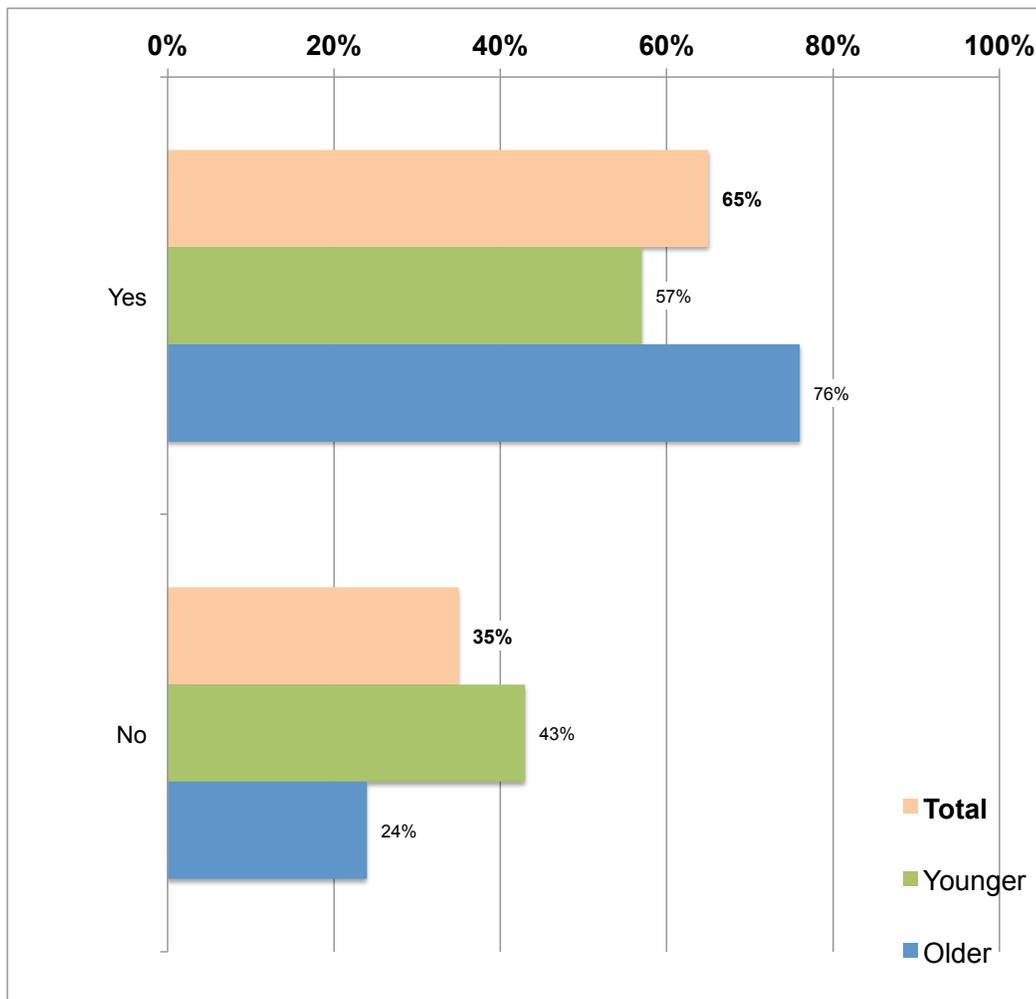
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	3.7%	6.3%	3.6%	8.4%	2.5%	5.5%
Agree	39.9%	46.1%	37.1%	46.9%	40.1%	47.9%
Neither	2.8%	5.2%	2.1%	5.9%	1.7%	4.3%
Disagree	39.9%	46.1%	38.1%	47.9%	39.1%	46.9%
Strongly disagree	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%

Doctor Visit

In the last 12 months, have you visited a doctor or other health professional?

Approximately two-thirds (65%) of smokers have visited a doctor or other health professional in the last 12 months. A higher percentage of Older smokers have visited a doctor in the past year compared to Younger smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	65%	57%	76%
No	35%	43%	24%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	62.1%	67.9%	52.1%	61.9%	72.6%	79.4%
No	32.1%	37.9%	38.1%	47.9%	20.6%	27.4%

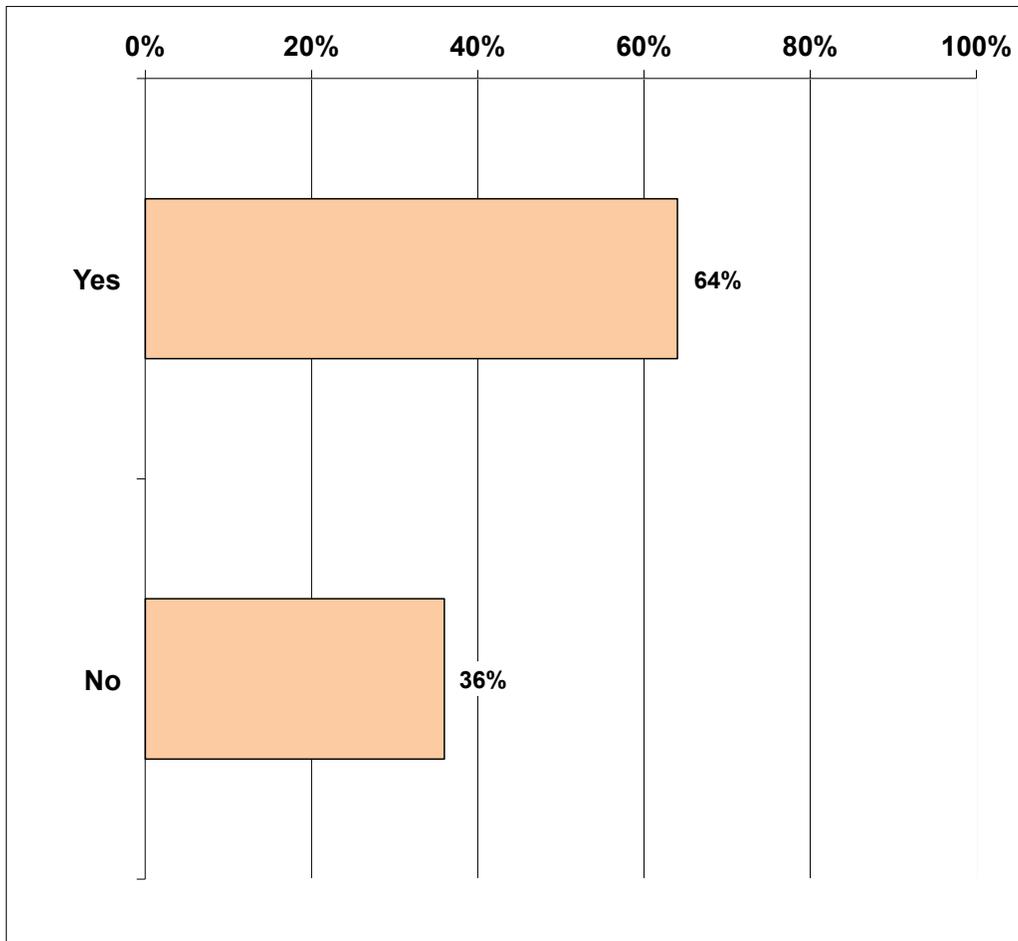
Doctor Smoking Advice

During any visit to the doctor or other health professional in the last 12 months, did you receive . . .

Advice to quit smoking?

Sixty-four percent (64%) of smokers who have visited a health professional report that their doctors have advised them to quit smoking.

	n=709	n=226	n=483
	Total	Younger	Older
Yes	64%	60%	68%
No	36%	40%	32%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	60.5%	67.5%	53.6%	66.4%	63.8%	72.2%
No	32.5%	39.5%	33.6%	46.4%	27.8%	36.2%

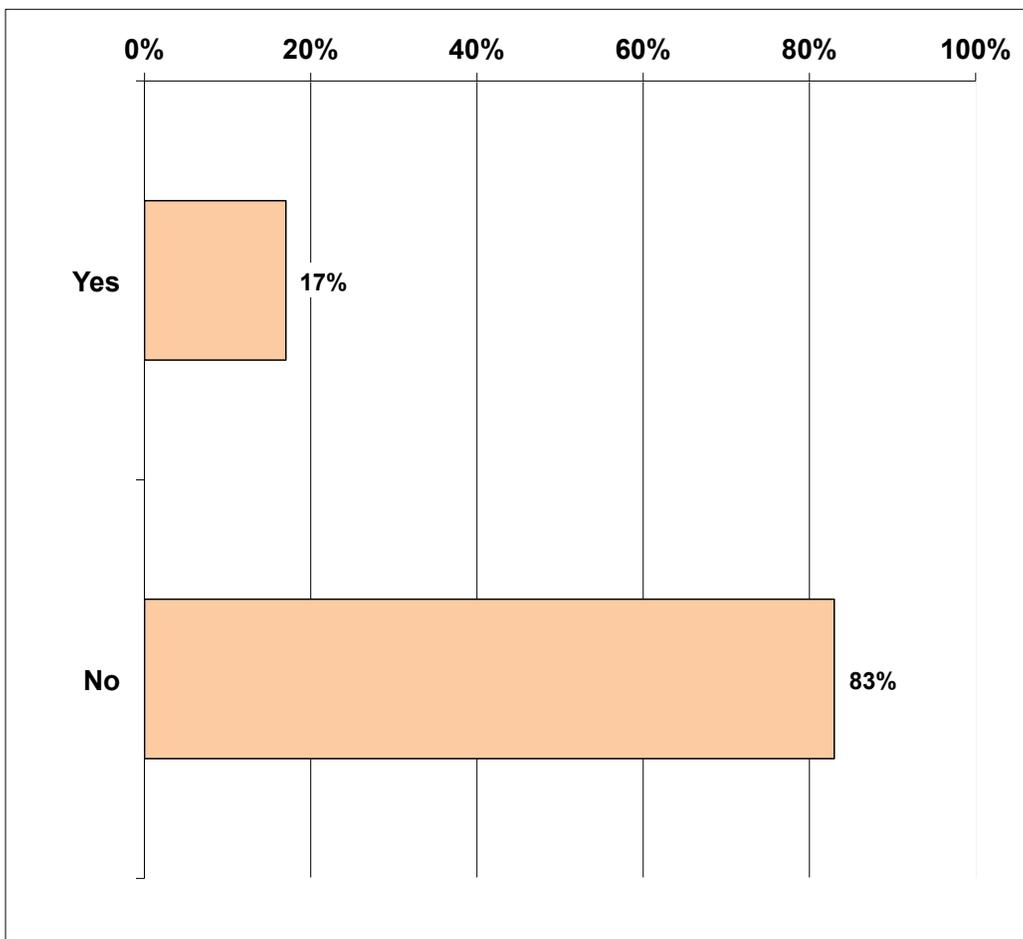
Doctor Quit Referral

During any visit to the doctor or other health professional in the last 12 months, did you receive . . .

Additional help or a referral to another service to help you quit?

Of the smokers who have visited a health professional, only 17% report receiving additional help or a referral to a service to help them quit.

	n=709	n=226	n=483
	Total	Younger	Older
Yes	17%	19%	14%
No	83%	81%	85%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	14.2%	19.8%	13.9%	24.1%	10.9%	17.1%
No	80.2%	85.8%	75.9%	86.1%	81.8%	88.2%

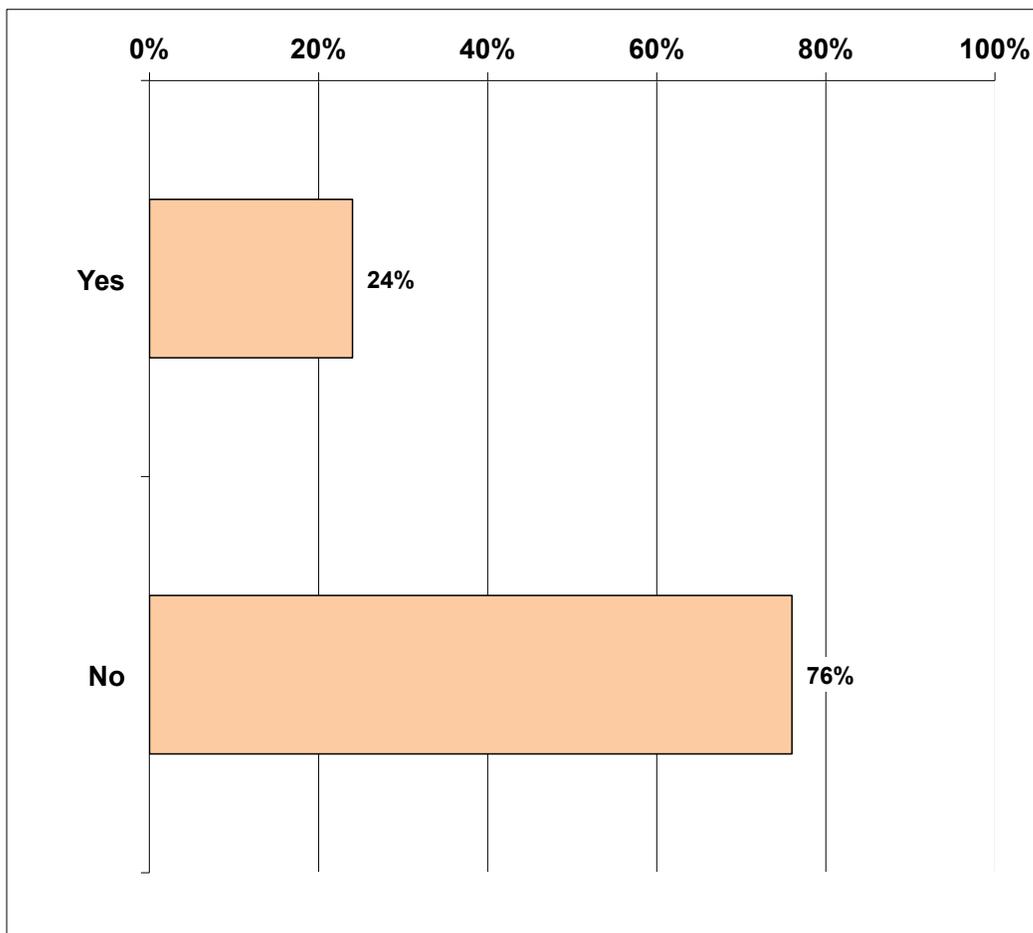
Doctor Quitting Pamphlets

During any visit to the doctor or other health professional in the last 12 months, did you receive . . .

Pamphlets or brochures on how to quit?

A quarter (24%) of the smokers who have visited a health professional report receiving pamphlets or brochures on how to quit during their visit.

	n=709	n=226	n=483
	Total	Younger	Older
Yes	24%	29%	20%
No	76%	71%	80%
Don't know	0%	0%	0%
Refused	0%	0%	0%



	Total	
	Lower CI	Upper CI
Yes	20.9%	27.1%
No	72.9%	79.1%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	23.1%	34.9%	16.4%	23.6%
No	65.1%	76.9%	76.4%	83.6%

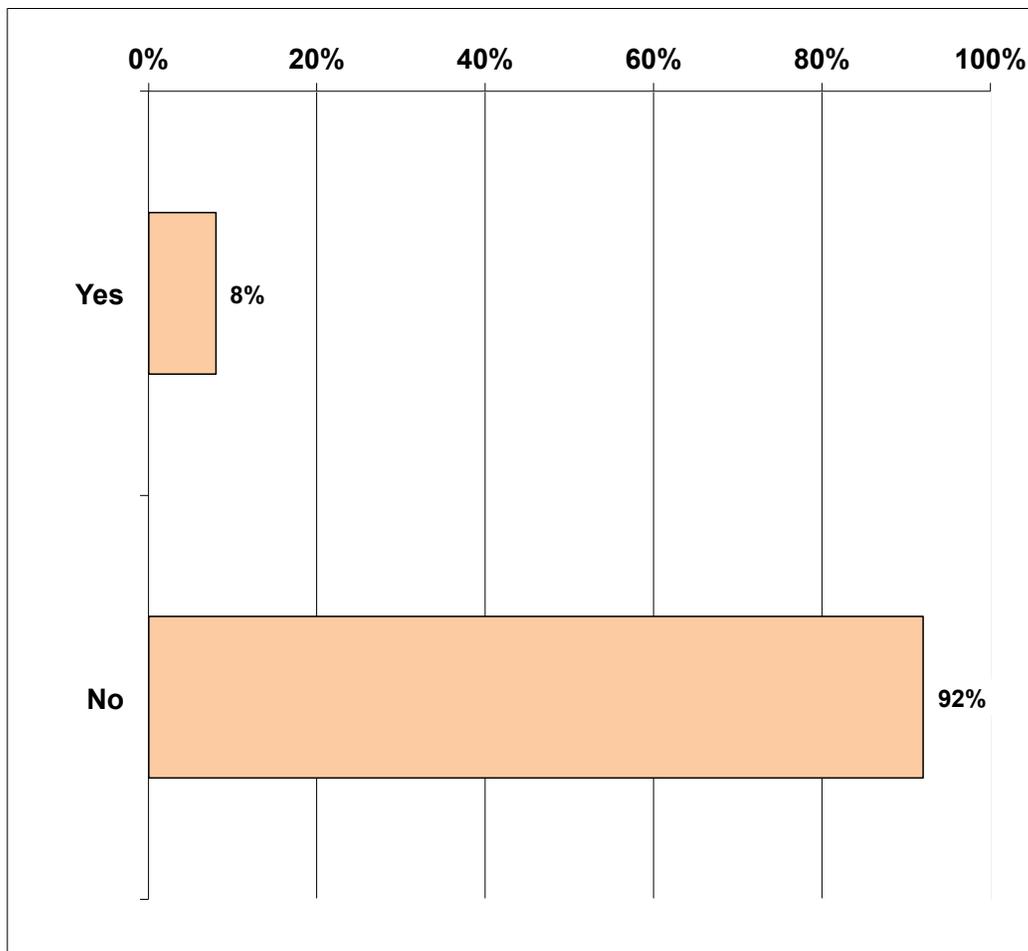
Quitline Contact

In the last 12 months, have you received advice or information about quitting smoking from . . .

Telephone or quitline services?

Less than 1 out of 10 (8%) smokers have received advice or information about quitting smoking from a telephone or quitline service in the last 12 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	8%	10%	5%
No	92%	90%	95%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	6.3%	9.7%	7.0%	13.0%	3.3%	6.7%
No	90.3%	93.7%	87.0%	93.0%	93.3%	96.7%

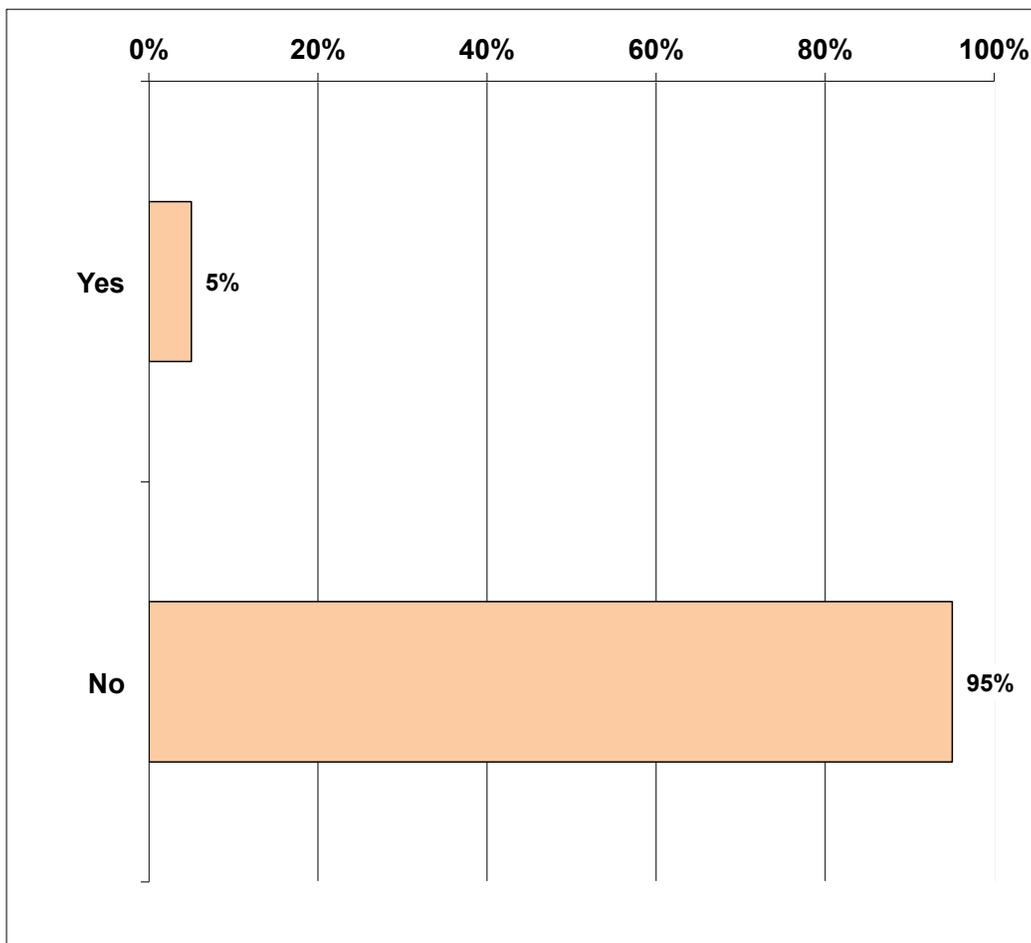
Internet Advice

In the last 12 months, have you received advice or information about quitting smoking from . . .

The internet?

Only 5% of smokers have received advice or information about quitting smoking on the internet in the last 12 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	5%	6%	4%
No	95%	94%	96%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	3.7%	6.3%	3.6%	8.4%	2.5%	5.5%
No	93.7%	96.3%	91.6%	96.4%	94.5%	97.5%

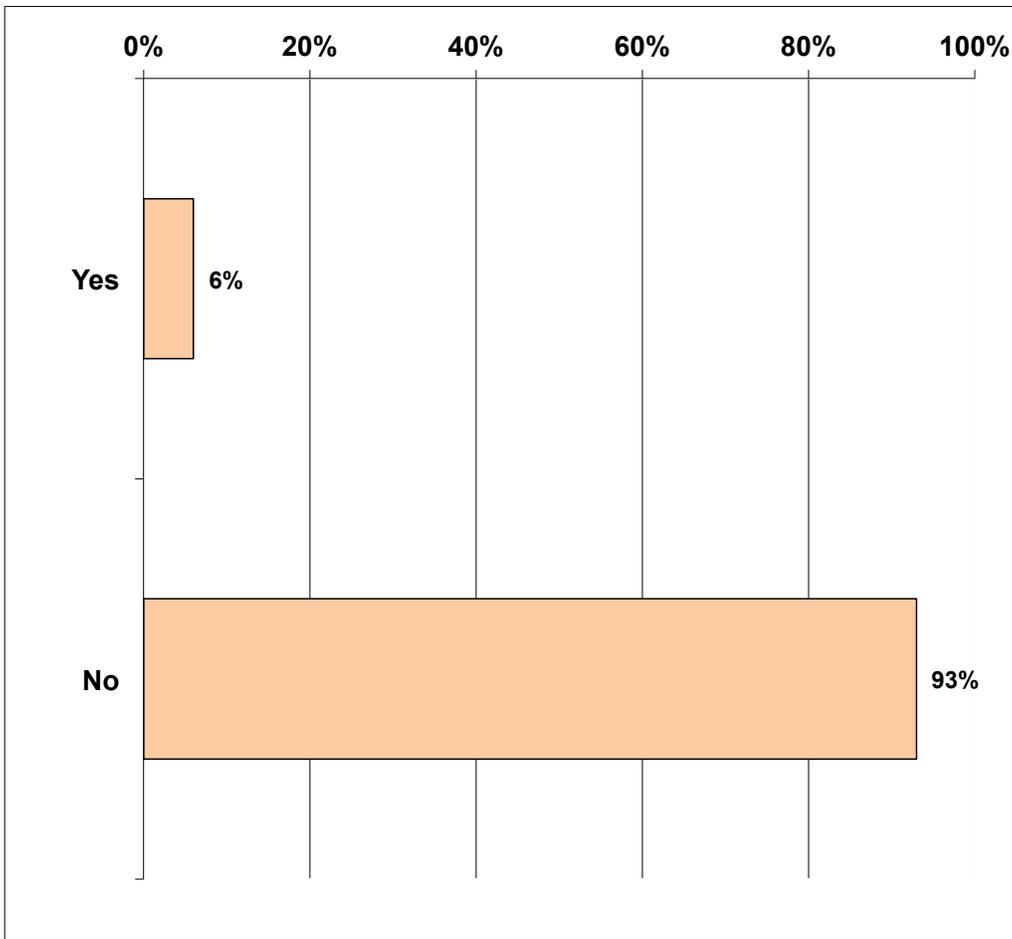
Local Quit Services

In the last 12 months, have you received advice or information about quitting smoking from . . .

Local stop-smoking services, such as clinics or specialists?

Only 6% of smokers have received advice or information about quitting smoking from local stop-smoking services in the last 12 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	6%	7%	5%
No	93%	93%	94%



	Total	
	Lower CI	Upper CI
Yes	4.5%	7.5%
No	91.4%	94.6%

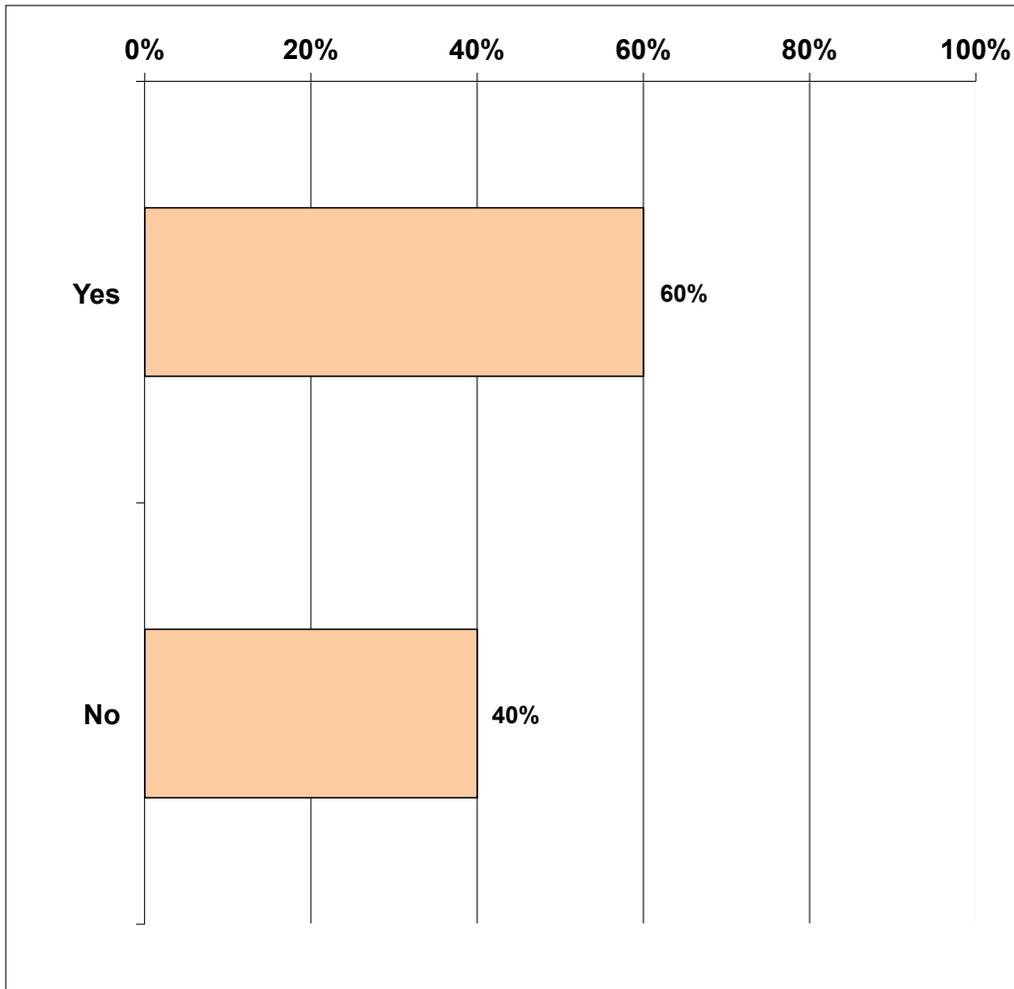
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Yes	4.5%	9.5%	3.3%	6.7%
No	90.5%	95.5%	92.1%	95.9%

Medication Ads

In the last month, have you noticed any advertisements for stop-smoking medications?

Approximately 6 out of 10 (60%) smokers report having noticed advertisements for stop-smoking medications in the last month.

	n=1005		n=389	n=616
	Total	Younger	Older	
Yes	60%	59%	61%	
No	40%	41%	39%	



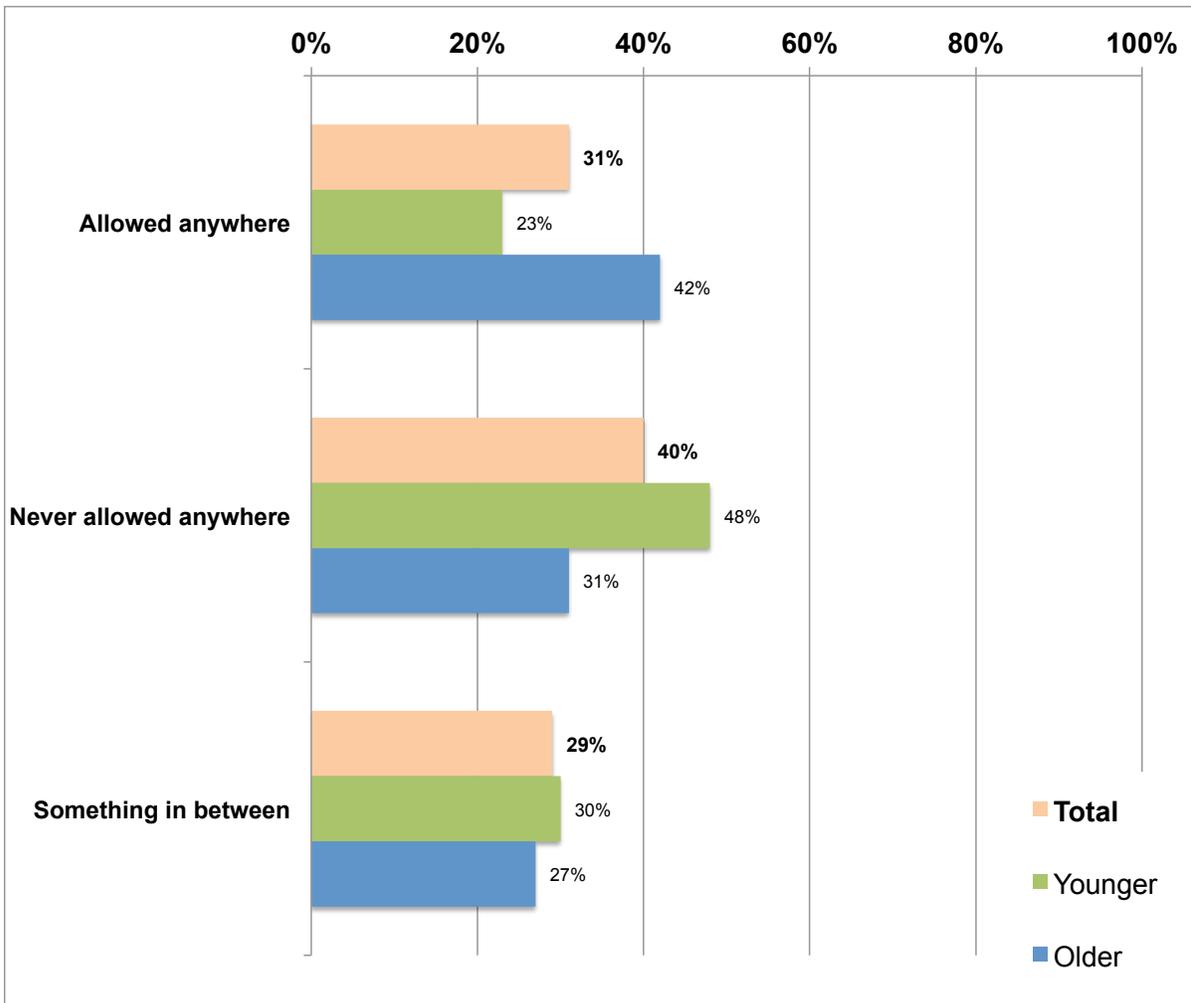
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	57.0%	63.0%	54.1%	63.9%	57.1%	64.9%
No	37.0%	43.0%	36.1%	45.9%	35.1%	42.9%

Smoking Rules in Home

**Which of the following best describes smoking in your home . . .
Smoking is allowed anywhere in your home, smoking is never allowed anywhere in your home, or something in between?**

Rules about smoking in the home differ by age group. A total of 42% of Older smokers say that smoking is allowed anywhere in the home compared to 23% of the Younger smokers.

	n=1005		n=389		n=616	
	Total		Younger		Older	
Allowed anywhere	31%		23%		42%	
Never allowed anywhere	40%		48%		31%	
Something in between	29%		30%		27%	



	Total	
	Lower CI	Upper CI
Allowed anywhere	28.1%	33.9%
Never allowed anywhere	37.0%	43.0%
Something in between	26.2%	31.8%

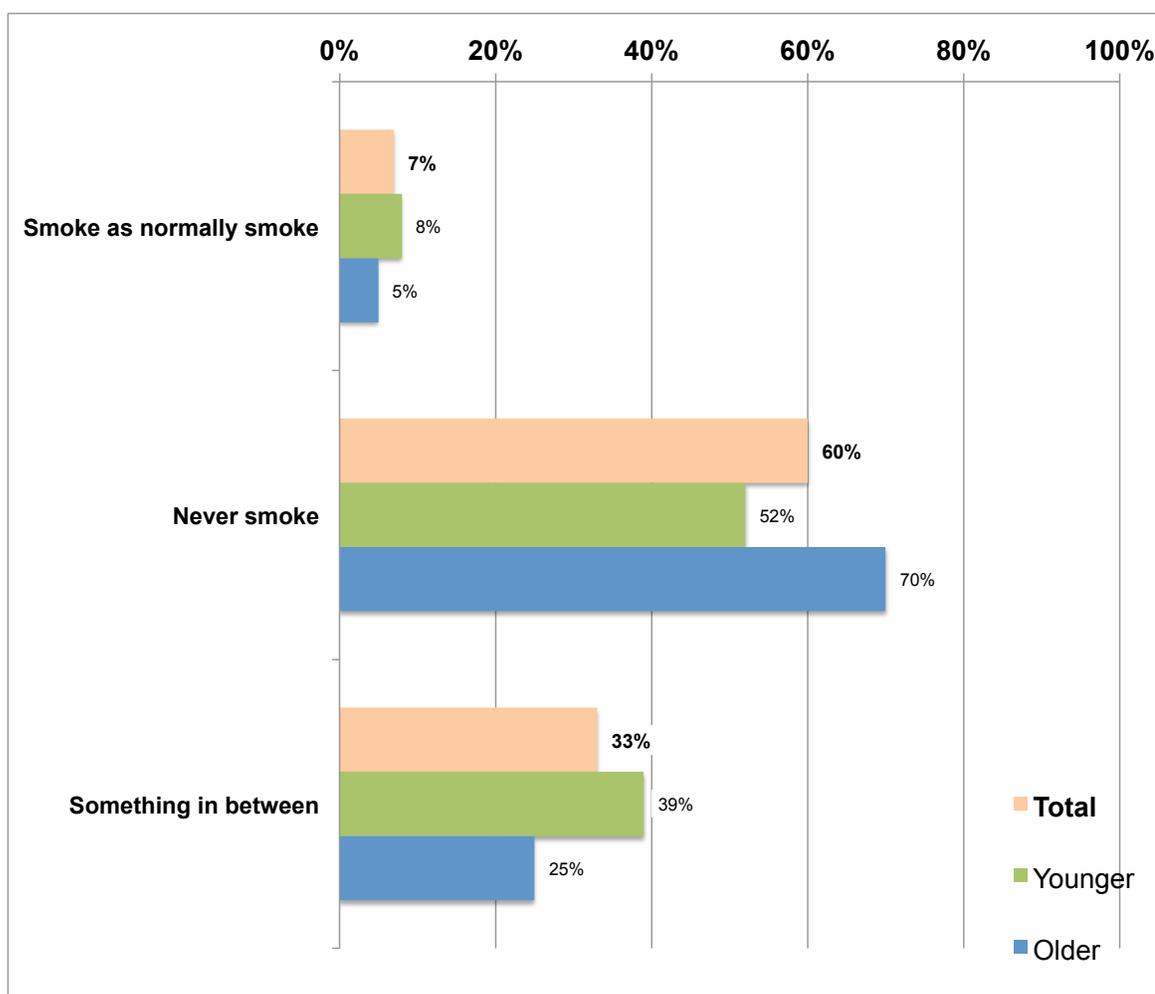
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Allowed anywhere	18.8%	27.2%	38.1%	45.9%
Never allowed anywhere	43.0%	53.0%	27.3%	34.7%
Something in between	25.4%	34.6%	23.5%	30.5%

Smoking in Vehicle

When you are in a car or other private vehicle with non-smokers, do you smoke as you normally smoke, never smoke, or something in between?

A total of 6 out of 10 (60%) smokers report that they "never smoke" when they are in a car with non-smokers. A higher percentage of Older smokers (70%) report never smoking compared to Younger smokers (52%).

	n=1005		n=389		n=616	
	Total		Younger	Older		
Smoke as normally smoke	7%		8%	5%		
Never smoke	60%		52%	70%		
Something in between	33%		39%	25%		



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Smoke as normally smoke	5.4%	8.6%	5.3%	10.7%	3.3%	6.7%
Never smoke	57.0%	63.0%	47.0%	57.0%	66.4%	73.6%
Something in between	30.1%	35.9%	34.2%	43.8%	21.6%	28.4%

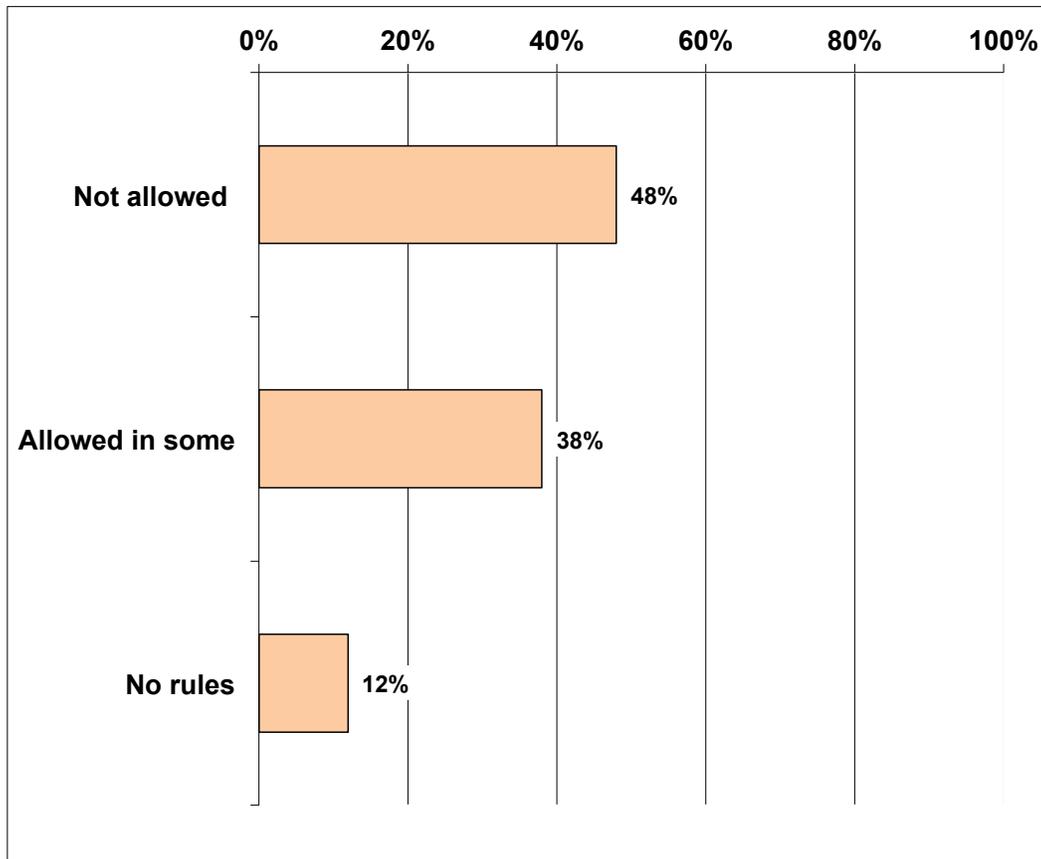
Smoking in 21+ Restaurants & Bars

Which of the following best describes the rules about smoking in restaurants or drinking establishments where no one under 21 years of age is allowed inside . . .

Smoking is not allowed in any indoor area, smoking is allowed only in some indoor areas, or no rules or restrictions?

Nearly half (48%) of the smokers believe that smoking is not allowed in restaurants or drinking establishments where no one under 21 is allowed inside. This belief is held by a greater percentage of Older smokers compared to Younger smokers.

	n=1005		n=389		n=616	
	Total		Younger		Older	
Not allowed	48%		44%		54%	
Allowed in some	38%		41%		35%	
No rules	12%		14%		10%	
Don't know	2%		1%		2%	



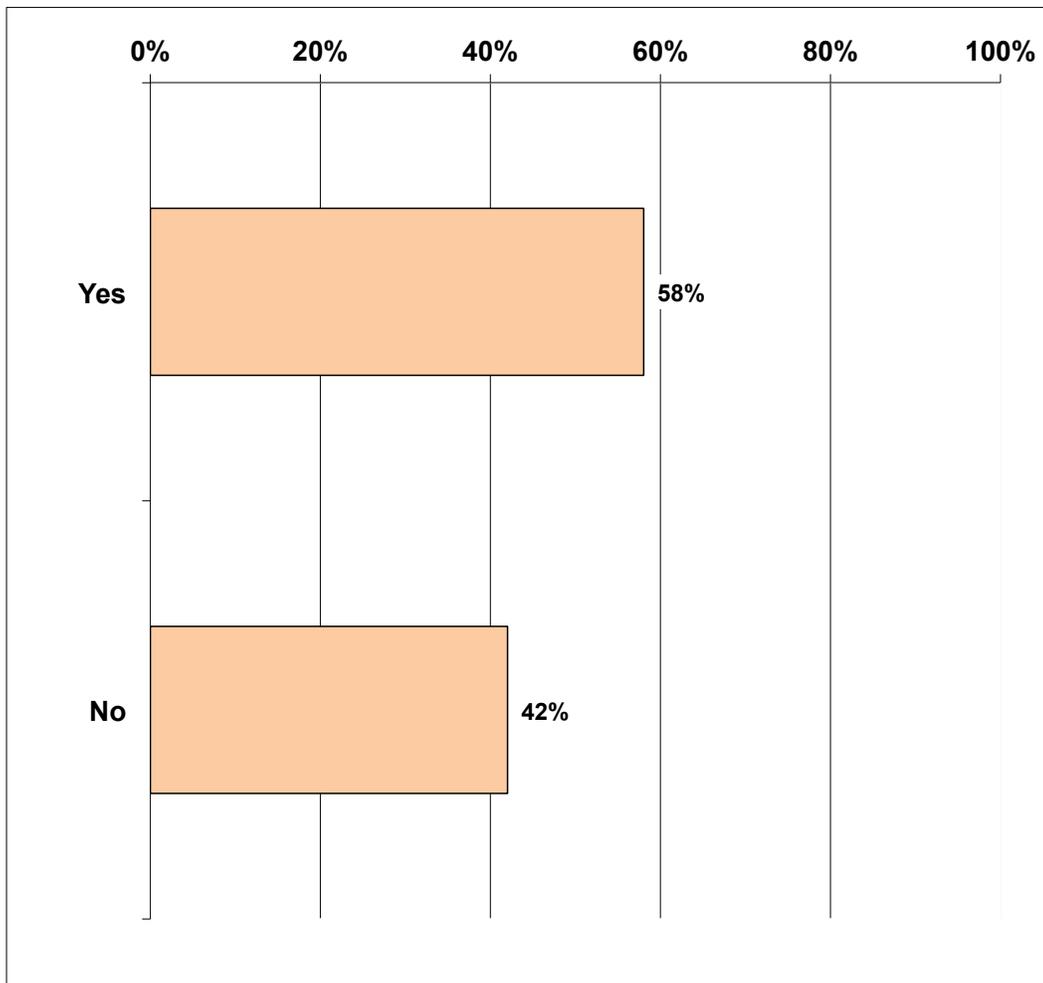
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not allowed	44.9%	51.1%	39.1%	48.9%	50.1%	57.9%
Allowed in some	35.0%	41.0%	36.1%	45.9%	31.2%	38.8%
No rules	10.0%	14.0%	10.6%	17.4%	7.6%	12.4%

Recent Visit to Restaurant or Bar

In the last 6 months, have you visited a restaurant, drinking establishment, or bar where you live?

Approximately 6 out of 10 (58%) smokers have visited a restaurant, drinking establishment, or bar where they live in the last 6 months. There was no difference between Younger and Older smokers in their visitation.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	58%	59%	57%
No	42%	41%	43%
Don't know	0%	0%	1%



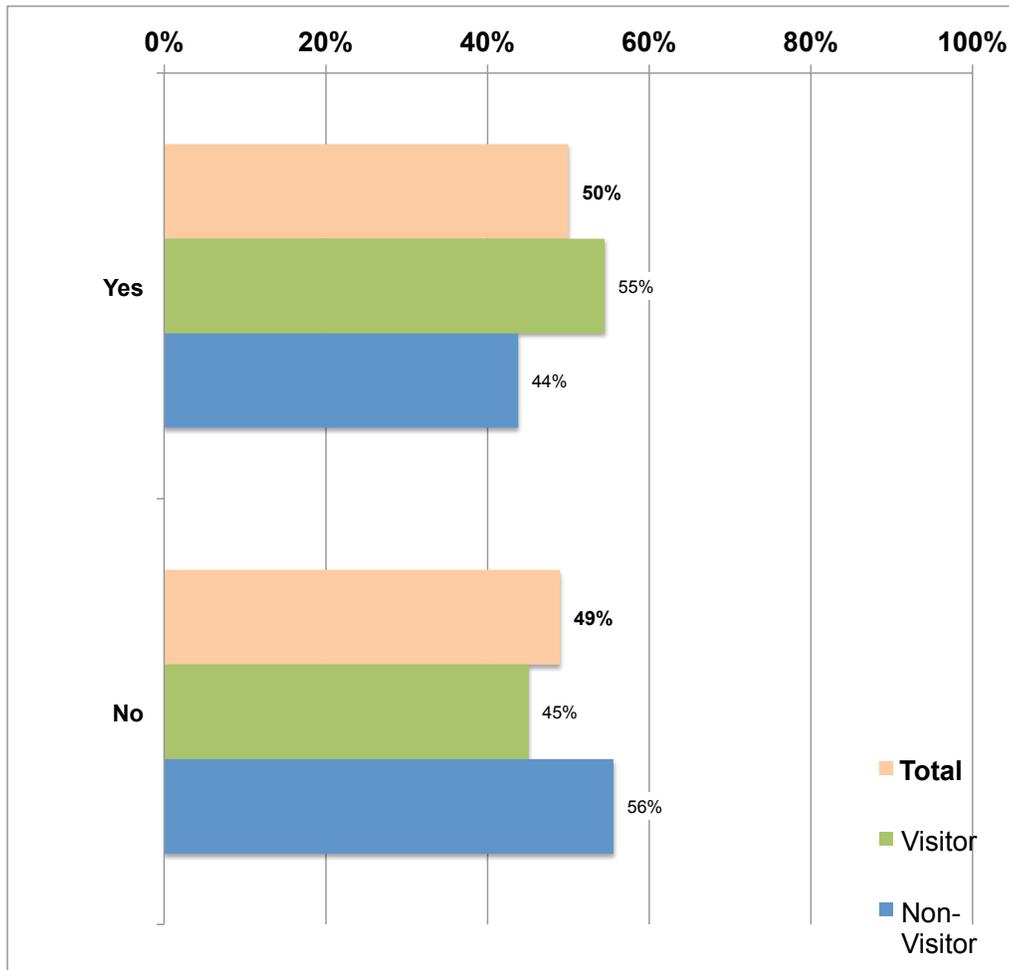
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	54.9%	61.1%	54.1%	63.9%	53.1%	60.9%
No	38.9%	45.1%	36.1%	45.9%	39.1%	46.9%

Thoughts on Smoking Ban

Do you think smoking should be allowed in restaurants or drinking establishments if no one under 21 years of age is allowed inside at any time?

Half (50%) of all smokers believe that smoking should be allowed in 21+ years restaurants or drinking establishments. Those smokers who have visited a restaurant or bar in the past 6 months are more likely (55%) to think smoking should be allowed compared to non-visitors (44%).

	n=1005		n=589		n=416	
	Total		Visitor	Non-Visitor		
Yes	50%		55%	44%		
No	49%		45%	56%		
Don't know	0%		0%	1%		
Refused	0%		0%	0%		



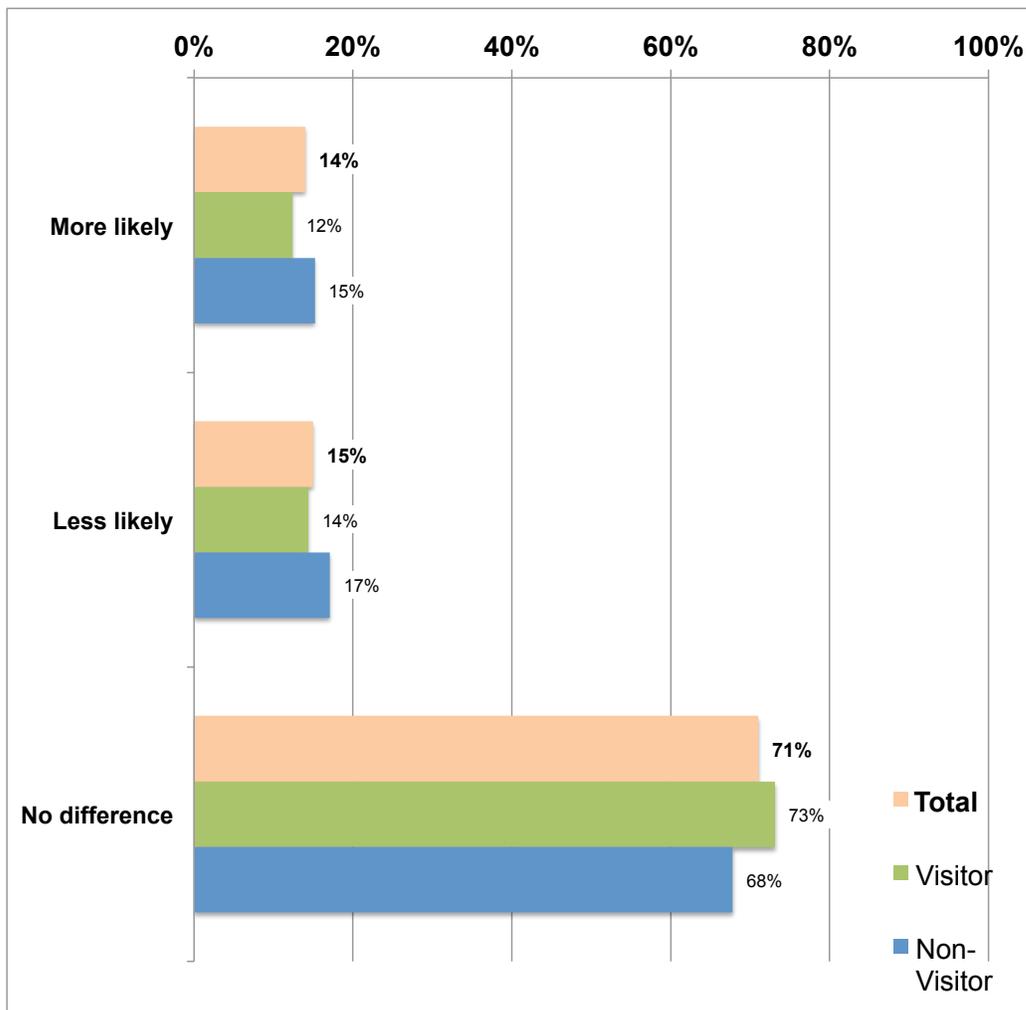
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	46.9%	53.1%	50.5%	58.5%	39.0%	48.6%
No	45.9%	52.1%	41.1%	49.1%	50.8%	60.4%

Effect of Smoking Ban

If all restaurants and drinking establishments are completely smoke-free, would you be more likely to visit the establishments, less likely to visit, or would it make no difference?

Approximately 3 out of 4 smokers (71%) report that it would "make no difference" in their likelihood to visit if drinking establishments are completely smoke-free.

	n=1005	n=589	n=416
	Total	Visitor	Non-Visitor
More likely	14%	12%	15%
Less likely	15%	14%	17%
No difference	71%	73%	68%



	Total	
	Lower CI	Upper CI
More likely	11.9%	16.1%
Less likely	12.8%	17.2%
No difference	68.2%	73.8%

	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
More likely	9.7%	15.1%	11.7%	18.7%
Less likely	11.6%	17.2%	13.5%	20.7%
No difference	69.5%	76.7%	63.3%	72.3%

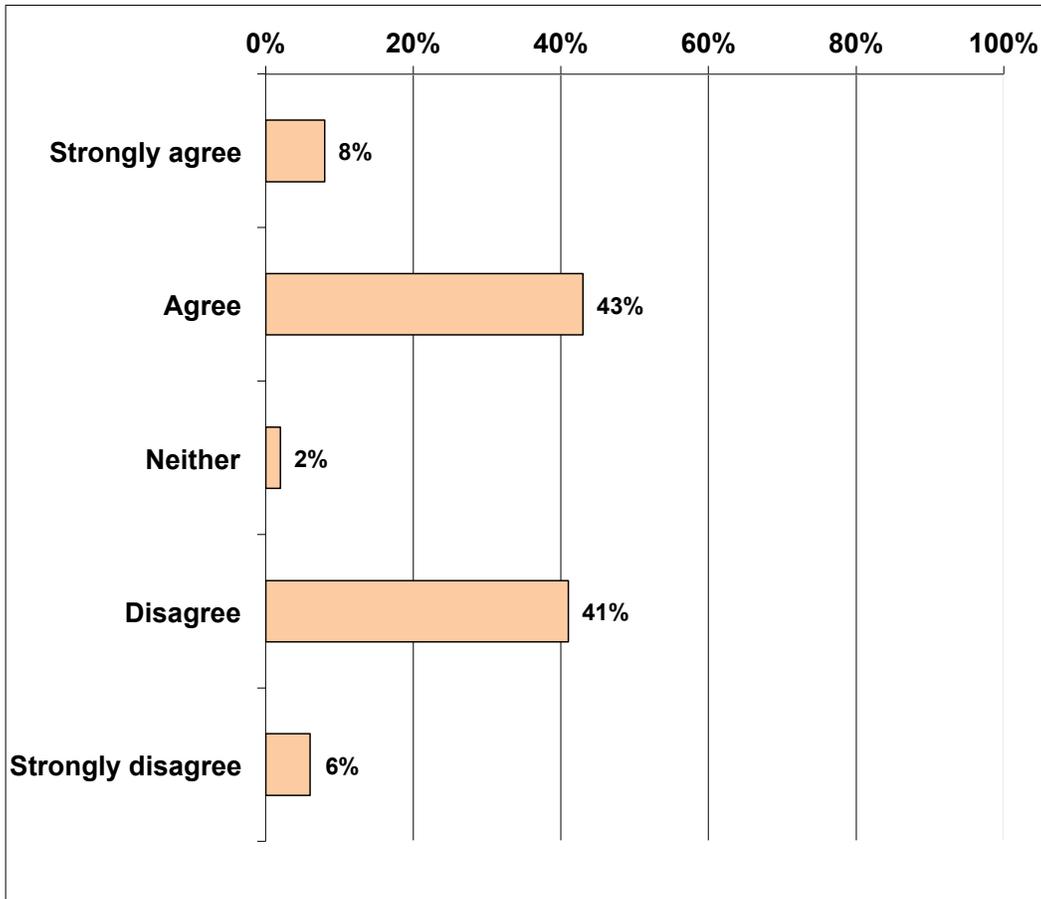
Enjoy Smoking Too Much

For the next few statements, again, tell me if you agree or disagree.

You enjoy smoking too much to give it up.

Half (51%) of all smokers report that their enjoyment of smoking impacts their attitude towards quitting.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Strongly agree	8%		7%	9%		
Agree	43%		39%	48%		
Neither	2%		2%	1%		
Disagree	41%		44%	37%		
Strongly disagree	6%		8%	4%		



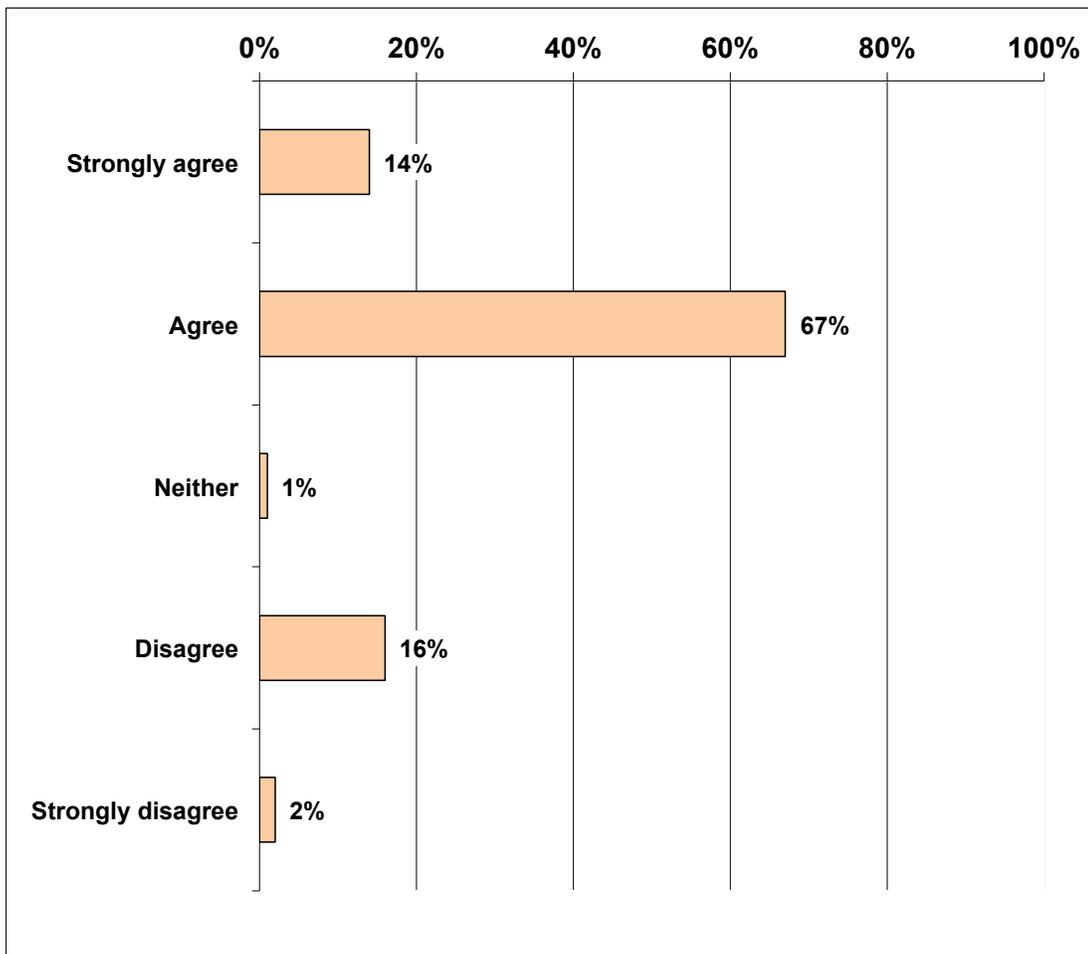
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	6.3%	9.7%	4.5%	9.5%	6.7%	11.3%
Agree	39.9%	46.1%	34.2%	43.8%	44.1%	51.9%
Neither	1.1%	2.9%	0.6%	3.4%	0.2%	1.8%
Disagree	38.0%	44.0%	39.1%	48.9%	33.2%	40.8%
Strongly disagree	4.5%	7.5%	5.3%	10.7%	2.5%	5.5%

Smoking Dangerous to Others

Your <tobacco type> smoke is dangerous to those around you.

The majority (81%) of smokers agree that their smoke is dangerous to those around them.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	14%	16%	12%
Agree	67%	68%	65%
Neither	1%	1%	1%
Disagree	16%	13%	19%
Strongly disagree	2%	2%	1%
Don't know	0%	0%	1%



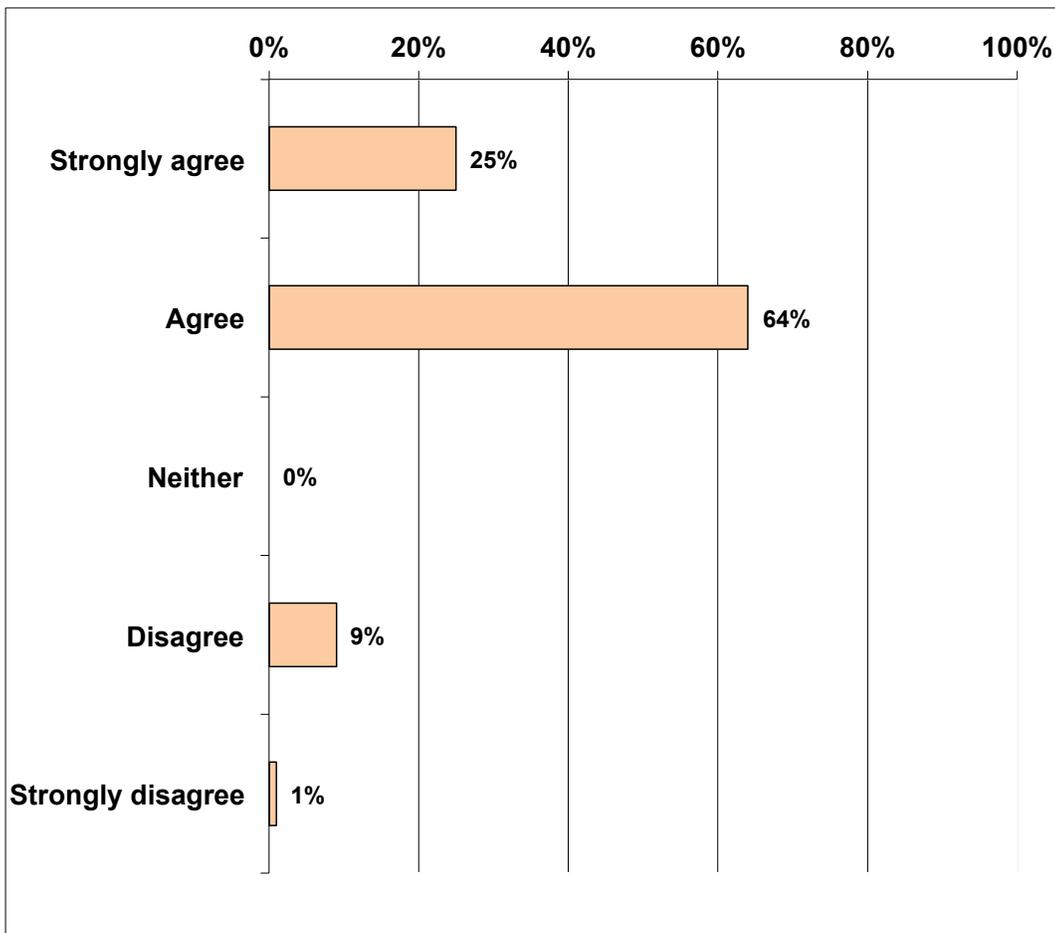
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	11.9%	16.1%	12.4%	19.6%	9.4%	14.6%
Agree	64.1%	69.9%	63.4%	72.6%	61.2%	68.8%
Neither	0.4%	1.6%	0.0%	2.0%	0.2%	1.8%
Disagree	13.7%	18.3%	9.7%	16.3%	15.9%	22.1%
Strongly disagree	1.1%	2.9%	0.6%	3.4%	0.2%	1.8%

Smoking Do Over

If you had to do it over again, you would not have started smoking.

The majority (89%) of smokers say that they would not have started smoking if they had it to do over again

	n=1005		n=389		n=616	
	Total		Younger		Older	
Strongly agree	25%		25%		25%	
Agree	64%		62%		66%	
Neither	0%		0%		0%	
Disagree	9%		11%		8%	
Strongly disagree	1%		1%		1%	
Don't know	1%		1%		1%	



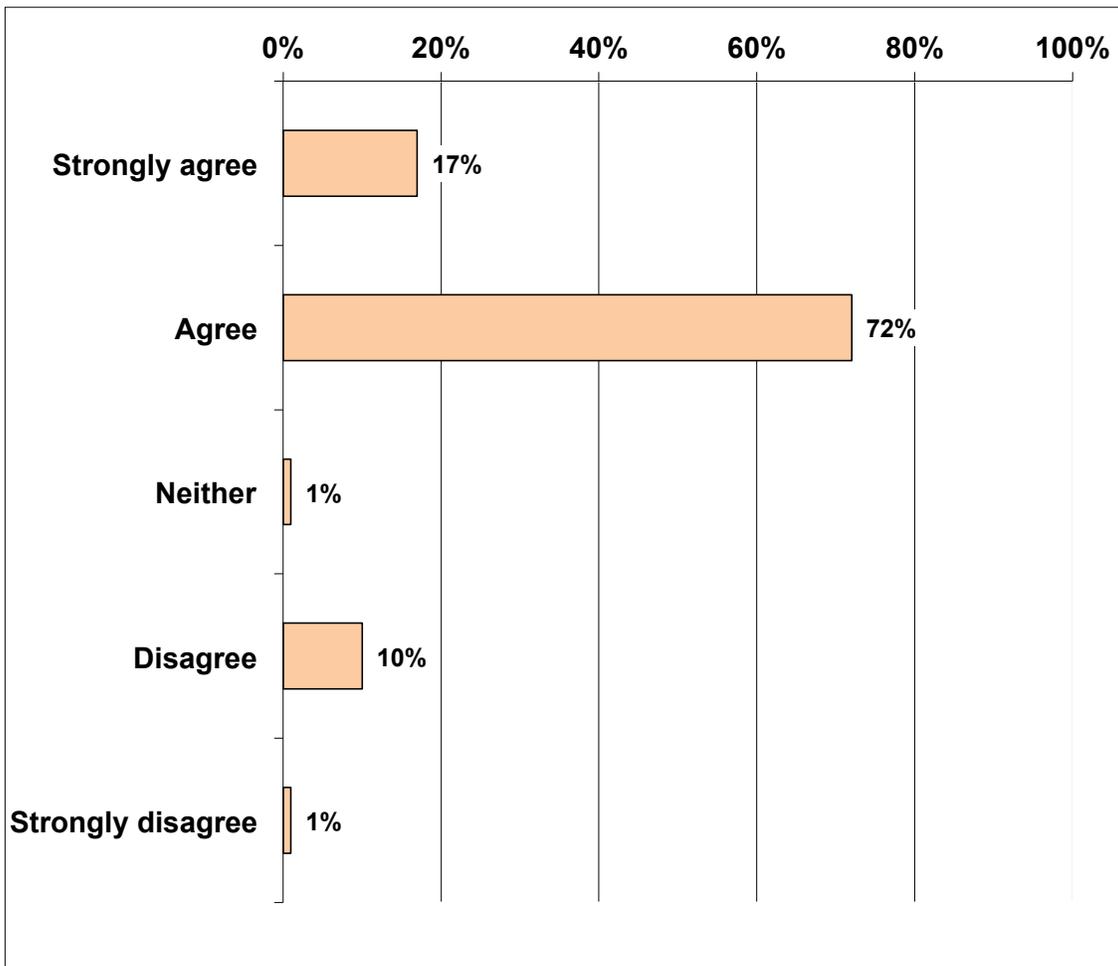
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	22.3%	27.7%	20.7%	29.3%	21.6%	28.4%
Agree	61.0%	67.0%	57.2%	66.8%	62.3%	69.7%
Neither	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Disagree	7.2%	10.8%	7.9%	14.1%	5.9%	10.1%
Strongly disagree	0.4%	1.6%	0.0%	2.0%	0.2%	1.8%

Calm Smoke

Smoking calms you down when you are stressed or upset.

The majority (89%) of smokers say that smoking calms them down when they are stressed or upset.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	17%	19%	13%
Agree	72%	71%	74%
Neither	1%	0%	1%
Disagree	10%	9%	11%
Strongly disagree	1%	1%	1%



	Total	
	Lower CI	Upper CI
Strongly agree	14.7%	19.3%
Agree	69.2%	74.8%
Neither	0.4%	1.6%
Disagree	8.1%	11.9%
Strongly disagree	0.4%	1.6%

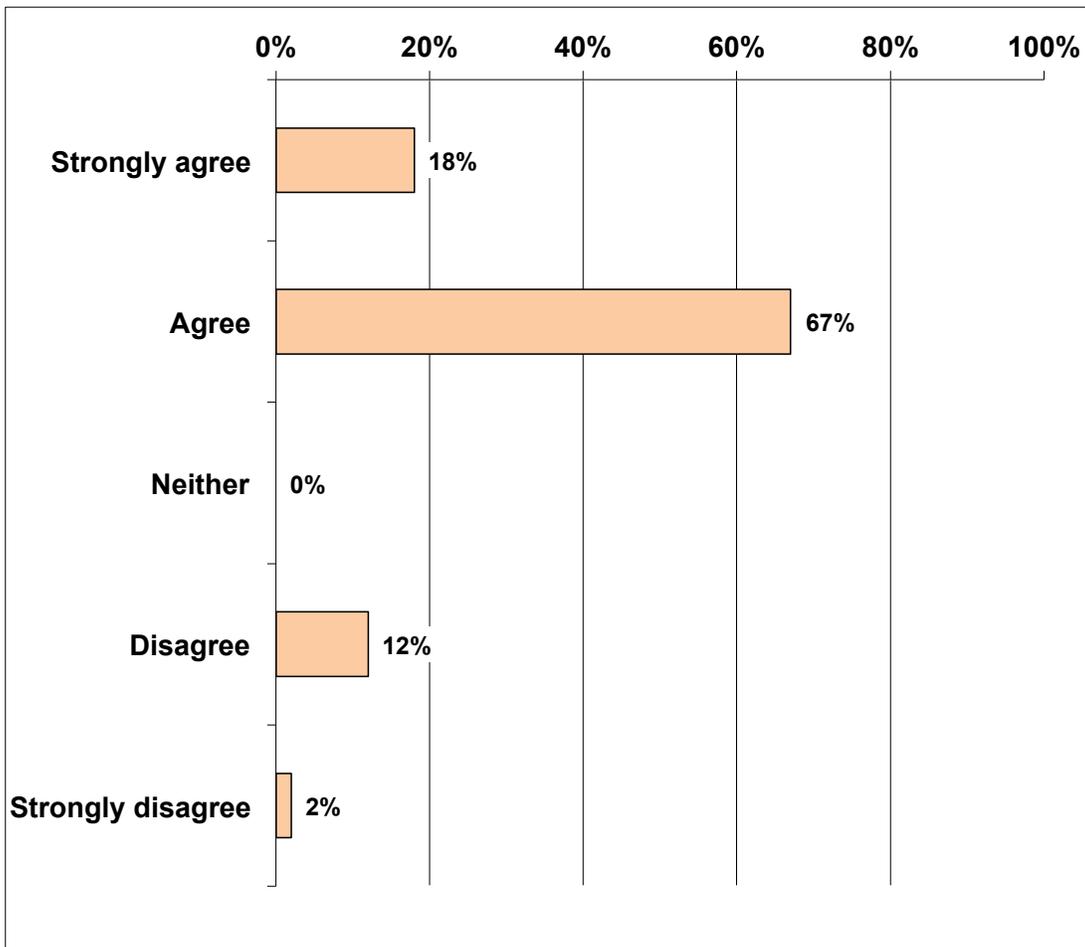
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	15.1%	22.9%	10.3%	15.7%
Agree	66.5%	75.5%	70.5%	77.5%
Neither	0.0%	0.0%	0.2%	1.8%
Disagree	6.2%	11.8%	8.5%	13.5%
Strongly disagree	0.0%	2.0%	0.2%	1.8%

Spending - Version A

You spend too much money on <tobacco type>.

The majority (85%) of smokers who were asked this version of the question report that they agree they spend too much money on tobacco.

	n=489	n=183	n=306
	Total	Younger	Older
Strongly agree	18%	18%	19%
Agree	67%	65%	69%
Neither	0%	0%	0%
Disagree	12%	12%	11%
Strongly disagree	2%	3%	1%
Don't know	0%	1%	0%



	Total	
	Lower CI	Upper CI
Strongly agree	14.6%	21.4%
Agree	62.8%	71.2%
Neither	0.0%	0.0%
Disagree	9.1%	14.9%
Strongly disagree	0.8%	3.2%

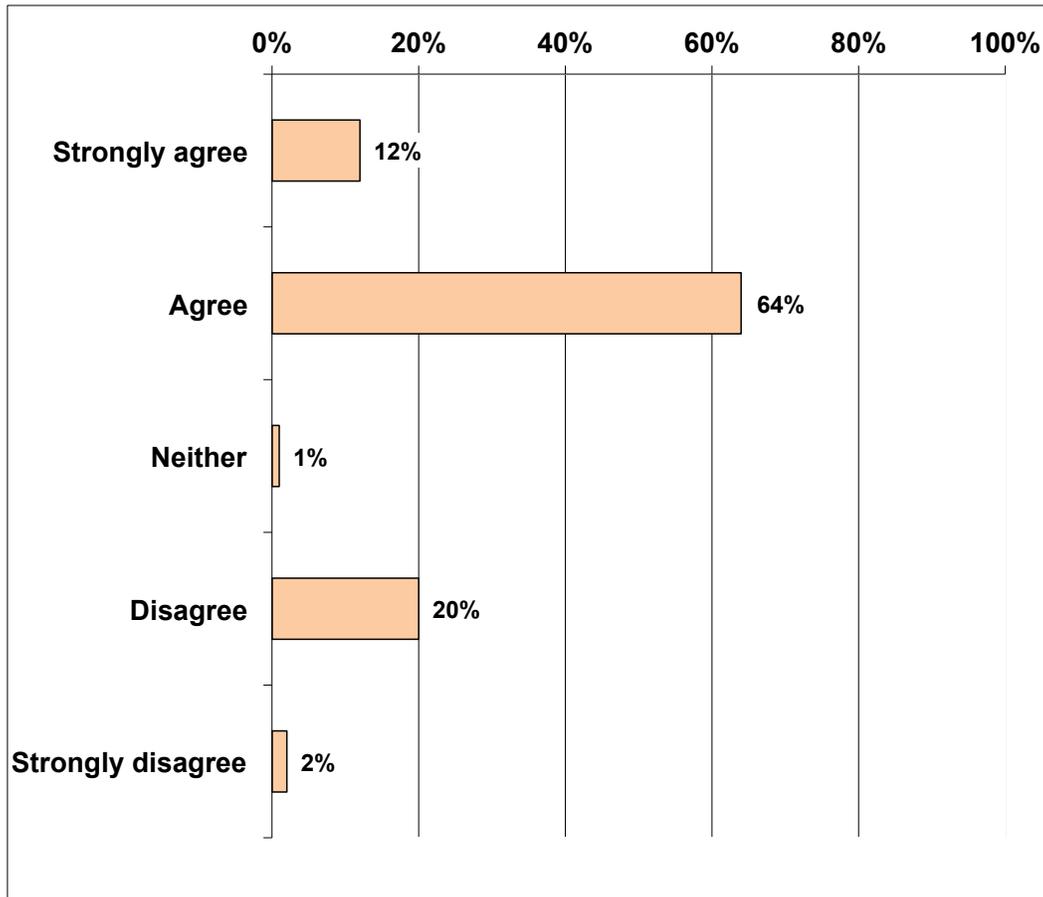
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	12.4%	23.6%	14.6%	23.4%
Agree	58.1%	71.9%	63.8%	74.2%
Neither	0.0%	0.0%	0.0%	0.0%
Disagree	7.3%	16.7%	7.5%	14.5%
Strongly disagree	0.5%	5.5%	-0.1%	2.1%

Spending - Version B

There is a limit to how much money you will pay for <tobacco type>.

In this alternate version of the spending question, approximately three-quarters (76%) of smokers state there is a limit to how much money they will pay for tobacco. A total of 1 in 5 smokers report that tobacco is inelastic and there is no limit to how much money they will pay.

	n=516	n=206	n=310
	Total	Younger	Older
Strongly agree	12%	12%	11%
Agree	64%	65%	63%
Neither	1%	1%	1%
Disagree	20%	20%	21%
Strongly disagree	2%	1%	2%
Don't know	1%	0%	1%



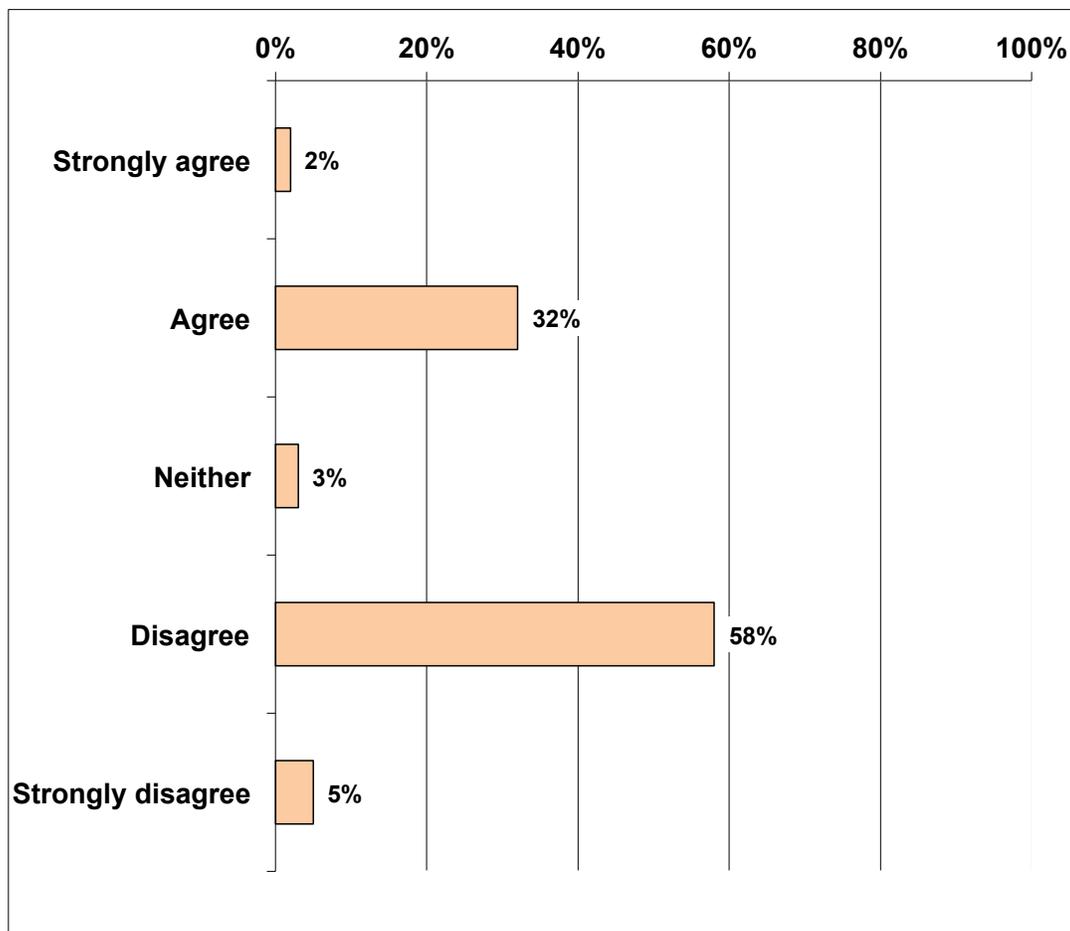
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	9.2%	14.8%	7.6%	16.4%	7.5%	14.5%
Agree	59.9%	68.1%	58.5%	71.5%	57.6%	68.4%
Neither	0.1%	1.9%	-0.4%	2.4%	-0.1%	2.1%
Disagree	16.5%	23.5%	14.5%	25.5%	16.5%	25.5%
Strongly disagree	0.8%	3.2%	-0.4%	2.4%	0.4%	3.6%

Concentration & Smoking

Smoking helps you concentrate better.

The majority (61%) of smokers do not think that smoking helps them concentrate better.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	2%	2%	2%
Agree	32%	29%	37%
Neither	3%	3%	2%
Disagree	58%	61%	54%
Strongly disagree	5%	5%	4%
Don't know	0%	0%	1%



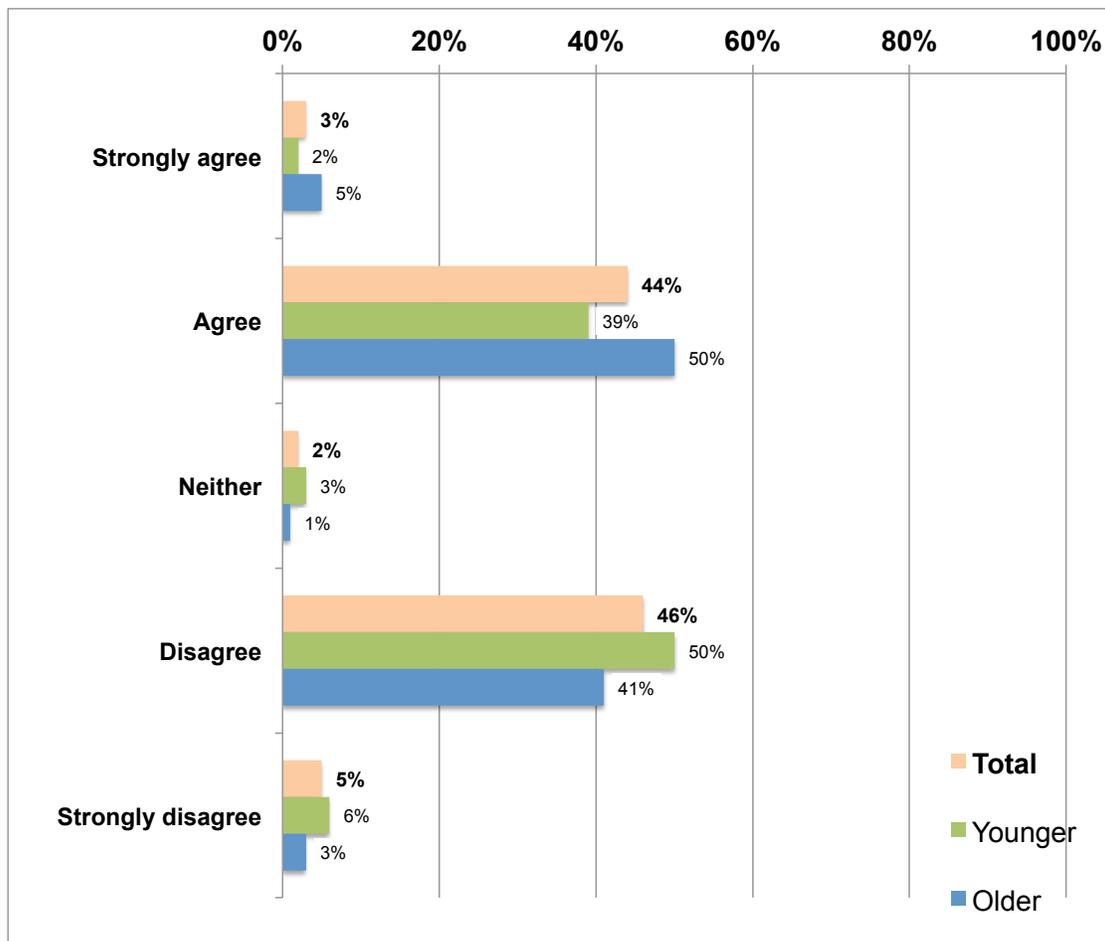
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%
Agree	29.1%	34.9%	24.5%	33.5%	33.2%	40.8%
Neither	1.9%	4.1%	1.3%	4.7%	0.9%	3.1%
Disagree	54.9%	61.1%	56.2%	65.8%	50.1%	57.9%
Strongly disagree	3.7%	6.3%	2.8%	7.2%	2.5%	5.5%

Important Part of Life

Smoking is an important part of your life.

About half (47%) of smokers agree that smoking is an important part of their life. Younger smokers are less inclined (41%) to agree with this statement compared to Older smokers (55%).

	n=1005		n=389		n=616	
	Total		Younger	Older		
Strongly agree	3%		2%	5%		
Agree	44%		39%	50%		
Neither	2%		3%	1%		
Disagree	46%		50%	41%		
Strongly disagree	5%		6%	3%		



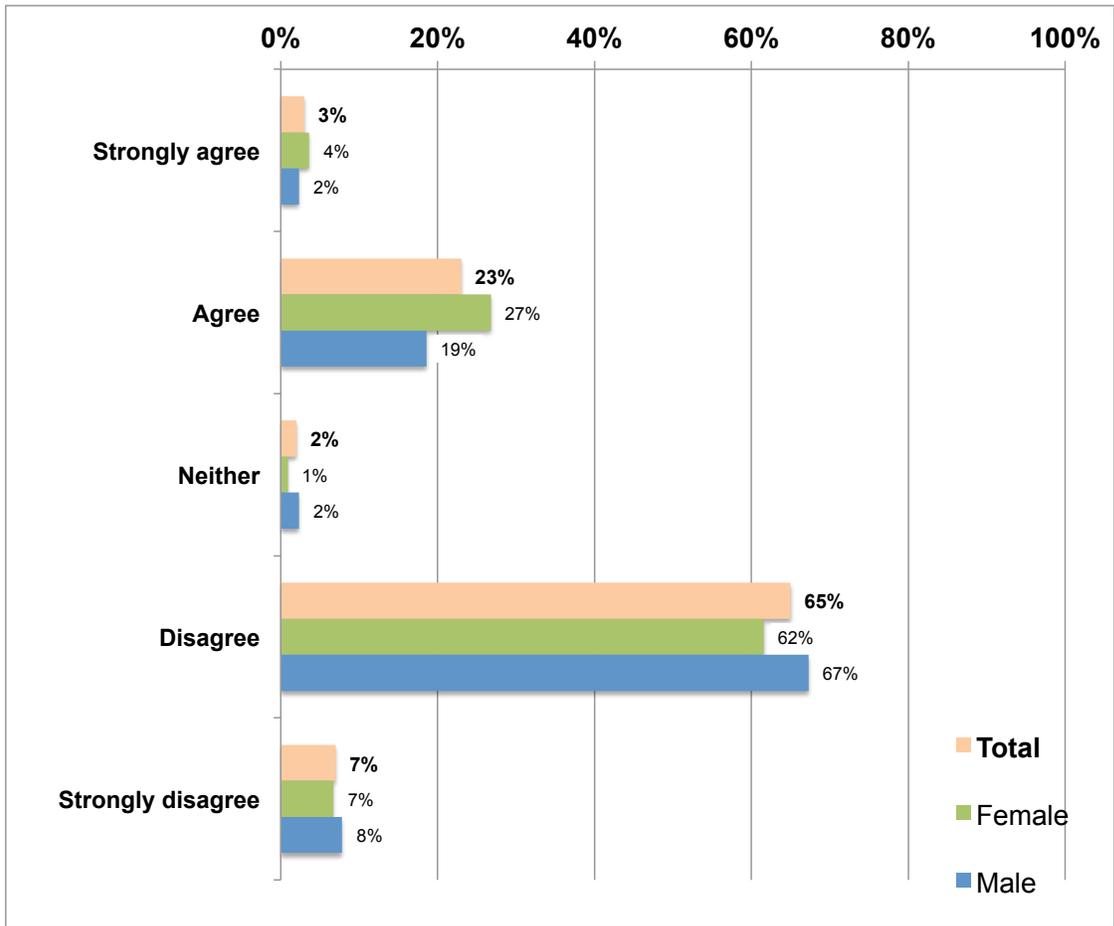
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	1.9%	4.1%	0.6%	3.4%	3.3%	6.7%
Agree	40.9%	47.1%	34.2%	43.8%	46.1%	53.9%
Neither	1.1%	2.9%	1.3%	4.7%	0.2%	1.8%
Disagree	42.9%	49.1%	45.0%	55.0%	37.1%	44.9%
Strongly disagree	3.7%	6.3%	3.6%	8.4%	1.7%	4.3%

Control Weight

Smoking helps you control your weight.

Only 1 in 4 smokers think that smoking helps control their weight. Female smokers are more inclined (31%) to agree with this statement compared to Male smokers (21%).

	n=1005		n=498		n=508	
	Total		Female	Male	Female	Male
Strongly agree	3%		4%	2%	2%	2%
Agree	23%		27%	19%	19%	19%
Neither	2%		1%	2%	2%	2%
Disagree	65%		62%	67%	67%	67%
Strongly disagree	7%		7%	8%	8%	8%
Don't know	1%		0%	1%	1%	1%



	Total	
	Lower CI	Upper CI
Strongly agree	1.9%	4.1%
Agree	20.4%	25.6%
Neither	1.1%	2.9%
Disagree	62.1%	67.9%
Strongly disagree	5.4%	8.6%

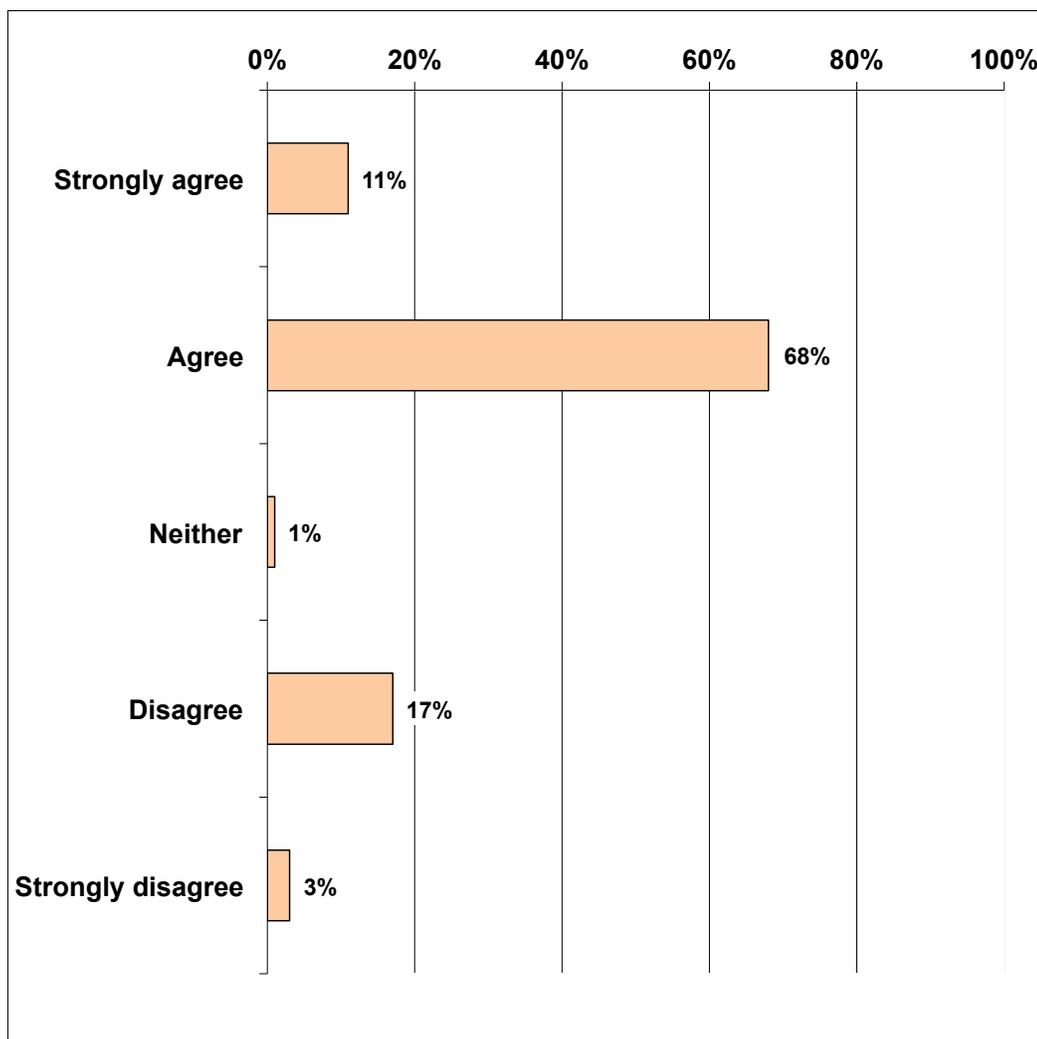
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	2.0%	5.2%	1.0%	3.6%
Agree	22.9%	30.7%	15.2%	22.0%
Neither	0.1%	1.7%	1.0%	3.6%
Disagree	57.3%	65.9%	63.2%	71.4%
Strongly disagree	4.5%	8.9%	5.5%	10.1%

Mixed Emotions

You have strong mixed emotions both for and against smoking, all at the same time.

Approximately 8 out of 10 (79%) smokers agree that they have strong mixed emotions both for and against smoking.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	11%	11%	12%
Agree	68%	65%	71%
Neither	1%	2%	0%
Disagree	17%	18%	16%
Strongly disagree	3%	3%	2%



	Total	
	Lower CI	Upper CI
Strongly agree	9.1%	12.9%
Agree	65.1%	70.9%
Neither	0.4%	1.6%
Disagree	14.7%	19.3%
Strongly disagree	1.9%	4.1%

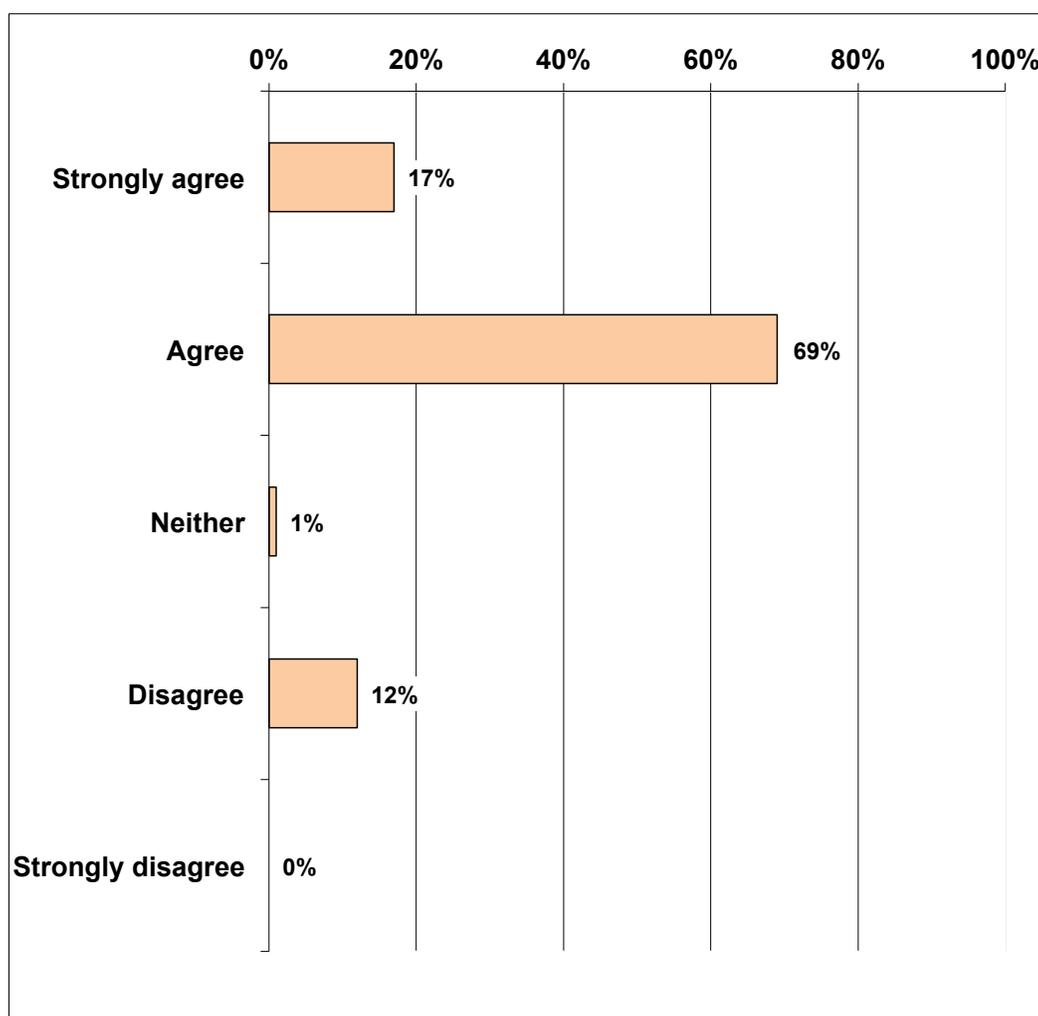
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	7.9%	14.1%	9.4%	14.6%
Agree	60.3%	69.7%	67.4%	74.6%
Neither	0.6%	3.4%	0.0%	0.0%
Disagree	14.2%	21.8%	13.1%	18.9%
Strongly disagree	1.3%	4.7%	0.9%	3.1%

Beliefs of Important People - Version A

People who are important to you believe that you should not smoke.

The majority (86%) of smokers who were asked this version of the question report that people believe they should not smoke.

	n=489	n=183	n=306
	Total	Younger	Older
Strongly agree	17%	21%	12%
Agree	69%	64%	75%
Neither	1%	1%	1%
Disagree	12%	12%	11%
Strongly disagree	0%	1%	0%
Refused	0%	1%	0%



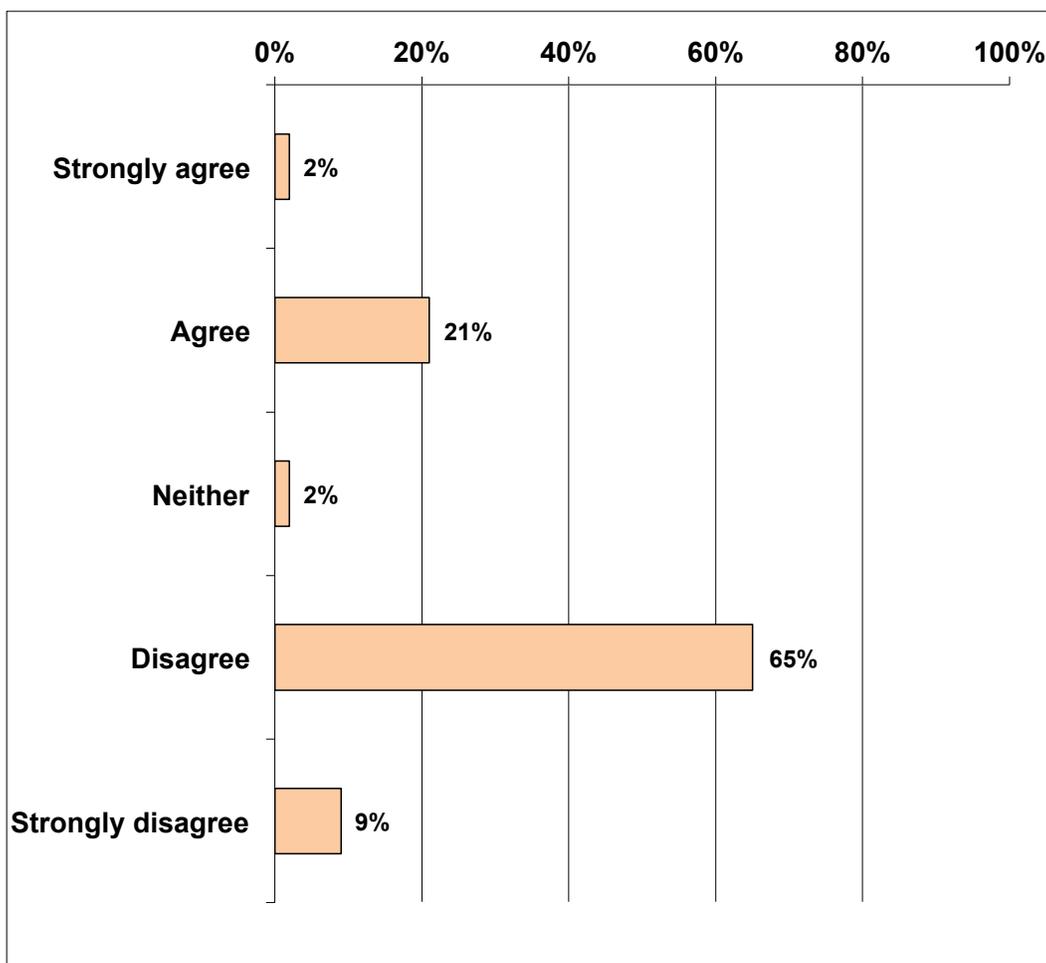
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	13.7%	20.3%	15.1%	26.9%	8.4%	15.6%
Agree	64.9%	73.1%	57.0%	71.0%	70.1%	79.9%
Neither	0.1%	1.9%	0.0%	2.4%	0.0%	2.1%
Disagree	9.1%	14.9%	7.3%	16.7%	7.5%	14.5%
Strongly disagree	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%

Beliefs of Important People - Version B

People who are important to you support you smoking.

Only a quarter (23%) of smokers who were asked the alternate version of this question agree that people support their smoking.

	n=516	n=206	n=310
	Total	Younger	Older
Strongly agree	2%	3%	1%
Agree	21%	21%	21%
Neither	2%	3%	2%
Disagree	65%	63%	69%
Strongly disagree	9%	10%	7%
Don't know	1%	1%	0%



	Total	
	Lower CI	Upper CI
Strongly agree	0.8%	3.2%
Agree	17.5%	24.5%
Neither	0.8%	3.2%
Disagree	60.9%	69.1%
Strongly disagree	6.5%	11.5%

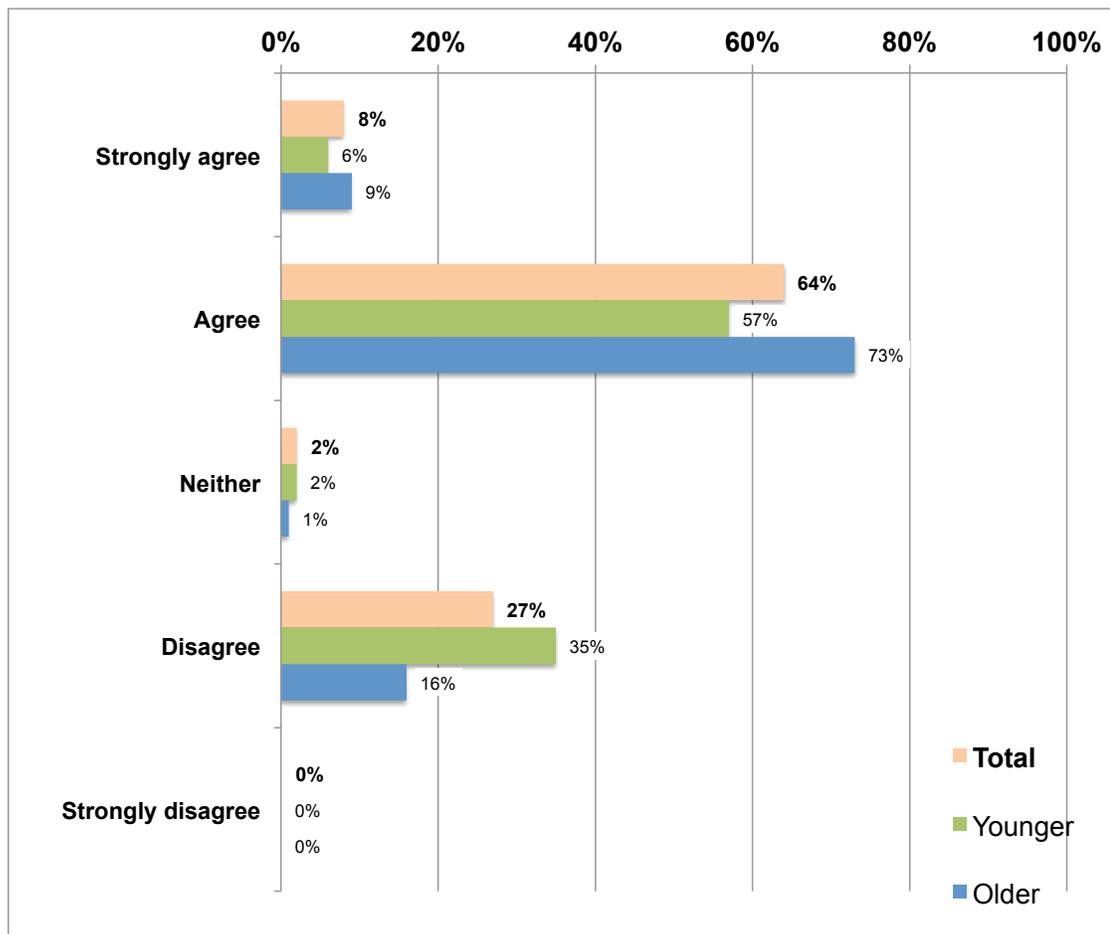
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	0.7%	5.3%	0.0%	2.1%
Agree	15.4%	26.6%	16.5%	25.5%
Neither	0.7%	5.3%	0.4%	3.6%
Disagree	56.4%	69.6%	63.9%	74.1%
Strongly disagree	5.9%	14.1%	4.2%	9.8%

Smoking in Comfort - Version A

There are fewer and fewer places where you feel comfortable about smoking.

Nearly three-quarters (72%) of smokers who were asked this version of the question pertaining to comfort report there are fewer places they feel comfortable smoking. More Older smokers (82%) agree with the statement compared to Younger smokers.

	n=489	n=183	n=306
	Total	Younger	Older
Strongly agree	8%	6%	9%
Agree	64%	57%	73%
Neither	2%	2%	1%
Disagree	27%	35%	16%
Strongly disagree	0%	0%	0%
Don't know	0%	1%	0%



	Total	
	Lower CI	Upper CI
Strongly agree	5.6%	10.4%
Agree	59.7%	68.3%
Neither	0.8%	3.2%
Disagree	23.1%	30.9%
Strongly disagree	0.0%	0.0%

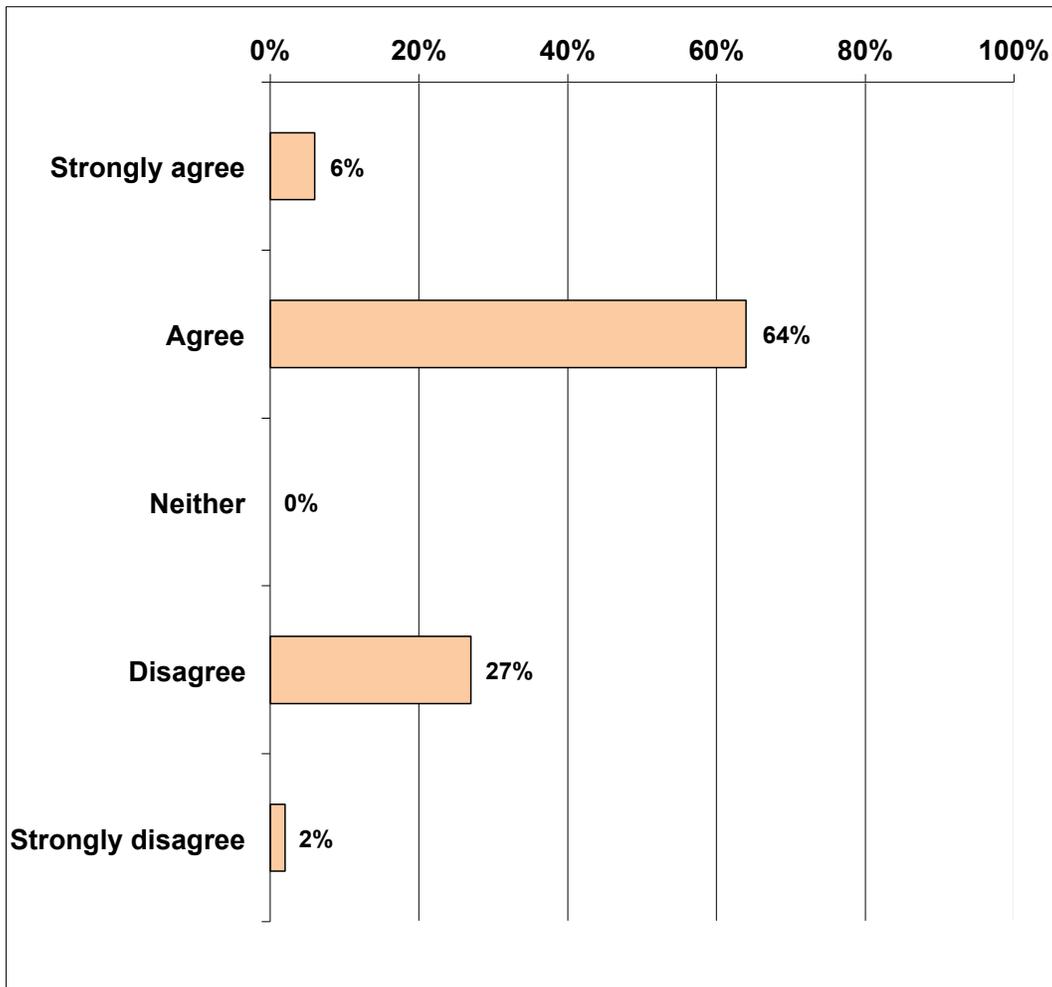
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	2.6%	9.4%	5.8%	12.2%
Agree	49.8%	64.2%	68.0%	78.0%
Neither	0.0%	4.0%	0.0%	2.1%
Disagree	28.1%	41.9%	11.9%	20.1%
Strongly disagree	0.0%	0.0%	0.0%	0.0%

Smoking in Comfort - Version B

There are many places where you feel comfortable about smoking.

Among those smokers who were asked the alternate form of this question, 71% agree there are many places they feel comfortable smoking.

	n=516	n=206	n=310
	Total	Younger	Older
Strongly agree	6%	9%	4%
Agree	64%	65%	64%
Neither	0%	0%	0%
Disagree	27%	24%	30%
Strongly disagree	2%	3%	1%



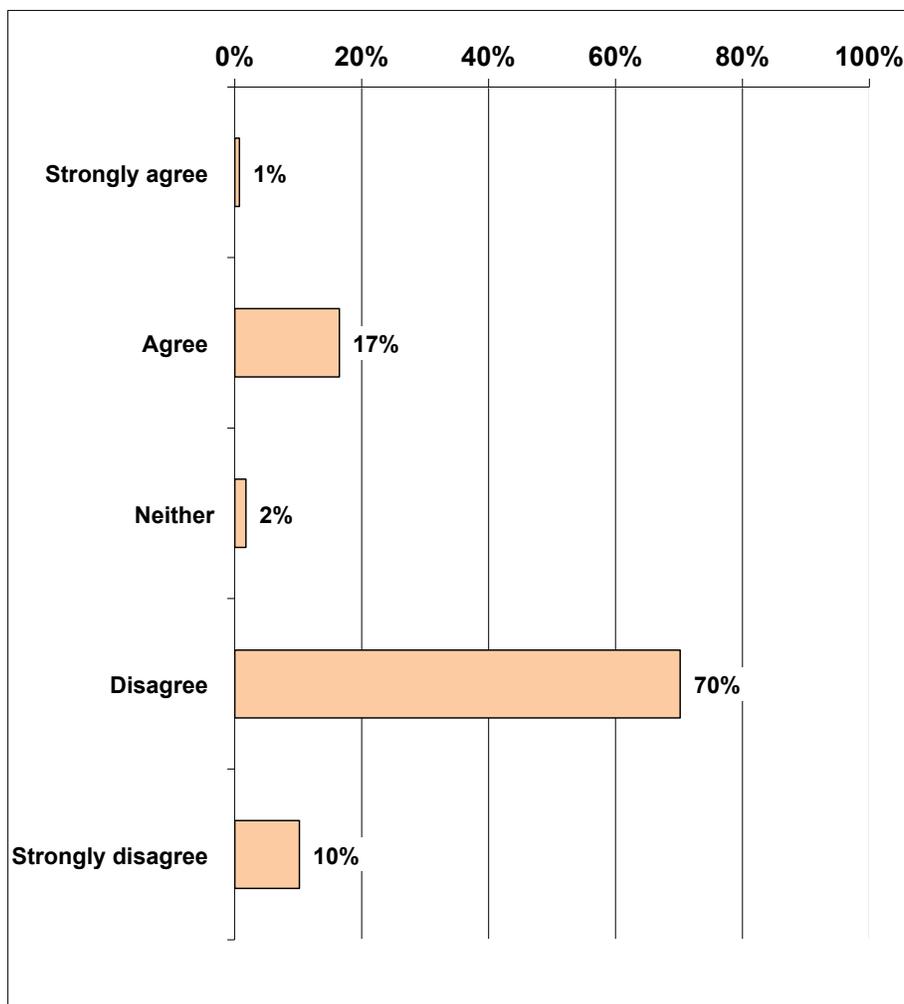
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	4.0%	8.0%	5.1%	12.9%	1.8%	6.2%
Agree	59.9%	68.1%	58.5%	71.5%	58.7%	69.3%
Neither	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Disagree	23.2%	30.8%	18.2%	29.8%	24.9%	35.1%
Strongly disagree	0.8%	3.2%	0.7%	5.3%	0.0%	2.1%

Societal Disapproval

Society approves of smoking.

A total of 4 out of 5 smokers (80%) report that they disagree that society approves of smoking.

	n=1005	n=389		n=616	
	Total	Younger	Older	Younger	Older
Strongly agree	1%	1%	1%	1%	1%
Agree	17%	18%	15%	18%	15%
Neither	2%	3%	1%	3%	1%
Disagree	70%	67%	72%	67%	72%
Strongly disagree	10%	10%	10%	10%	10%
Don't know	0%	1%	1%	1%	1%
Refused	1%	1%	1%	1%	1%



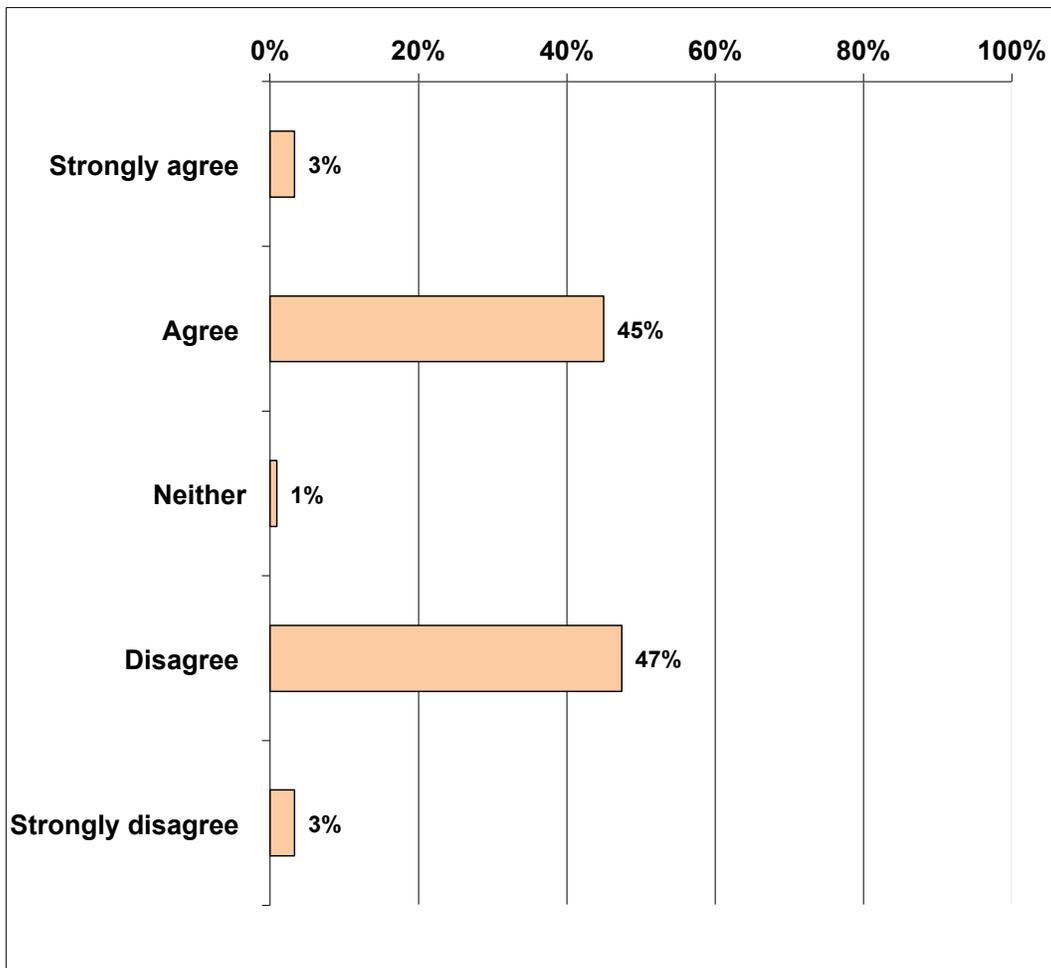
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	0.2%	1.4%	0.0%	2.0%	0.0%	1.2%
Agree	14.2%	18.8%	14.5%	22.1%	12.5%	18.3%
Neither	1.0%	2.6%	1.0%	4.2%	0.4%	2.2%
Disagree	67.4%	73.0%	62.4%	71.8%	68.7%	75.7%
Strongly disagree	8.3%	12.1%	7.3%	13.3%	7.8%	12.6%

Smoking & Socializing

Smoking makes it easier for you to socialize.

Smokers are evenly split in their opinion as to whether smoking makes it easier or harder to socialize. Younger smokers are more likely to report that smoking makes it easier to socialize.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	3%	4%	3%
Agree	45%	51%	41%
Neither	1%	1%	1%
Disagree	47%	40%	52%
Strongly disagree	3%	3%	4%
Don't know	1%	0%	0%



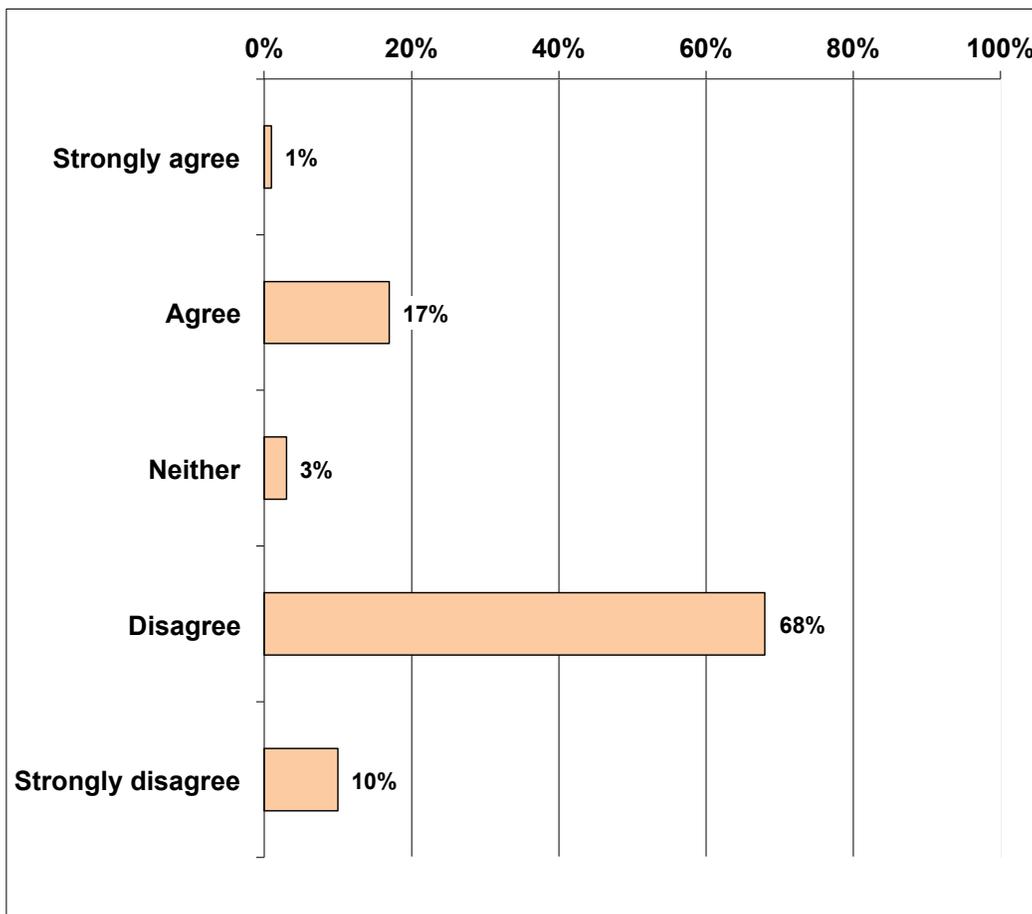
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	2.2%	4.4%	2.4%	6.4%	1.3%	3.9%
Agree	41.9%	48.1%	45.9%	55.9%	37.3%	45.1%
Neither	0.3%	1.5%	0.0%	2.0%	0.1%	1.5%
Disagree	44.3%	50.5%	35.5%	45.3%	47.9%	55.7%
Strongly disagree	2.2%	4.4%	1.2%	4.4%	2.1%	5.1%

Genetic Makeup

You have the kind of genetic makeup that allows you to smoke without it giving you health problems.

About 1 out of 5 smokers (18%) believe that they have a genetic makeup that will allow for smoking not to give them health problems. More Younger smokers (81%) disagree with this statement compared to Older smokers (71%).

	n=1005		n=389		n=616	
	Total		Younger	Older		
Strongly agree	1%		1%	2%		
Agree	17%		12%	23%		
Neither	3%		3%	2%		
Disagree	68%		69%	65%		
Strongly disagree	10%		12%	6%		
Don't know	2%		2%	2%		



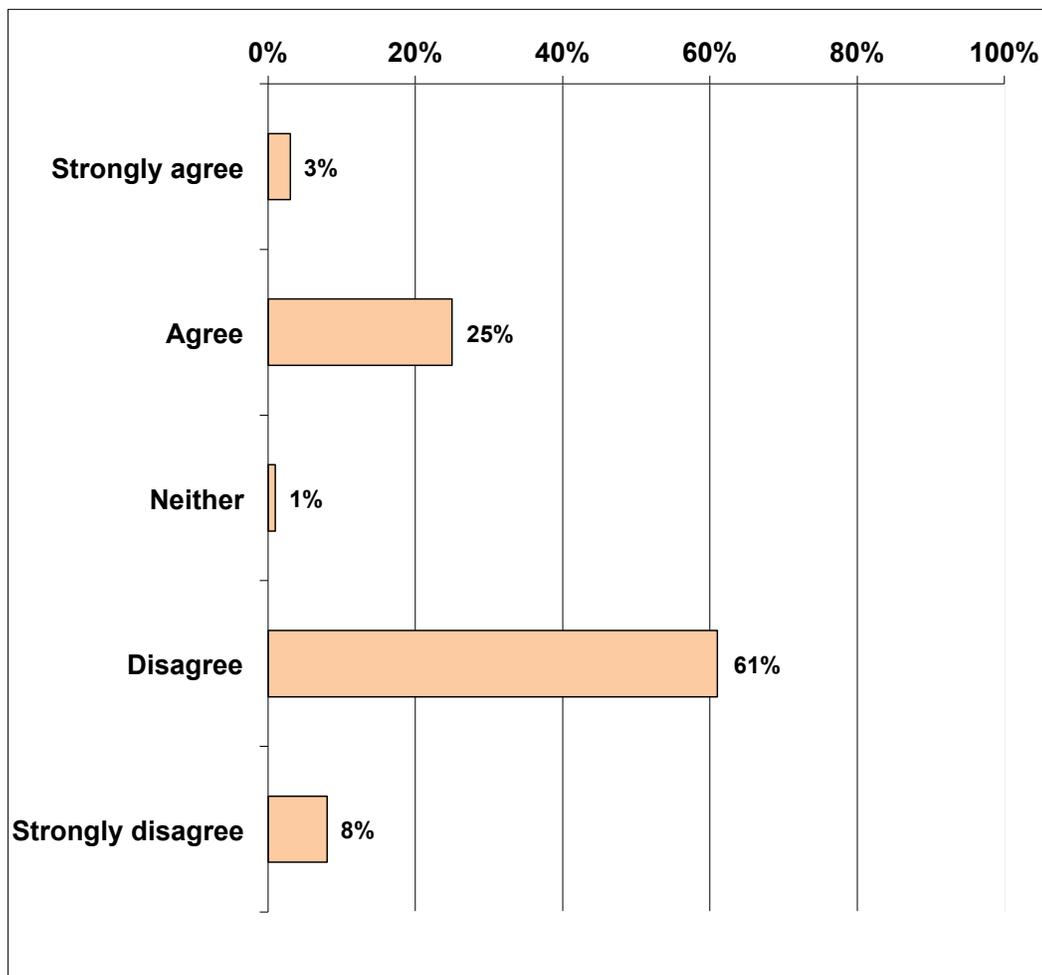
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	0.4%	1.6%	0.0%	2.0%	0.9%	3.1%
Agree	14.7%	19.3%	8.8%	15.2%	19.7%	26.3%
Neither	1.9%	4.1%	1.3%	4.7%	0.9%	3.1%
Disagree	65.1%	70.9%	64.4%	73.6%	61.2%	68.8%
Strongly disagree	8.1%	11.9%	8.8%	15.2%	4.1%	7.9%

Medical Evidence Exaggerated

The medical evidence that smoking is harmful is exaggerated.

Close to 1 out of 4 smokers (28%) report that medical evidence about smoking is exaggerated.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Strongly agree	3%		4%	3%		
Agree	25%		23%	28%		
Neither	1%		2%	0%		
Disagree	61%		62%	60%		
Strongly disagree	8%		8%	8%		
Don't know	0%		0%	1%		



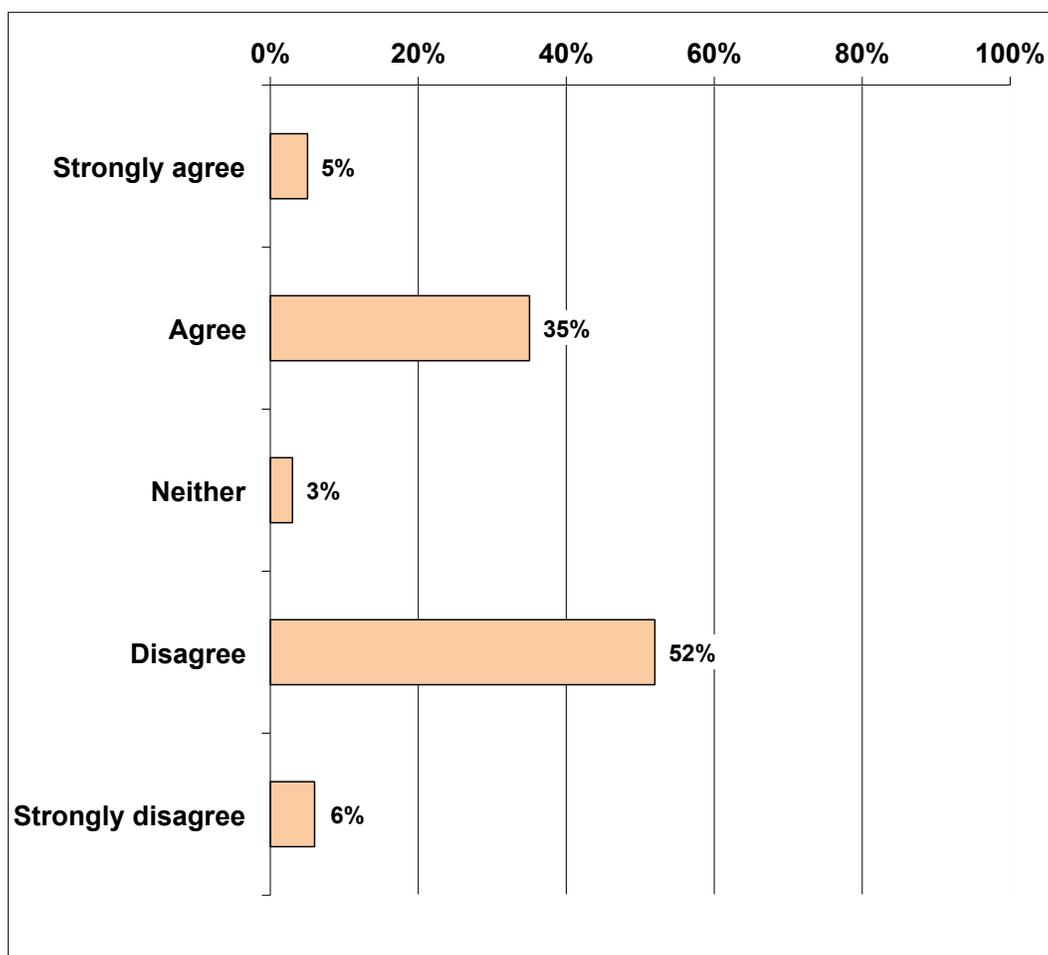
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	1.9%	4.1%	2.1%	5.9%	1.7%	4.3%
Agree	22.3%	27.7%	18.8%	27.2%	24.5%	31.5%
Neither	0.4%	1.6%	0.6%	3.4%	0.0%	0.0%
Disagree	58.0%	64.0%	57.2%	66.8%	56.1%	63.9%
Strongly disagree	6.3%	9.7%	5.3%	10.7%	5.9%	10.1%

Got to Die of Something

You've got to die of something, so why not enjoy yourself and smoke.

Approximately 4 out of 10 (40%) smokers agree with the statement that shows a risk-minimizing attitude towards tobacco use.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Strongly agree	5%		6%	3%		
Agree	35%		30%	40%		
Neither	3%		3%	2%		
Disagree	52%		55%	48%		
Strongly disagree	6%		5%	6%		
Refused	0%		1%	0%		



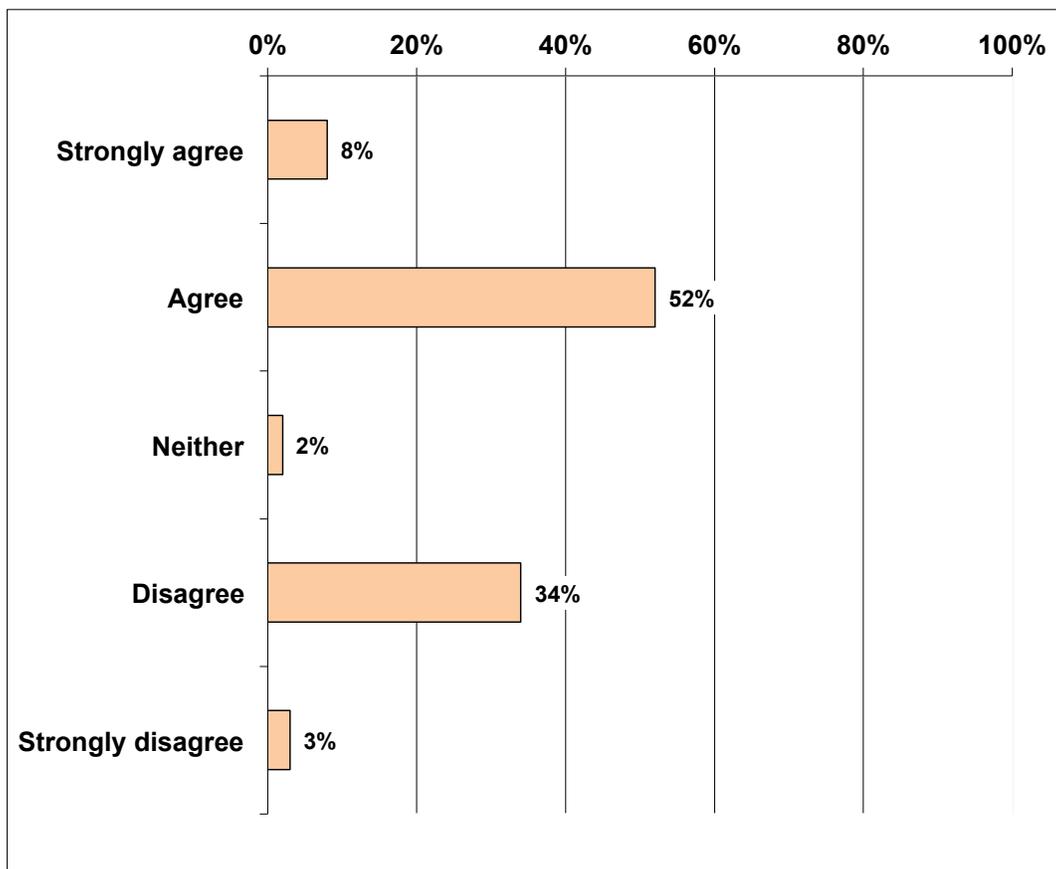
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	3.7%	6.3%	3.6%	8.4%	1.7%	4.3%
Agree	32.1%	37.9%	25.4%	34.6%	36.1%	43.9%
Neither	1.9%	4.1%	1.3%	4.7%	0.9%	3.1%
Disagree	48.9%	55.1%	50.1%	59.9%	44.1%	51.9%
Strongly disagree	4.5%	7.5%	2.8%	7.2%	4.1%	7.9%

Smoking Risk - Version A

Smoking is no more risky than lots of other things that people do.

Another measure of risk-minimizing belief is an assessment of the risks of smoking. Of the smokers that were asked this version of the question to assess their attitude toward smoking risk, close to 1 out of 3 smokers (60%) agree that smoking is no more risky than other things.

	n=489		n=183		n=306	
	Total		Younger	Older		
Strongly agree	8%		8%	6%		
Agree	52%		51%	54%		
Neither	2%		2%	1%		
Disagree	34%		32%	36%		
Strongly disagree	3%		4%	3%		
Don't know	1%		2%	0%		
Refused	0%		1%	0%		



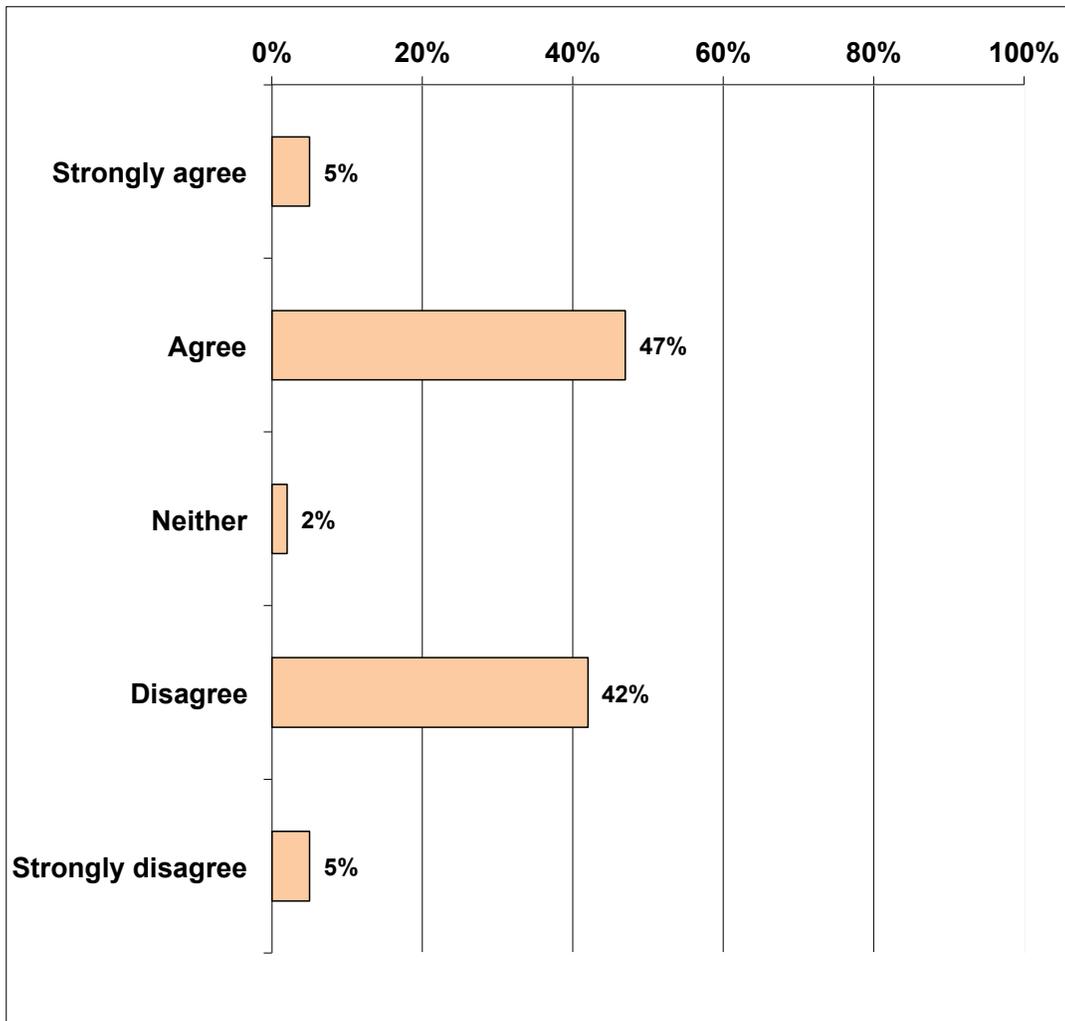
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	5.6%	10.4%	4.1%	11.9%	3.3%	8.7%
Agree	47.6%	56.4%	43.8%	58.2%	48.4%	59.6%
Neither	0.8%	3.2%	0.0%	4.0%	0.0%	2.1%
Disagree	29.8%	38.2%	25.2%	38.8%	30.6%	41.4%
Strongly disagree	1.5%	4.5%	1.2%	6.8%	1.1%	4.9%

Smoking Risk - Version B

Smoking is a lot more risky than lots of other things that people do.

In the alternate version of this smoking risk question, close to half of the smokers (47%) do not agree that smoking is more risky than other things.

	n=516	n=206	n=310
	Total	Younger	Older
Strongly agree	5%	4%	6%
Agree	47%	46%	48%
Neither	2%	2%	1%
Disagree	42%	41%	44%
Strongly disagree	5%	7%	2%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	3.1%	6.9%	1.3%	6.7%	3.4%	8.6%
Agree	42.7%	51.3%	39.2%	52.8%	42.4%	53.6%
Neither	0.8%	3.2%	0.1%	3.9%	0.0%	2.1%
Disagree	37.7%	46.3%	34.3%	47.7%	38.5%	49.5%
Strongly disagree	3.1%	6.9%	3.5%	10.5%	0.4%	3.6%

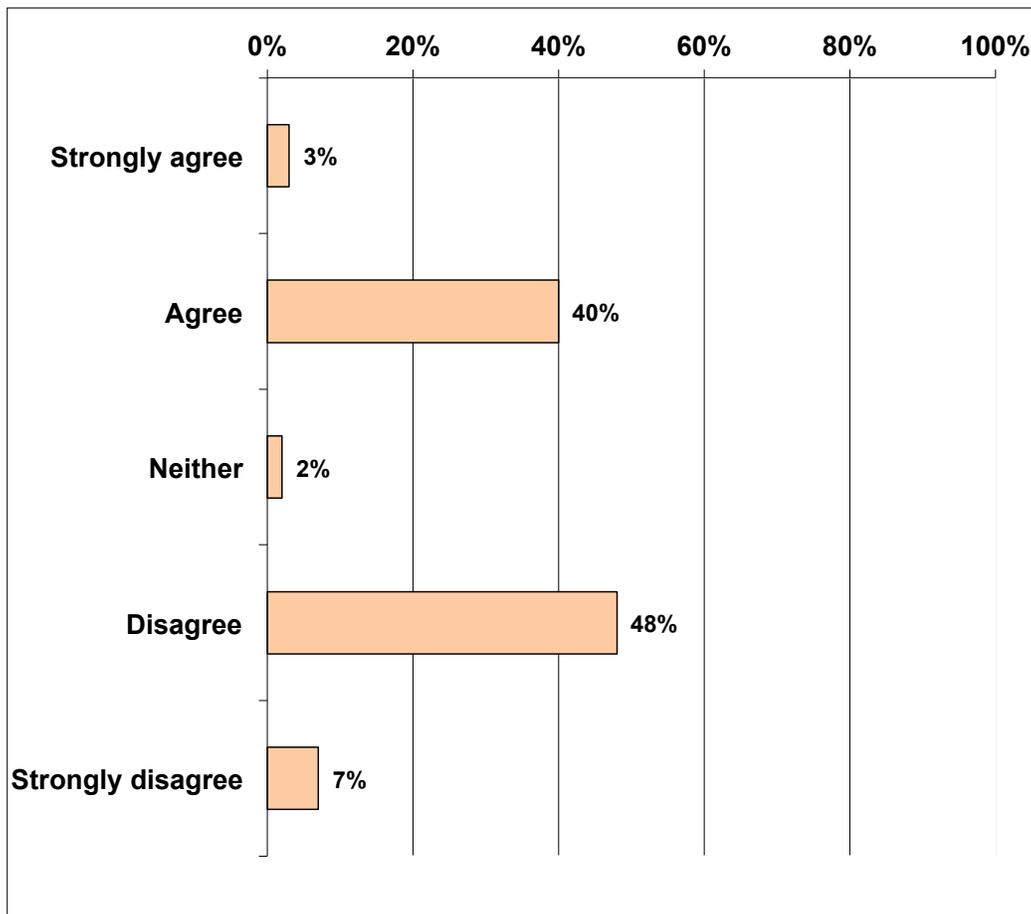
Tobacco Company Advertisements

Thinking about tobacco companies, do you agree or disagree that . . .

Tobacco companies should be allowed to advertise and promote cigarettes as they please.

Smokers are evenly divided in their views concerning tobacco companies advertising and promotion.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Strongly agree	3%		3%	4%		
Agree	40%		43%	35%		
Neither	2%		3%	1%		
Disagree	48%		43%	54%		
Strongly disagree	7%		7%	7%		



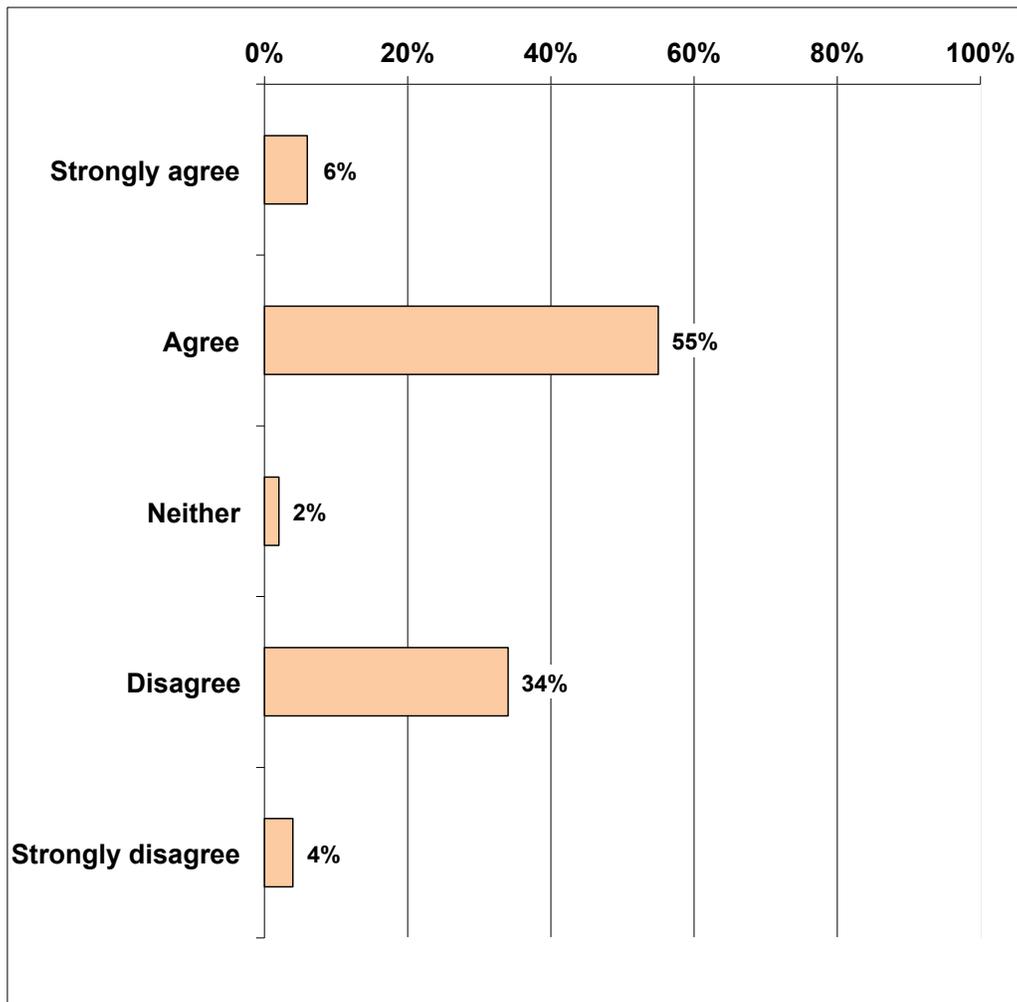
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	1.9%	4.1%	1.3%	4.7%	2.5%	5.5%
Agree	37.0%	43.0%	38.1%	47.9%	31.2%	38.8%
Neither	1.1%	2.9%	1.3%	4.7%	0.2%	1.8%
Disagree	44.9%	51.1%	38.1%	47.9%	50.1%	57.9%
Strongly disagree	5.4%	8.6%	4.5%	9.5%	5.0%	9.0%

Tobacco Regulations

Tobacco products should be more tightly regulated.

Approximately 6 out of 10 (61%) smokers agree that tobacco products should be more tightly regulated.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	6%	6%	6%
Agree	55%	58%	52%
Neither	2%	3%	1%
Disagree	34%	29%	40%
Strongly disagree	4%	4%	2%



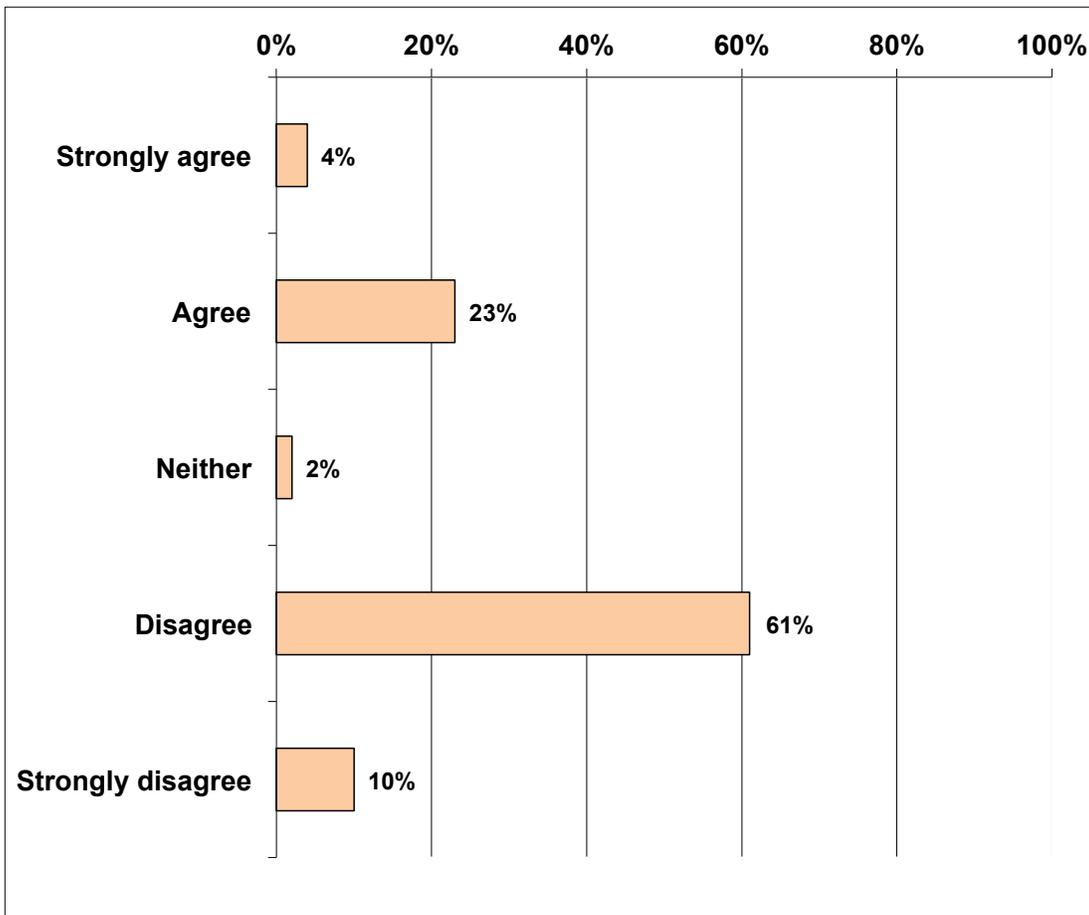
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	4.5%	7.5%	3.6%	8.4%	4.1%	7.9%
Agree	51.9%	58.1%	53.1%	62.9%	48.1%	55.9%
Neither	1.1%	2.9%	1.3%	4.7%	0.2%	1.8%
Disagree	31.1%	36.9%	24.5%	33.5%	36.1%	43.9%
Strongly disagree	2.8%	5.2%	2.1%	5.9%	0.9%	3.1%

Truth About the Danger

Tobacco companies can be trusted to tell the truth about the danger of their products.

Trust in tobacco companies among smokers is low with only 27% agreeing that the companies can be trusted.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	4%	5%	2%
Agree	23%	23%	23%
Neither	2%	3%	1%
Disagree	61%	61%	62%
Strongly disagree	10%	8%	12%
Don't know	1%	1%	0%



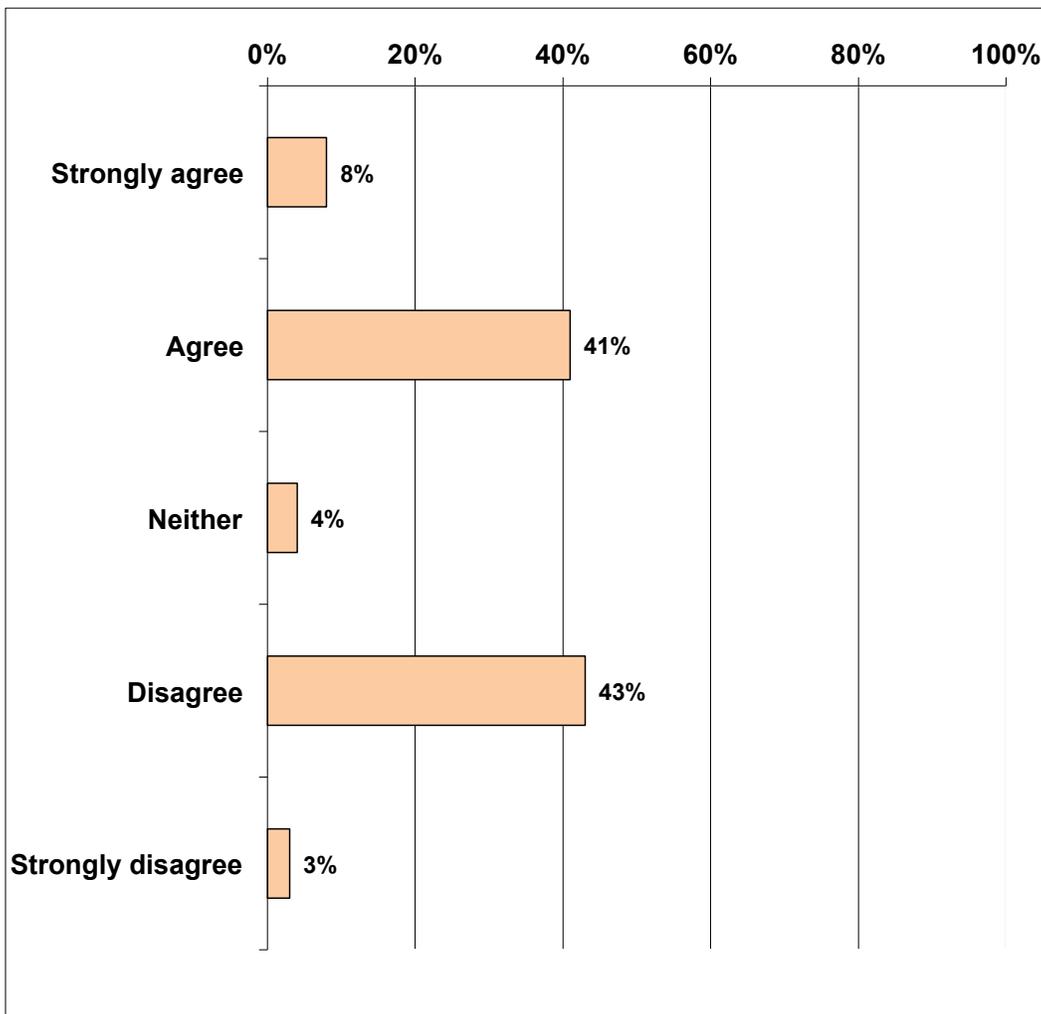
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	2.8%	5.2%	2.8%	7.2%	0.9%	3.1%
Agree	20.4%	25.6%	18.8%	27.2%	19.7%	26.3%
Neither	1.1%	2.9%	1.3%	4.7%	0.2%	1.8%
Disagree	58.0%	64.0%	56.2%	65.8%	58.2%	65.8%
Strongly disagree	8.1%	11.9%	5.3%	10.7%	9.4%	14.6%

Responsibilities of Tobacco Companies

Tobacco companies should take responsibility for the harm caused by smoking.

Smokers are evenly divided in their views concerning the responsibility that tobacco companies should take for the harms of smoking.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	8%	8%	8%
Agree	41%	41%	42%
Neither	4%	5%	2%
Disagree	43%	42%	45%
Strongly disagree	3%	4%	3%



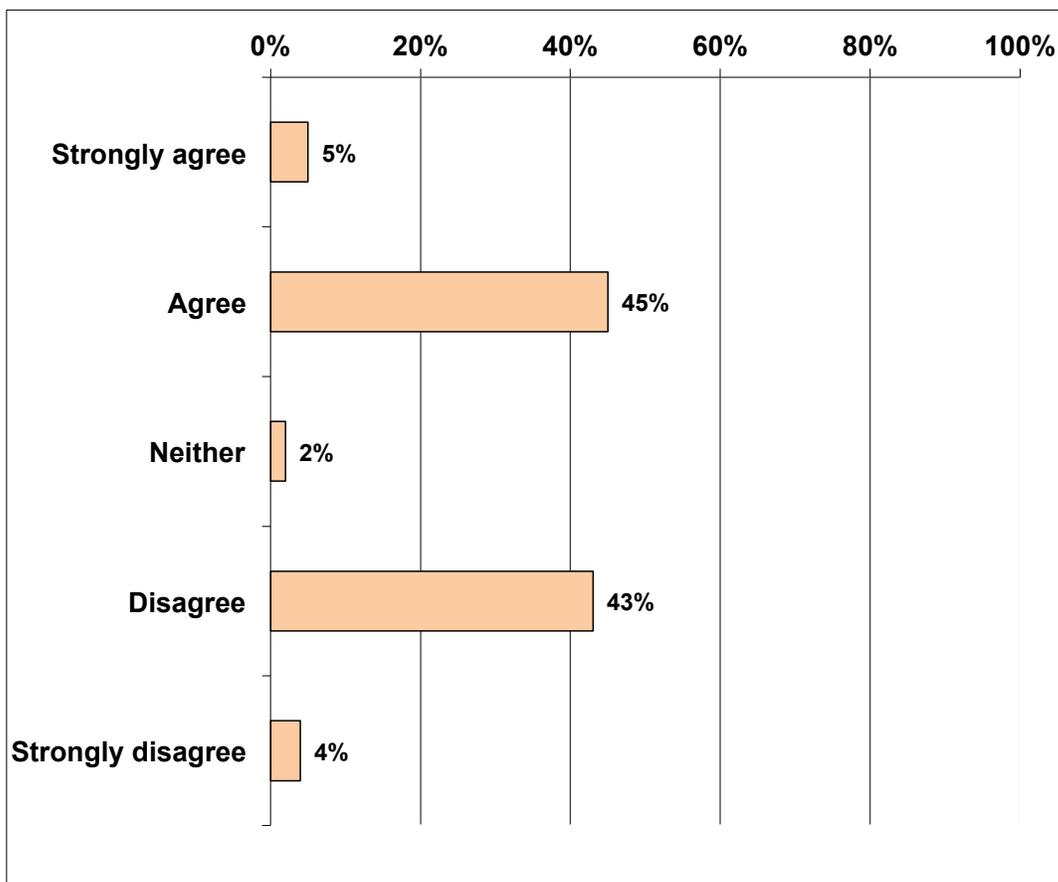
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	6.3%	9.7%	5.3%	10.7%	5.9%	10.1%
Agree	38.0%	44.0%	36.1%	45.9%	38.1%	45.9%
Neither	2.8%	5.2%	2.8%	7.2%	0.9%	3.1%
Disagree	39.9%	46.1%	37.1%	46.9%	41.1%	48.9%
Strongly disagree	1.9%	4.1%	2.1%	5.9%	1.7%	4.3%

Tobacco Companies & Second-Hand Smoke

Tobacco companies have tried to convince the public that there is little or no health risk from second-hand smoke.

Smokers are evenly divided in their views concerning tobacco companies efforts to convince the public of the risks from second-hand smoke.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	5%	5%	5%
Agree	45%	46%	44%
Neither	2%	2%	3%
Disagree	43%	43%	43%
Strongly disagree	4%	3%	4%
Don't know	1%	0%	1%



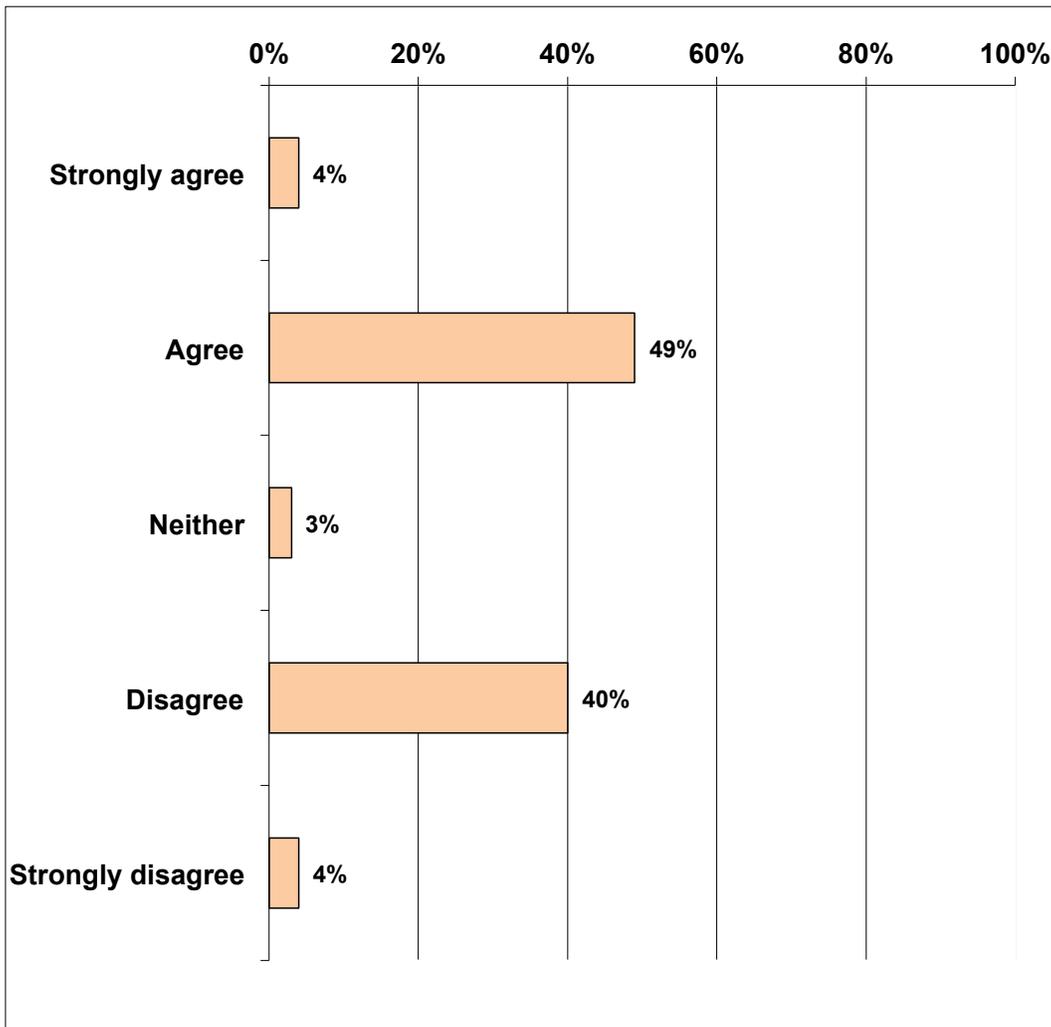
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	3.7%	6.3%	2.8%	7.2%	3.3%	6.7%
Agree	41.9%	48.1%	41.0%	51.0%	40.1%	47.9%
Neither	1.1%	2.9%	0.6%	3.4%	1.7%	4.3%
Disagree	39.9%	46.1%	38.1%	47.9%	39.1%	46.9%
Strongly disagree	2.8%	5.2%	1.3%	4.7%	2.5%	5.5%

Government & Smoking Harm

The government should do more to tackle the harm done by smoking.

A little over half (53%) of the smokers agree that the government should do more to tackle the harm done by smoking.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	4%	4%	5%
Agree	49%	51%	46%
Neither	3%	3%	2%
Disagree	40%	38%	43%
Strongly disagree	4%	4%	5%



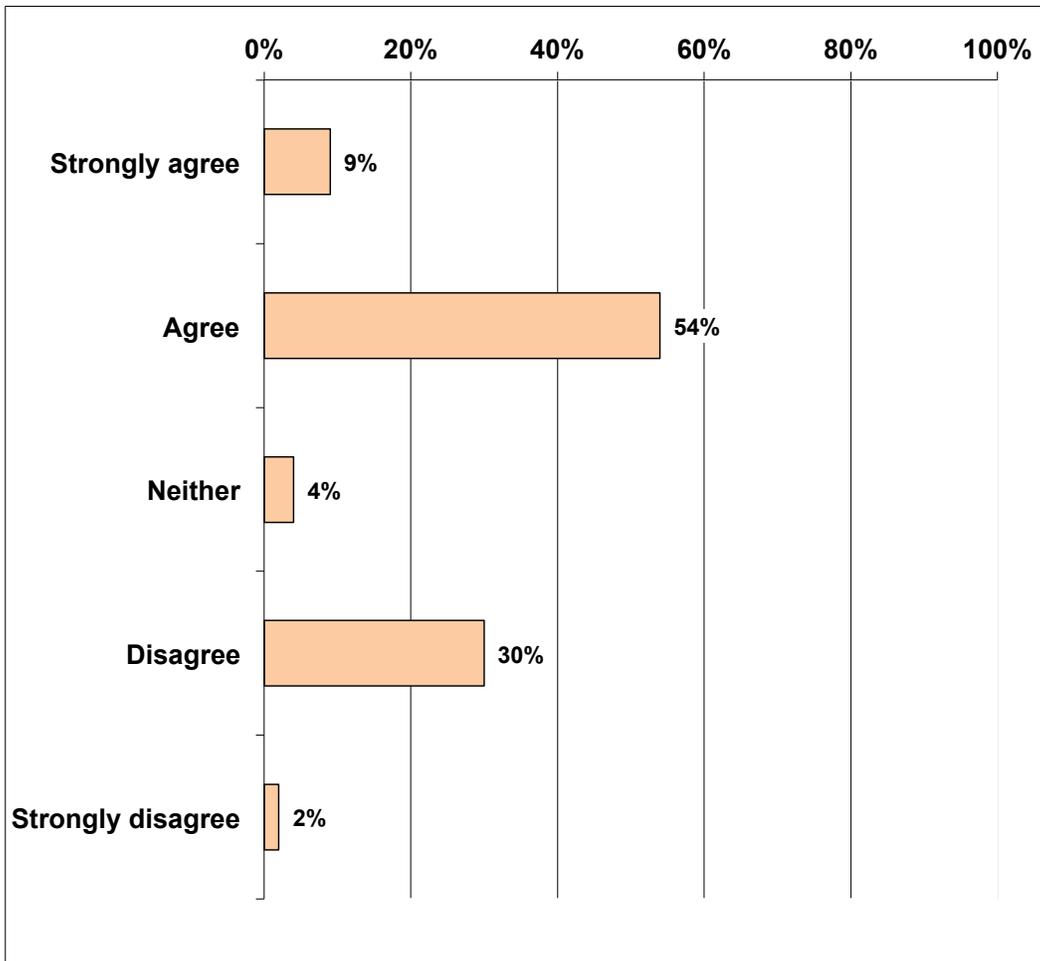
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	2.8%	5.2%	2.1%	5.9%	3.3%	6.7%
Agree	45.9%	52.1%	46.0%	56.0%	42.1%	49.9%
Neither	1.9%	4.1%	1.3%	4.7%	0.9%	3.1%
Disagree	37.0%	43.0%	33.2%	42.8%	39.1%	46.9%
Strongly disagree	2.8%	5.2%	2.1%	5.9%	3.3%	6.7%

Government & Tobacco Taxes

The government doesn't really care about people smoking because it makes so much money from tobacco taxes.

A little over 6 out of 10 smokers (63%) agree that the government does not care about people smoking because it makes so much money from tobacco taxes.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	9%	9%	9%
Agree	54%	53%	55%
Neither	4%	4%	3%
Disagree	30%	30%	30%
Strongly disagree	2%	3%	1%
Don't know	1%	1%	1%



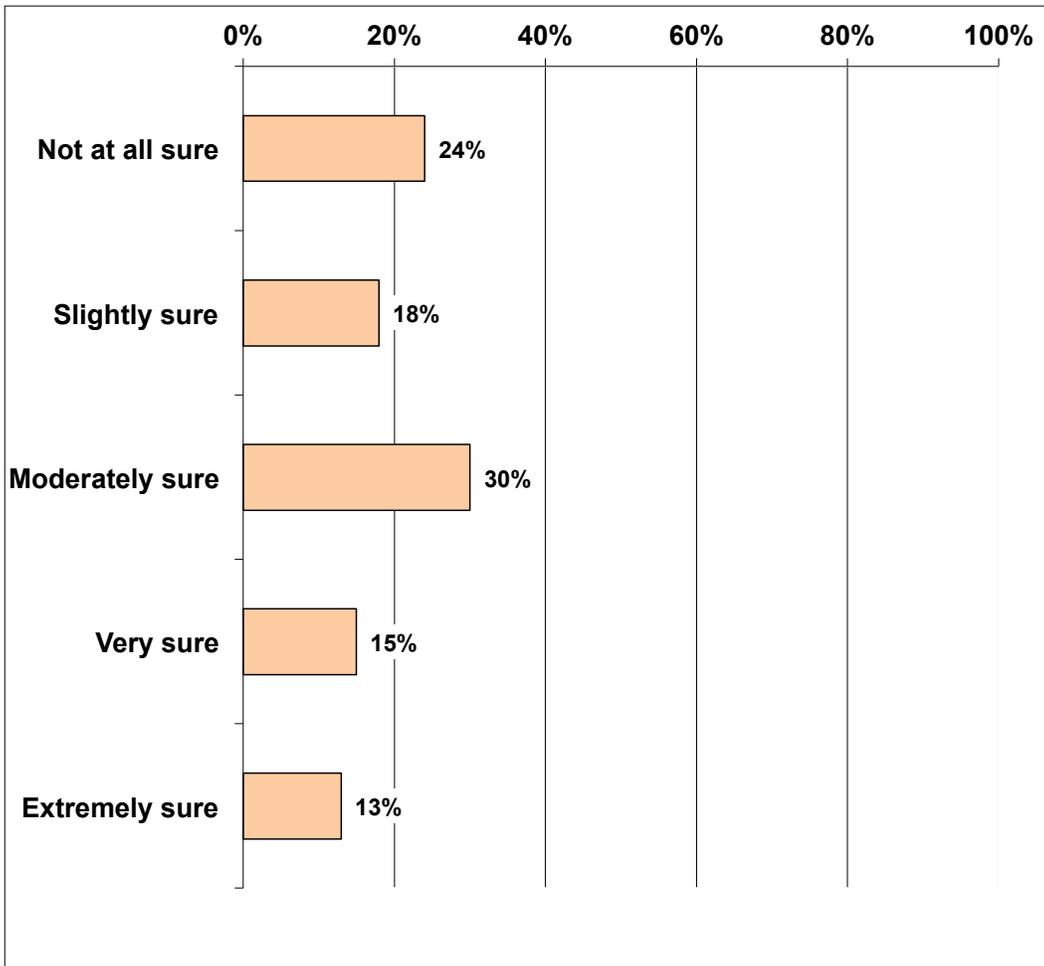
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	7.2%	10.8%	6.2%	11.8%	6.7%	11.3%
Agree	50.9%	57.1%	48.0%	58.0%	51.1%	58.9%
Neither	2.8%	5.2%	2.1%	5.9%	1.7%	4.3%
Disagree	27.2%	32.8%	25.4%	34.6%	26.4%	33.6%
Strongly disagree	1.1%	2.9%	1.3%	4.7%	0.2%	1.8%

Ability to Quit

If you decided to give up smoking completely in the next 6 months, how sure are you that you would succeed? Are you not at all sure, slightly sure, moderately sure, very sure, or extremely sure?

Roughly a quarter (27%) of all smokers report a high level of surety in succeeding should they decide to quit smoking.

	n=1005 Total	n=389 Younger	n=616 Older
Not at all sure	24%	21%	28%
Slightly sure	18%	17%	18%
Moderately sure	30%	30%	28%
Very sure	15%	17%	13%
Extremely sure	13%	14%	12%



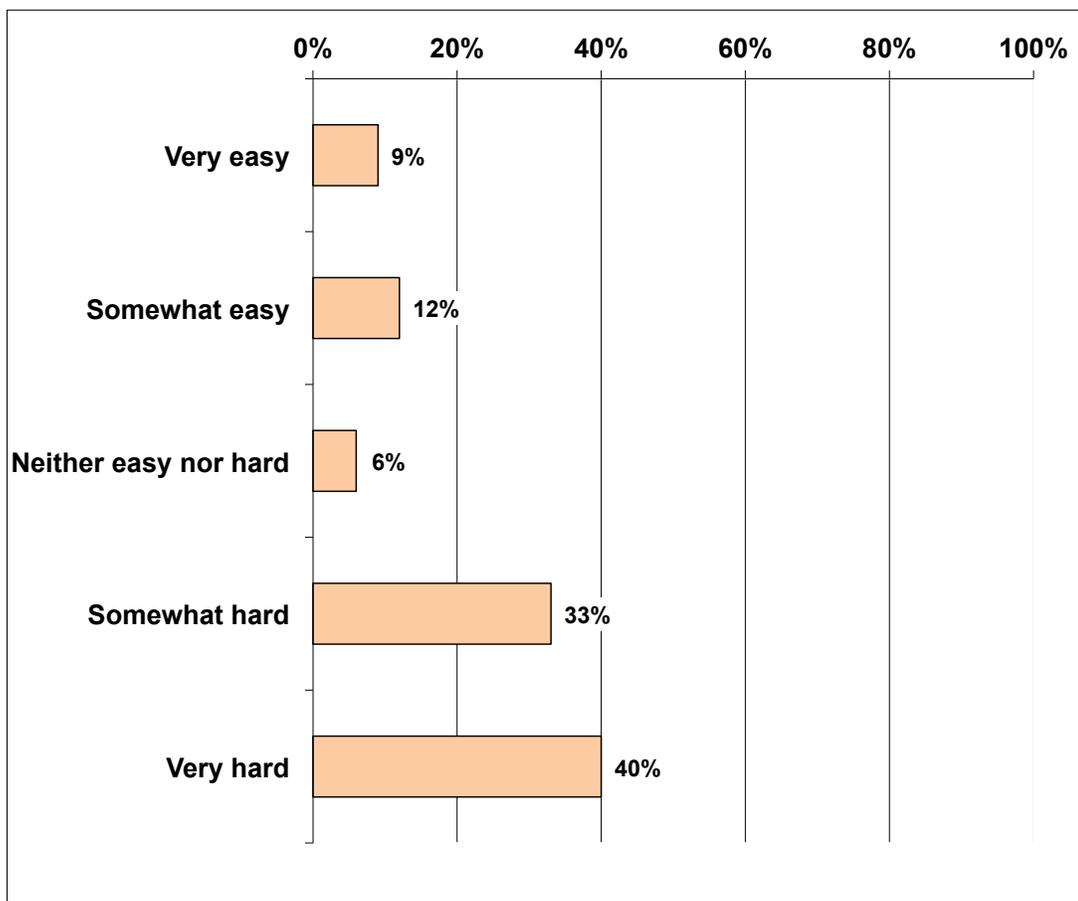
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all sure	21.4%	26.6%	17.0%	25.0%	24.5%	31.5%
Slightly sure	15.6%	20.4%	13.3%	20.7%	15.0%	21.0%
Moderately sure	27.2%	32.8%	25.4%	34.6%	24.5%	31.5%
Very sure	12.8%	17.2%	13.3%	20.7%	10.3%	15.7%
Extremely sure	10.9%	15.1%	10.6%	17.4%	9.4%	14.6%

Difficulty in Quitting

How easy or hard would it be for you to completely quit smoking if you wanted to? Would it be very easy, somewhat easy, neither easy nor hard, somewhat hard or very hard?

A total of 40% of all smokers believe it would be very hard to quit smoking. More Older smokers (46%) report this belief than Younger smokers (36%).

	n=1005		n=389		n=616	
		Total	Younger	Older	Younger	Older
Very easy		9%	12%	5%		
Somewhat easy		12%	11%	13%		
Neither easy nor hard		6%	8%	5%		
Somewhat hard		33%	33%	32%		
Very hard		40%	36%	46%		



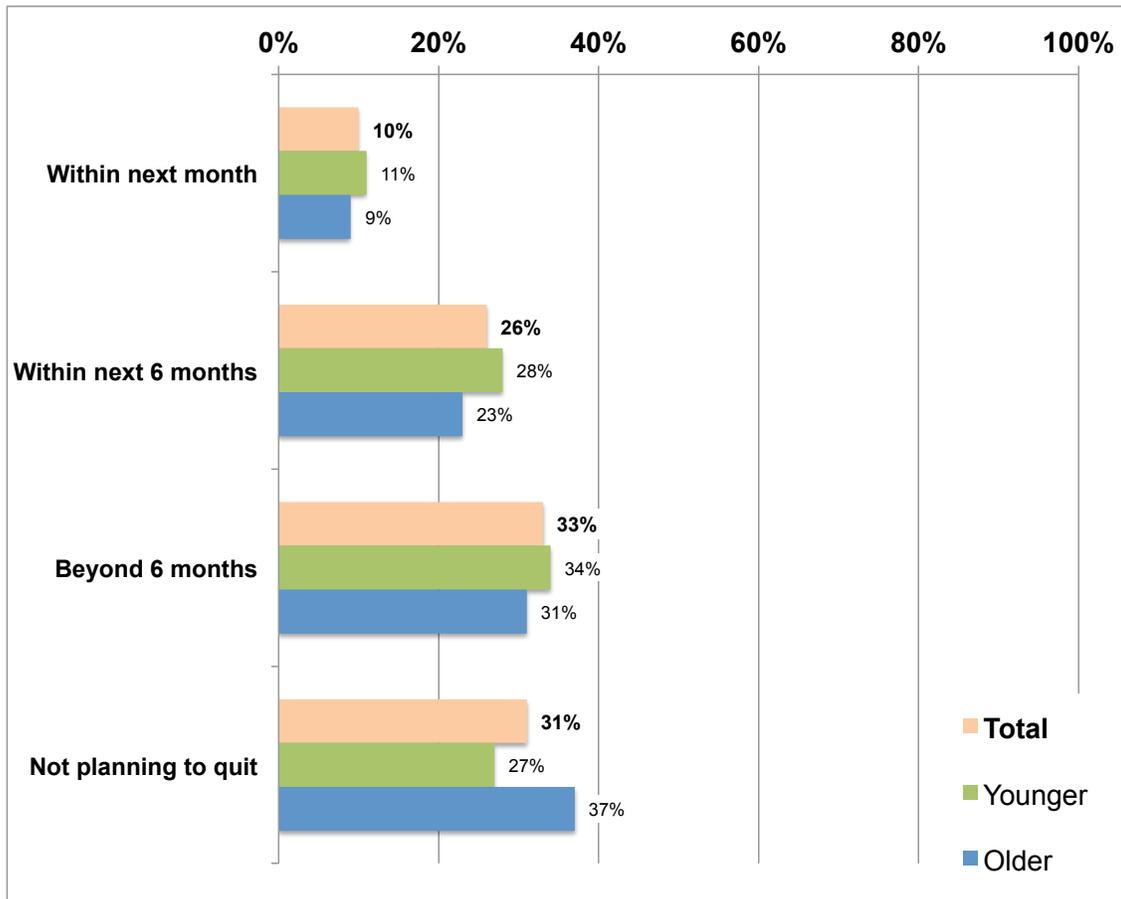
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Very easy	7.2%	10.8%	8.8%	15.2%	3.3%	6.7%
Somewhat easy	10.0%	14.0%	7.9%	14.1%	10.3%	15.7%
Neither easy nor hard	4.5%	7.5%	5.3%	10.7%	3.3%	6.7%
Somewhat hard	30.1%	35.9%	28.3%	37.7%	28.3%	35.7%
Very hard	37.0%	43.0%	31.2%	40.8%	42.1%	49.9%

Plans to Quit

Are you planning to quit smoking within the next month, within the next 6 months, sometime in the future, beyond 6 months, or are you not planning to quit?

Approximately 1 out of 3 smokers (31%) say they do not plan to quit smoking in the next month. A higher percentage of Older smokers (37%) report not planning to quit compared to Younger smokers (27%).

	n=1005	n=389	n=616
	Total	Younger	Older
Within next month	10%	11%	9%
Within next 6 months	26%	28%	23%
Beyond 6 months	33%	34%	31%
Not planning to quit	31%	27%	37%



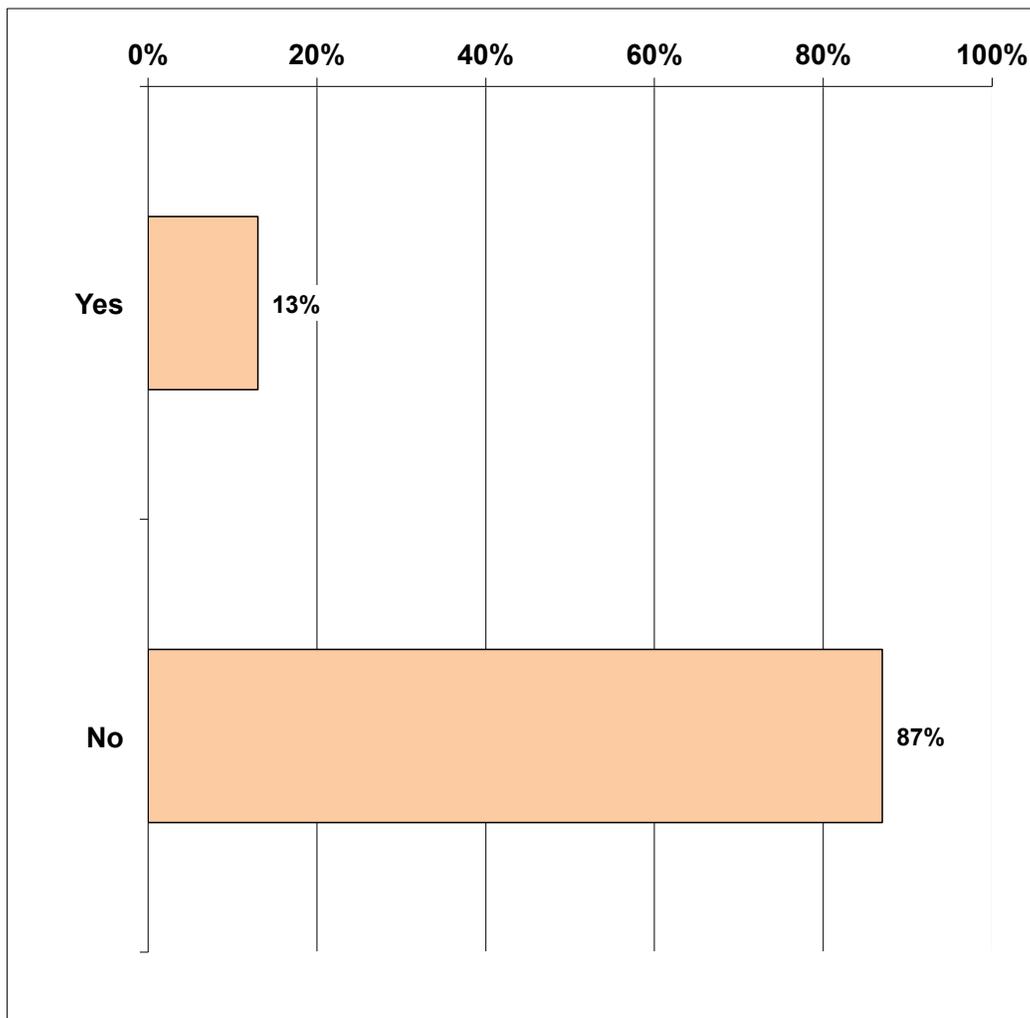
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Within next month	8.1%	11.9%	7.9%	14.1%	6.7%	11.3%
Within next 6 months	23.3%	28.7%	23.5%	32.5%	19.7%	26.3%
Beyond 6 months	30.1%	35.9%	29.3%	38.7%	27.3%	34.7%
Not planning to quit	28.1%	33.9%	22.6%	31.4%	33.2%	40.8%

Date to Quit

Have you set a firm date?

The majority (87%) of those smokers who indicated a plan to quit in the future have not set a firm quit date.

	n=656	n=279	n=377
	Total	Younger	Older
Yes	13%	13%	13%
No	87%	87%	87%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	10.4%	15.6%	9.1%	16.9%	9.6%	16.4%
No	84.4%	89.6%	83.1%	90.9%	83.6%	90.4%

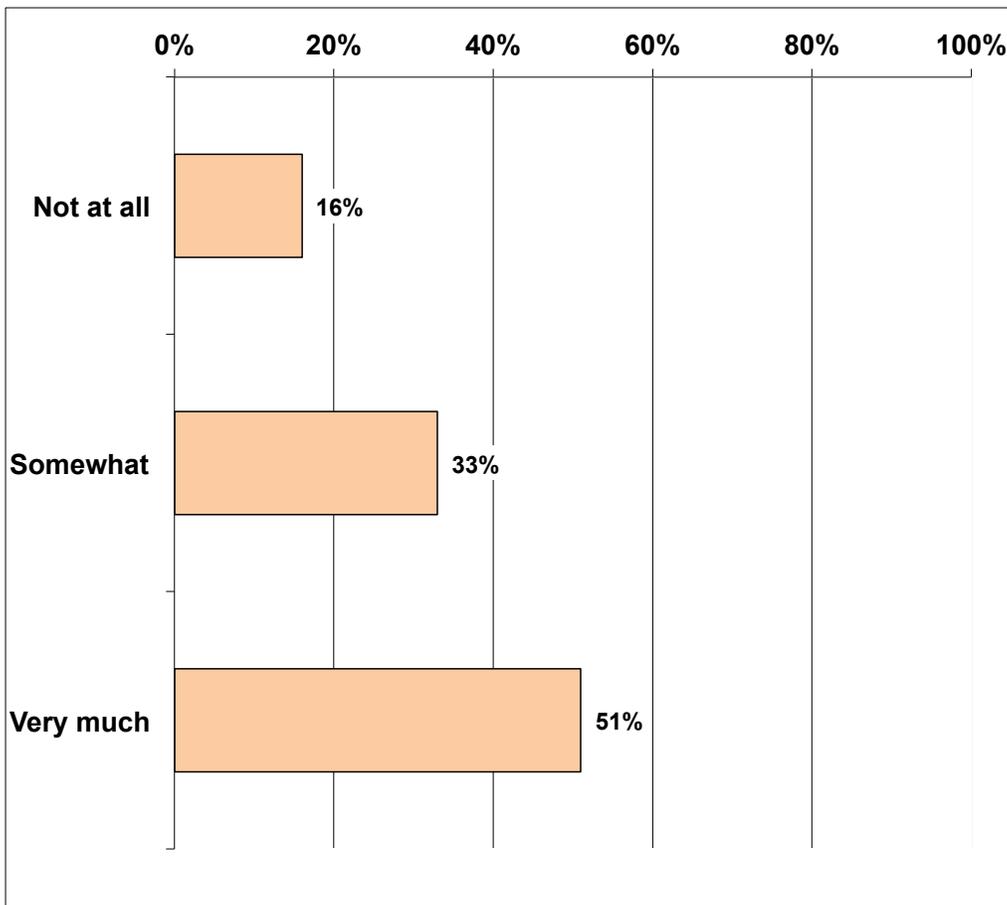
Concern for Personal Health

If and when you think about quitting, how much would each of the following enter your thoughts . . .

Concern for your personal health? Would you say it has entered your thoughts about quitting very much, somewhat, or not at all?

More than half (51%) of the smokers report that concern for their personal health entered their thoughts when they think about quitting.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	16%	17%	13%
Somewhat	33%	32%	33%
Very much	51%	50%	53%



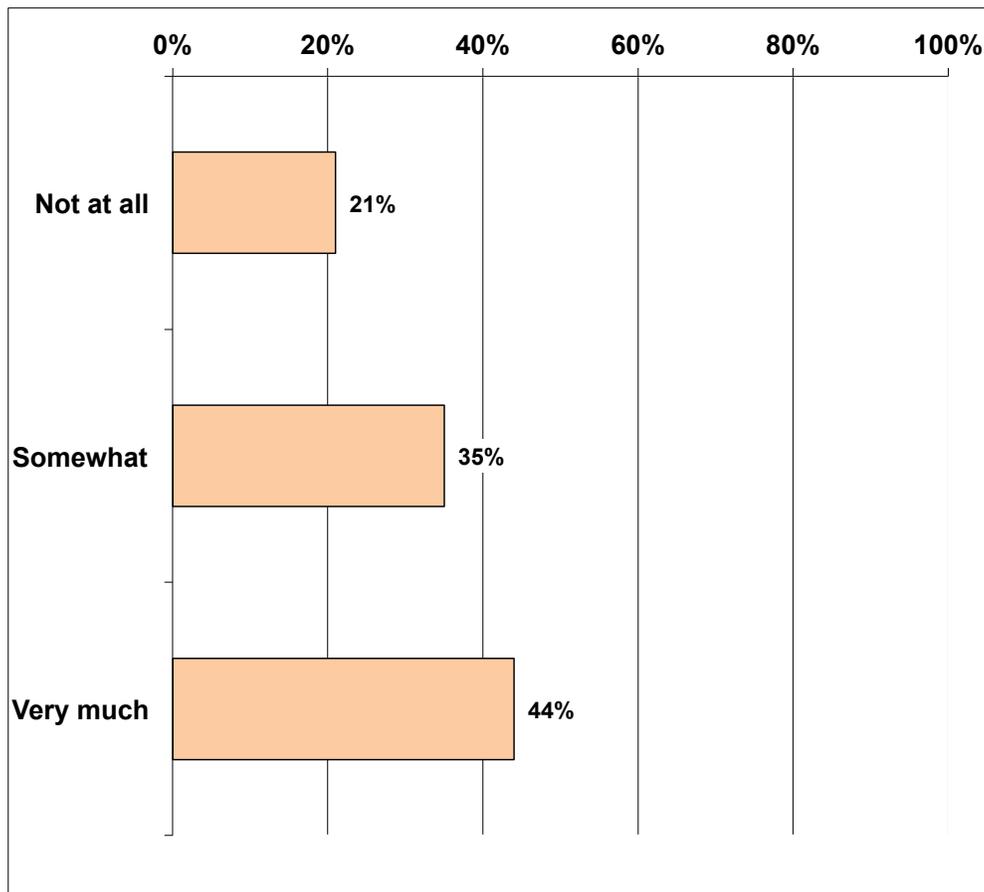
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	13.7%	18.3%	13.3%	20.7%	10.3%	15.7%
Somewhat	30.1%	35.9%	27.4%	36.6%	29.3%	36.7%
Very much	47.9%	54.1%	45.0%	55.0%	49.1%	56.9%

Concern for Non-Smokers

Concern about the effect of your <tobacco type> smoke on non-smokers? Would you say it has entered your thoughts . . .

Slightly less than half (44%) of the smokers say that concern for effects of their smoke on non-smokers "very much" enters their thoughts when they think about quitting.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	21%	21%	21%
Somewhat	35%	36%	34%
Very much	44%	43%	45%



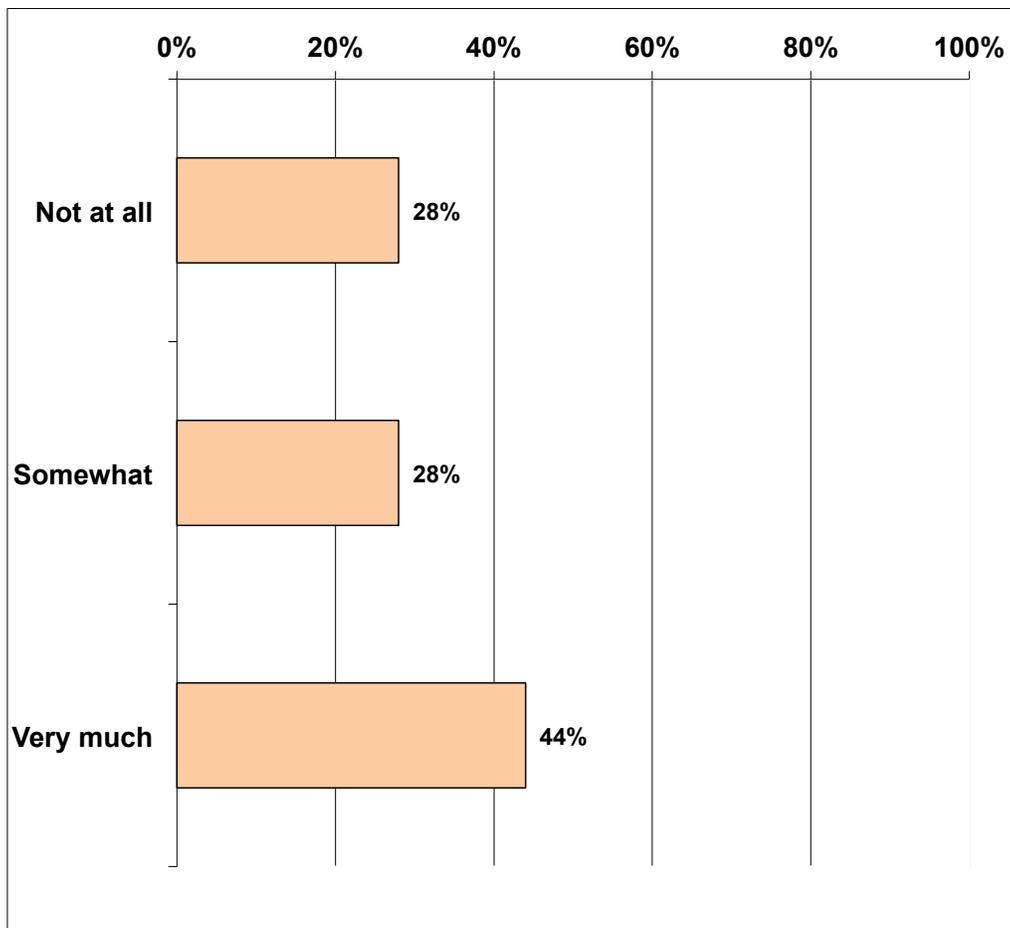
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	18.5%	23.5%	17.0%	25.0%	17.8%	24.2%
Somewhat	32.1%	37.9%	31.2%	40.8%	30.3%	37.7%
Very much	40.9%	47.1%	38.1%	47.9%	41.1%	48.9%

Illness or Death of Friend/Relative

Illness or death of a friend or relative? Would you say it has entered your thoughts . . .

Slightly less than half (44%) of the smokers report that the illness or death of a friend/relative "very much" enters their thoughts when they think about quitting.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	28%	28%	28%
Somewhat	28%	25%	32%
Very much	44%	47%	41%



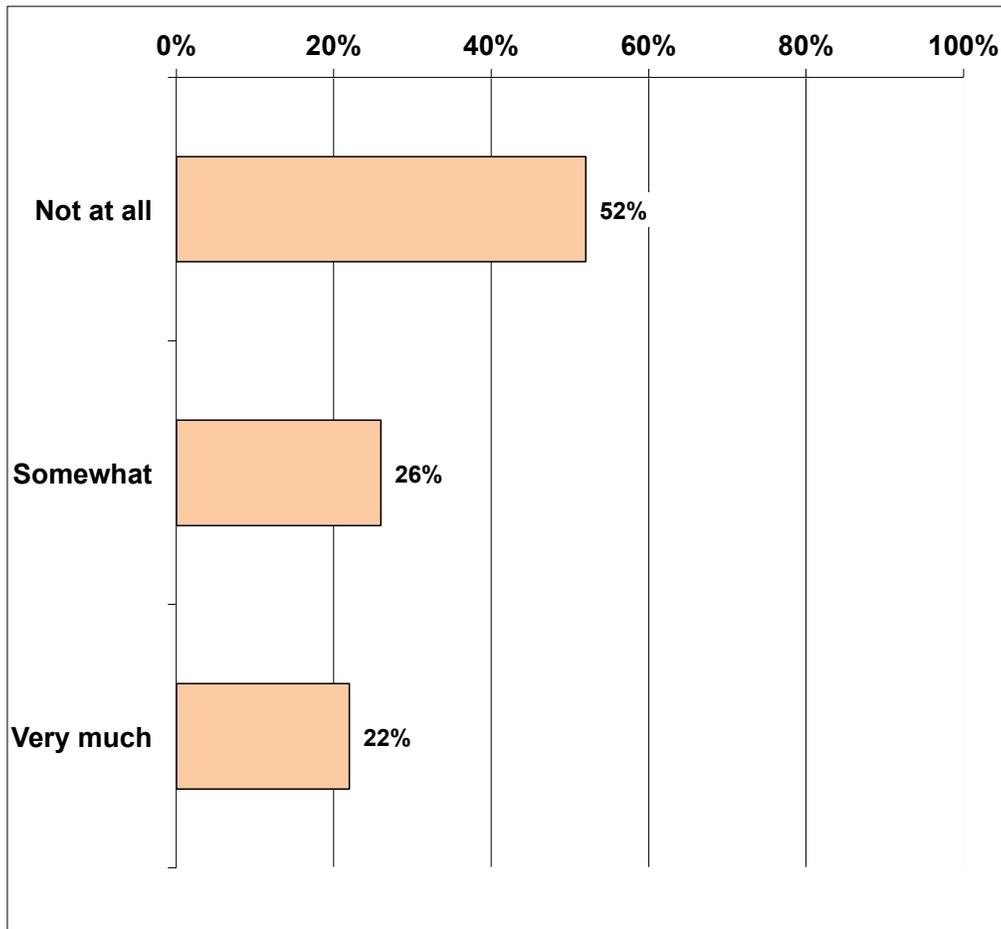
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	25.2%	30.8%	23.5%	32.5%	24.5%	31.5%
Somewhat	25.2%	30.8%	20.7%	29.3%	28.3%	35.7%
Very much	40.9%	47.1%	42.0%	52.0%	37.1%	44.9%

Societal Disapproval

That society disapproves of smoking? Would you say it has entered your thoughts . . .

Only 1 in 5 smokers (22%) state that society disapproving of smoking "very much" enters their thoughts when they think about quitting.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	52%	56%	46%
Somewhat	26%	24%	28%
Very much	22%	20%	26%



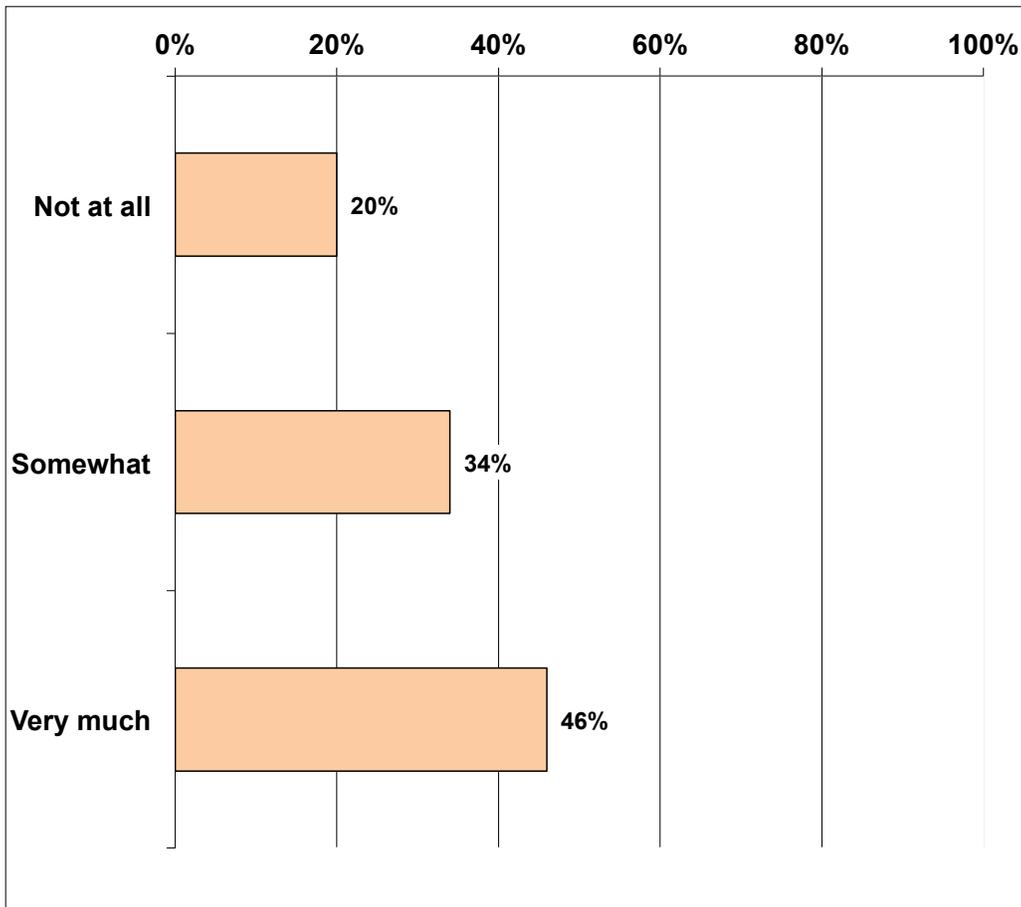
	<u>Total</u>		<u>Younger</u>		<u>Older</u>	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	48.9%	55.1%	51.1%	60.9%	42.1%	49.9%
Somewhat	23.3%	28.7%	19.8%	28.2%	24.5%	31.5%
Very much	19.4%	24.6%	16.0%	24.0%	22.5%	29.5%

Price of Tobacco

The price of <tobacco type>? Would you say it has entered your thoughts . . .

Close to half of smokers (46%) say that the price of tobacco "very much" enters their thoughts when they think about quitting.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	20%	20%	20%
Somewhat	34%	35%	34%
Very much	46%	46%	46%



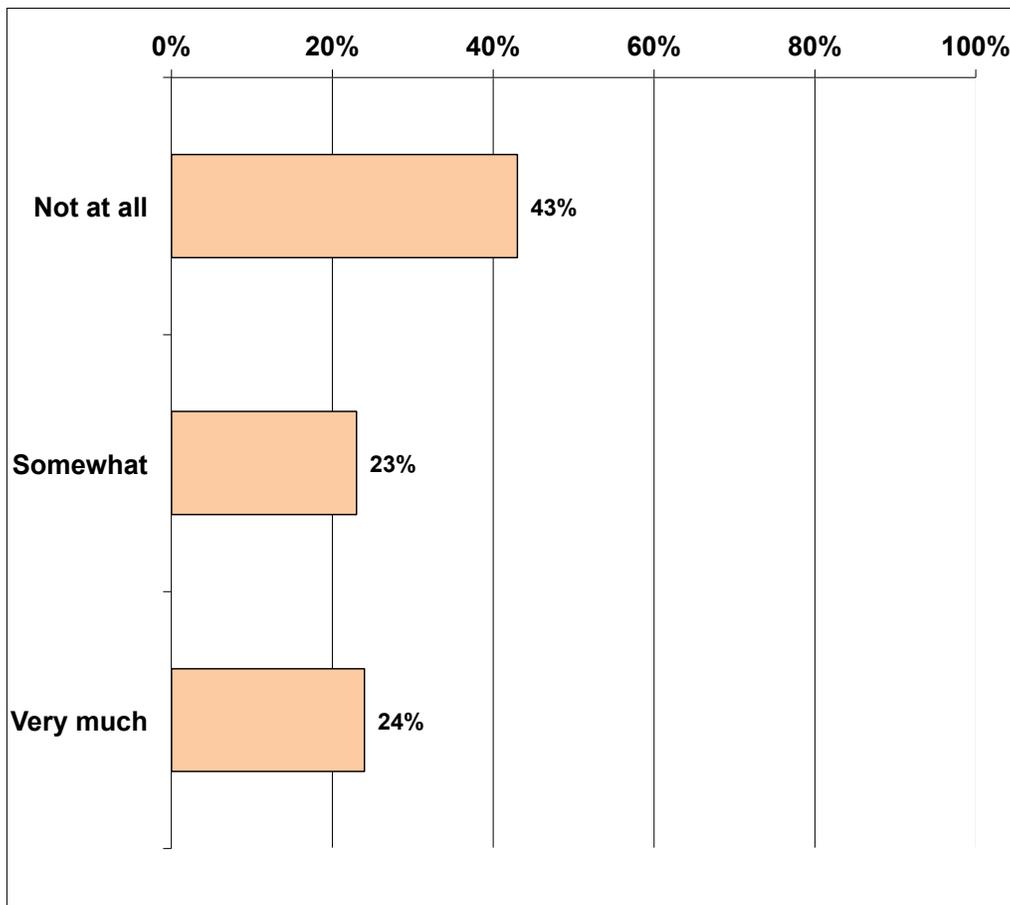
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	17.5%	22.5%	16.0%	24.0%	16.8%	23.2%
Somewhat	31.1%	36.9%	30.3%	39.7%	30.3%	37.7%
Very much	42.9%	49.1%	41.0%	51.0%	42.1%	49.9%

Work Restrictions

Smoking restrictions at work? Would you say it has entered your thoughts . . .

Approximately 1 in 4 smokers say that the smoking restrictions at work "very much" enters their thoughts when they think about quitting. Most Younger smokers report not thinking at all about smoking restrictions are work.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	43%	49%	34%
Somewhat	23%	23%	25%
Very much	24%	24%	25%
Not applicable	9%	4%	15%
Don't know	1%	0%	1%



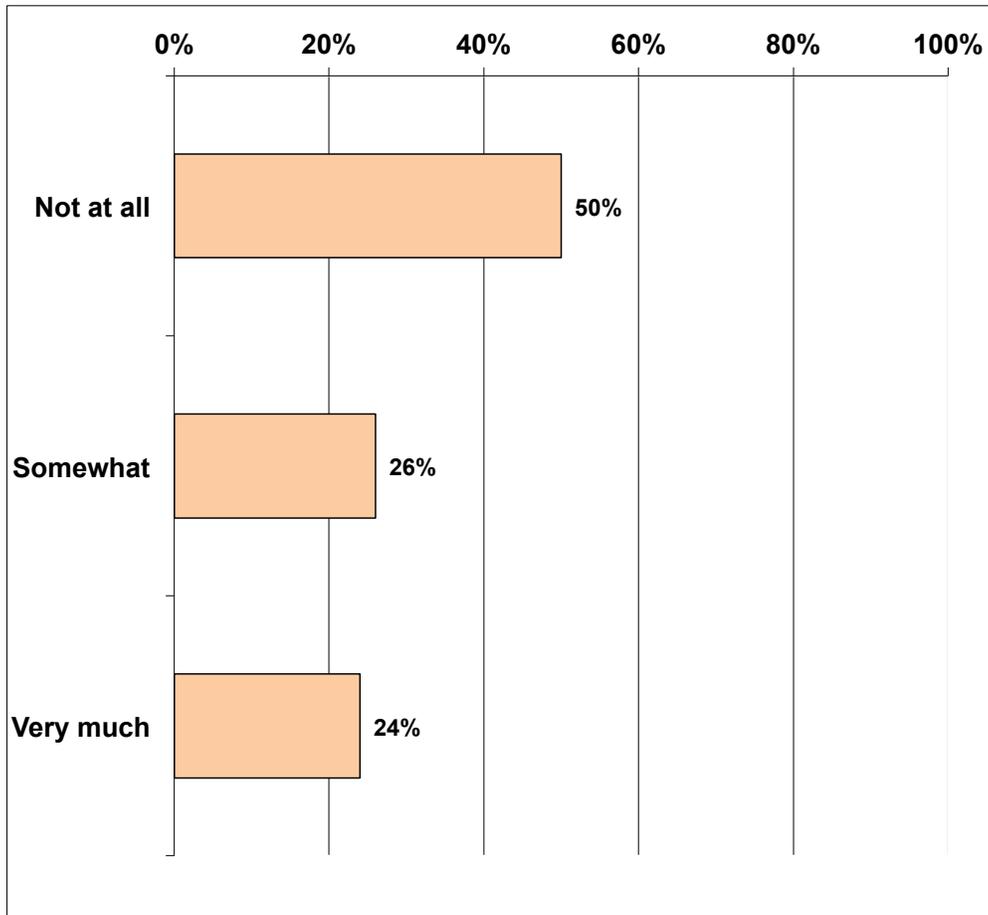
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	39.9%	46.1%	44.0%	54.0%	30.3%	37.7%
Somewhat	20.4%	25.6%	18.8%	27.2%	21.6%	28.4%
Very much	21.4%	26.6%	19.8%	28.2%	21.6%	28.4%

Restrictions in Public Places

Smoking restrictions in public places like restaurants, bars, cafes, or pubs?

Only 1 in 4 smokers (24%) say that the public smoking restrictions "very much" enters their thoughts when they think about quitting. More Younger smokers report not thinking at all about smoking restrictions in public places.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	50%	55%	43%
Somewhat	26%	23%	29%
Very much	24%	22%	27%
Don't know	0%	0%	1%



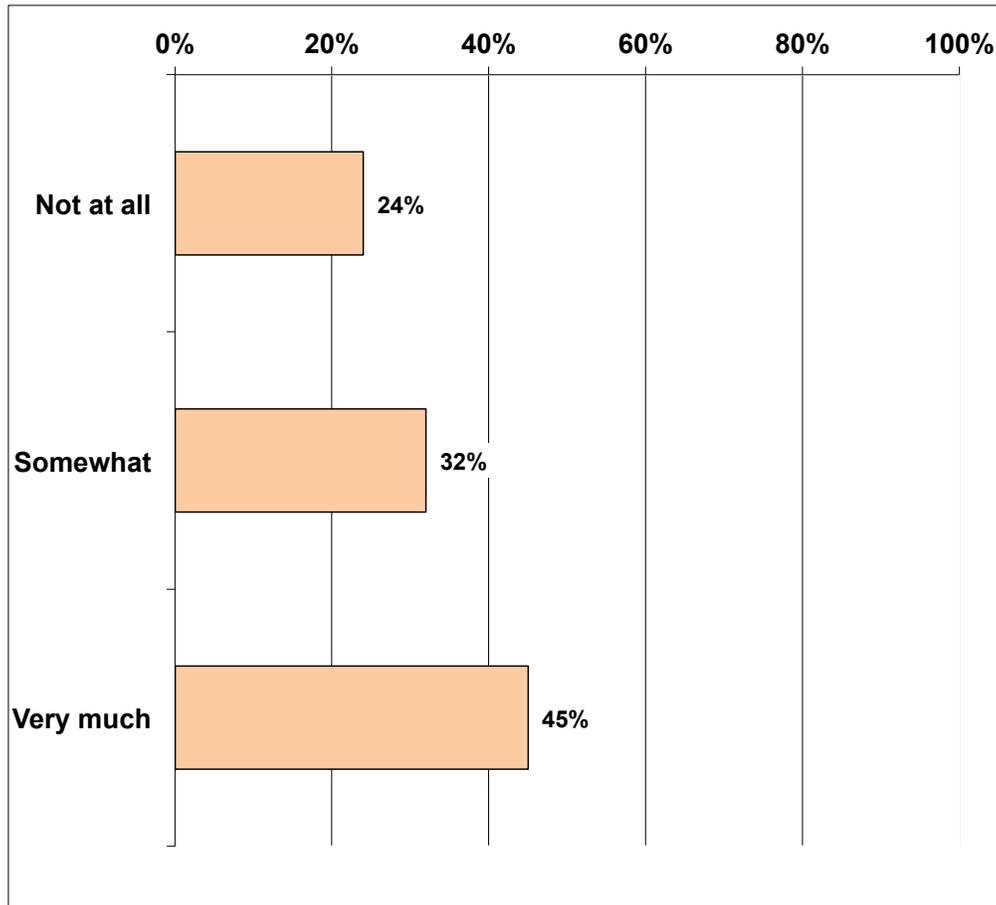
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	46.9%	53.1%	50.1%	59.9%	39.1%	46.9%
Somewhat	23.3%	28.7%	18.8%	27.2%	25.4%	32.6%
Very much	21.4%	26.6%	17.9%	26.1%	23.5%	30.5%

Family/Friends Worry

Not wanting family or friends to worry?

Close to half of the smokers (45%) say that not wanting family/friends to worry "very much" enters their thoughts when they think about quitting.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	24%	24%	23%
Somewhat	32%	31%	32%
Very much	45%	45%	45%



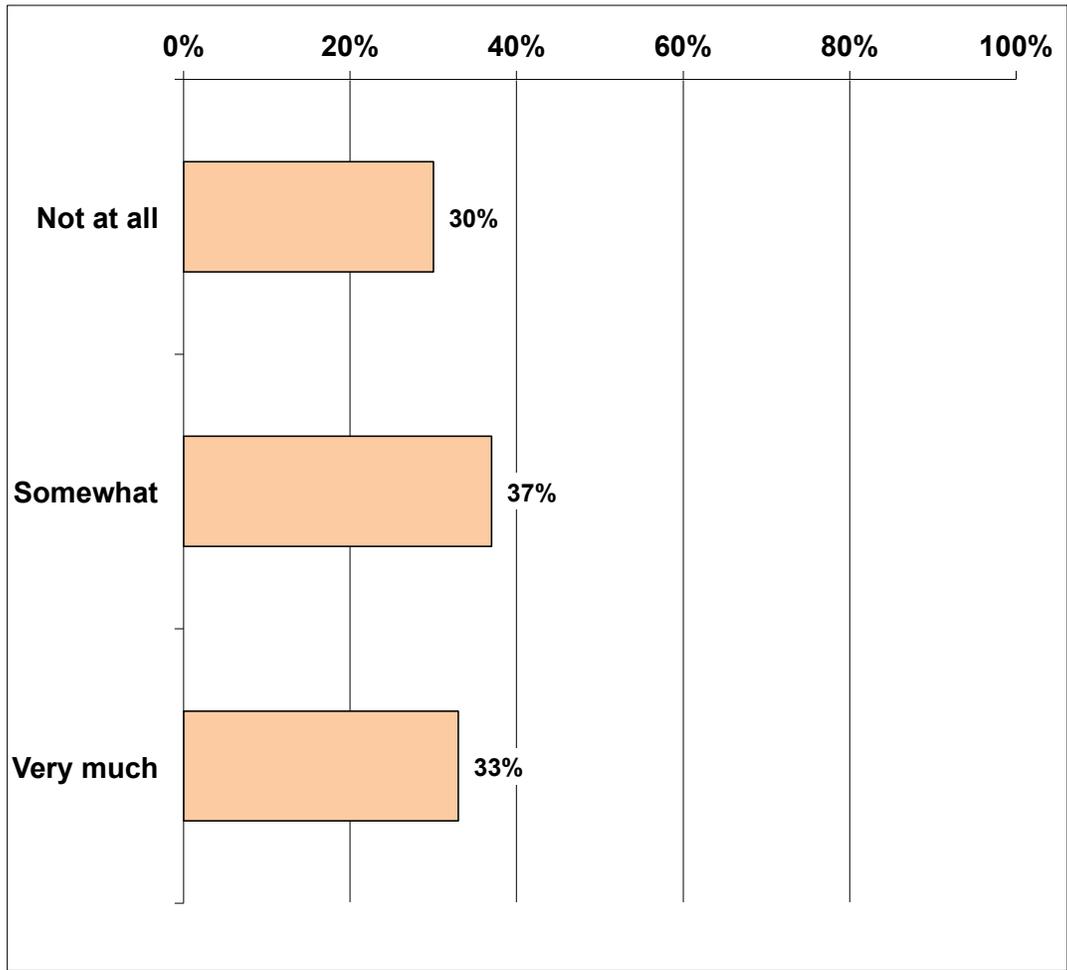
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	21.4%	26.6%	19.8%	28.2%	19.7%	26.3%
Somewhat	29.1%	34.9%	26.4%	35.6%	28.3%	35.7%
Very much	41.9%	48.1%	40.1%	49.9%	41.1%	48.9%

Health Professional Advice

Advice from a doctor, dentist, or other health professional to quit?

Only 1 in 3 smokers (33%) state that advice from doctors "very much" enters their thoughts when they think about quitting.

	n=1005		n=389		n=616	
	Total		Younger		Older	
Not at all	30%		31%		27%	
Somewhat	37%		36%		38%	
Very much	33%		32%		35%	



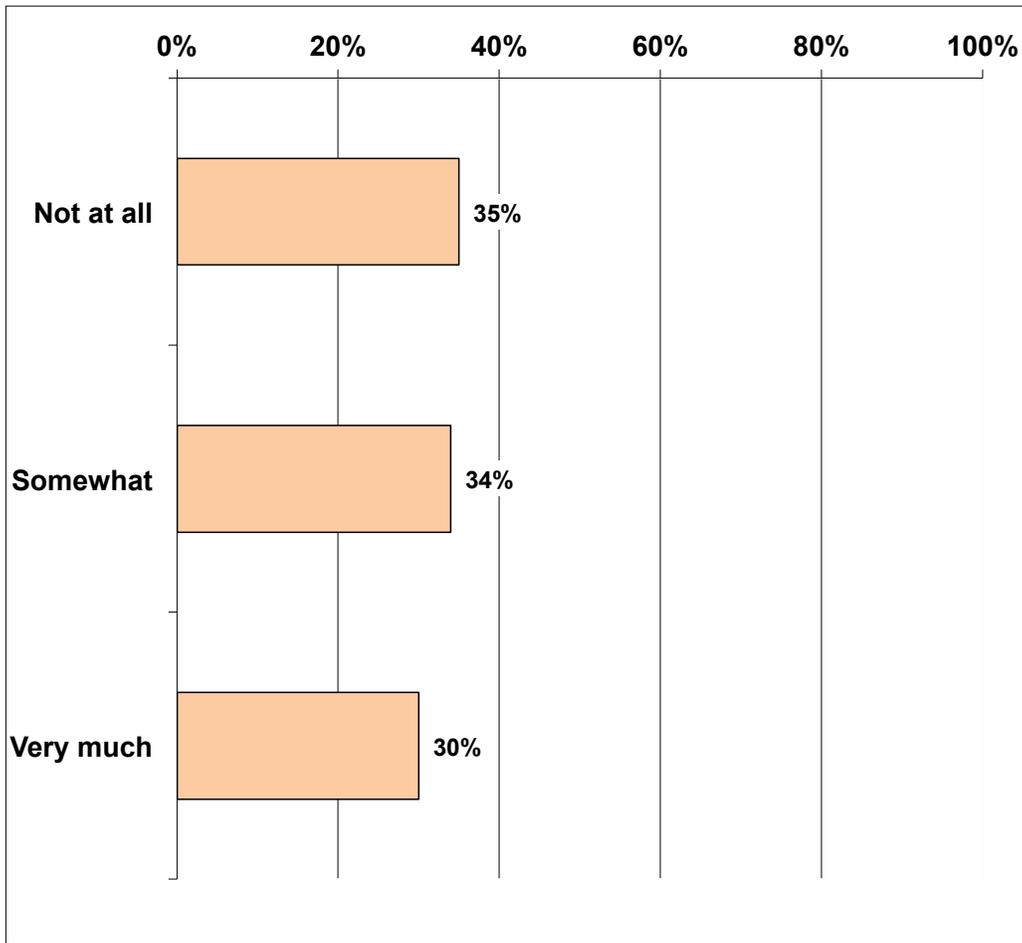
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	27.2%	32.8%	26.4%	35.6%	23.5%	30.5%
Somewhat	34.0%	40.0%	31.2%	40.8%	34.2%	41.8%
Very much	30.1%	35.9%	27.4%	36.6%	31.2%	38.8%

Friends/Family Quitting

Friends or family members who have recently quit or are currently quitting?

About 1 in 3 smokers (30%) say that friends/family who have recently quit "very much" enters their thoughts when they think about quitting.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	35%	35%	36%
Somewhat	34%	34%	35%
Very much	30%	32%	29%
Don't know	0%	0%	1%



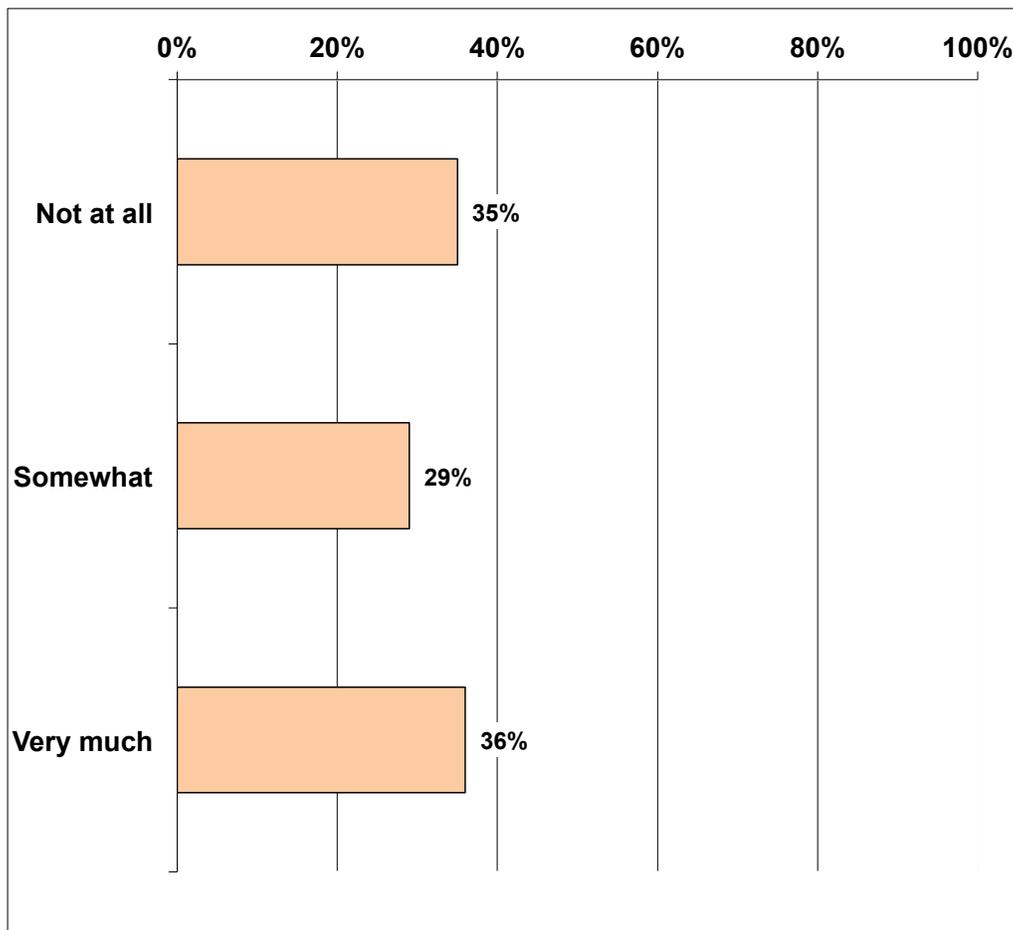
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	32.1%	37.9%	30.3%	39.7%	32.2%	39.8%
Somewhat	31.1%	36.9%	29.3%	38.7%	31.2%	38.8%
Very much	27.2%	32.8%	27.4%	36.6%	25.4%	32.6%

Free/Low-Cost Stop-Smoking Meds

Free, or lower cost, stop-smoking medication?

About 1 in 3 smokers (36%) report that low cost or free medication "very much" enters their thoughts when they think about quitting.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Not at all	35%		37%	33%		
Somewhat	29%		29%	29%		
Very much	36%		34%	38%		



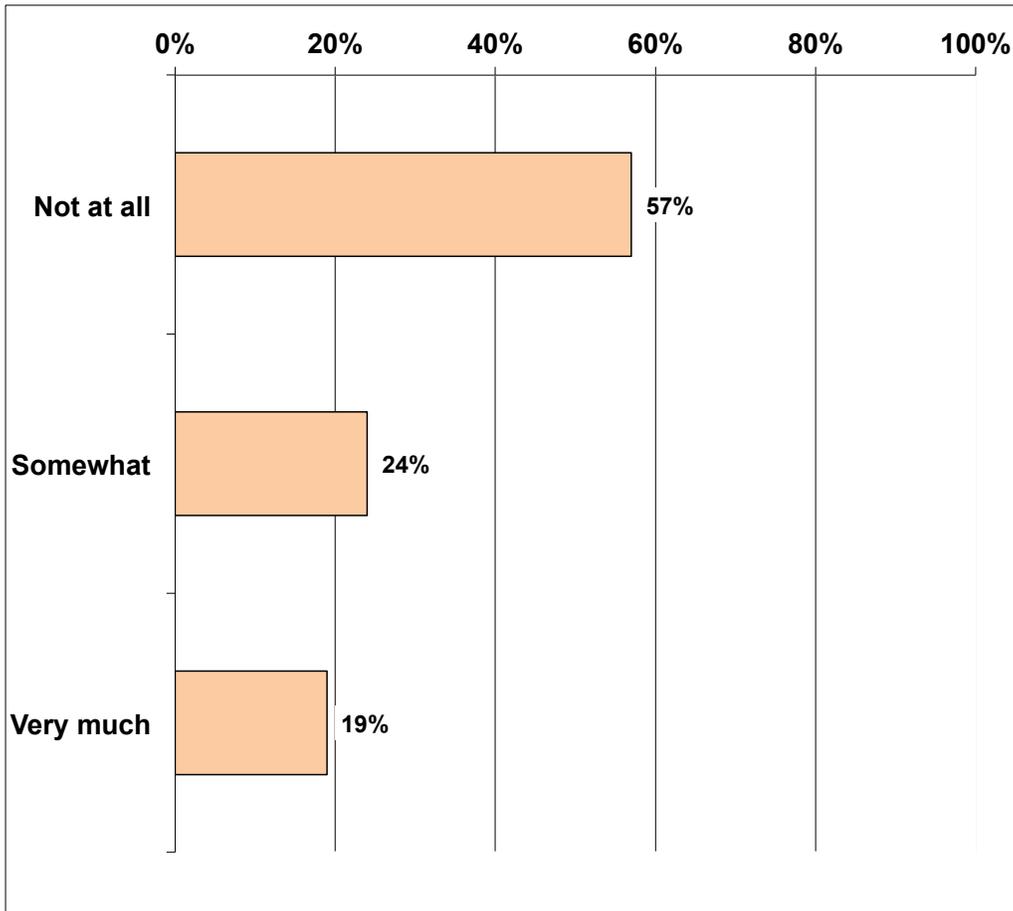
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	32.1%	37.9%	32.2%	41.8%	29.3%	36.7%
Somewhat	26.2%	31.8%	24.5%	33.5%	25.4%	32.6%
Very much	33.0%	39.0%	29.3%	38.7%	34.2%	41.8%

Availability of Telephone Help

Availability of telephone helpline, quitline, or information line?

Only 1 in 5 smokers (19%) report that the availability of the quitline "very much" enters their thoughts when they think about quitting.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Not at all	57%		60%	53%		
Somewhat	24%		22%	27%		
Very much	19%		18%	20%		



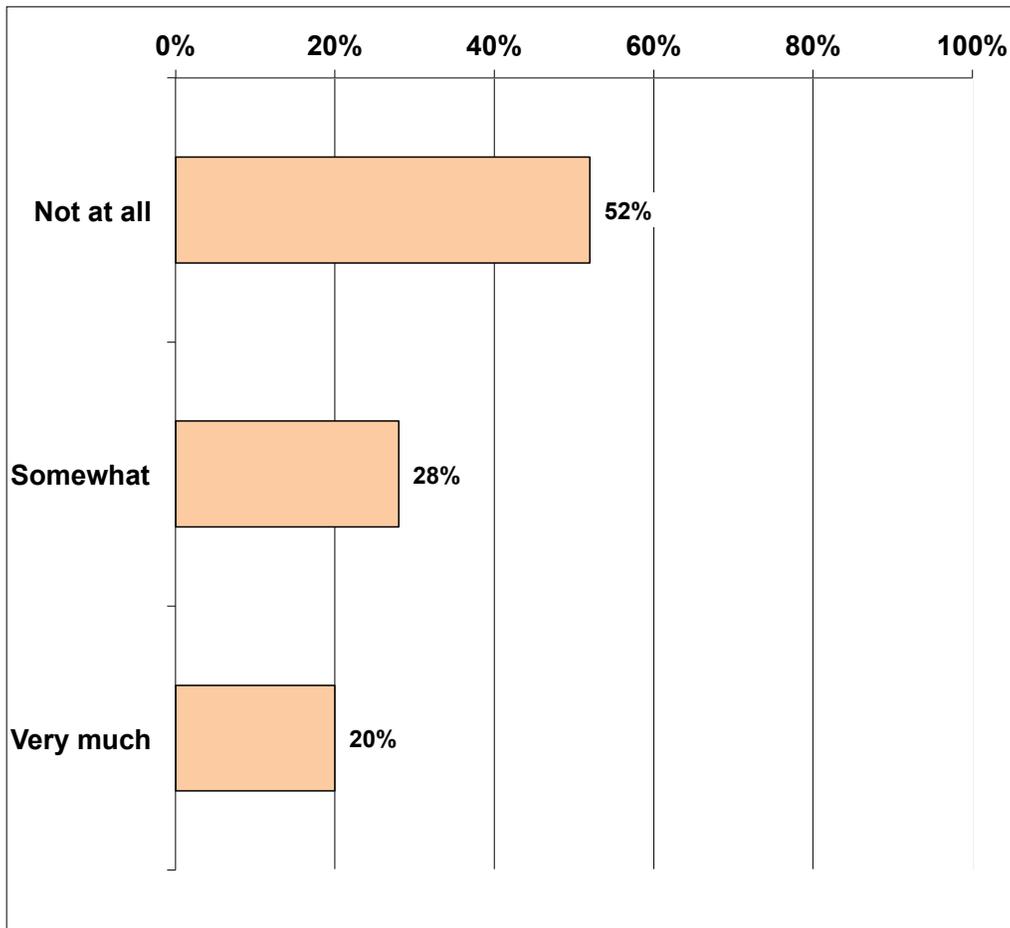
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	53.9%	60.1%	55.1%	64.9%	49.1%	56.9%
Somewhat	21.4%	26.6%	17.9%	26.1%	23.5%	30.5%
Very much	16.6%	21.4%	14.2%	21.8%	16.8%	23.2%

Ads About Health Risks

Advertisements or information about the health risks of smoking?

About 1 in 5 smokers (20%) state that advertising about the health risks "very much" enters their thoughts when they think about quitting.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	52%	54%	49%
Somewhat	28%	28%	27%
Very much	20%	18%	24%



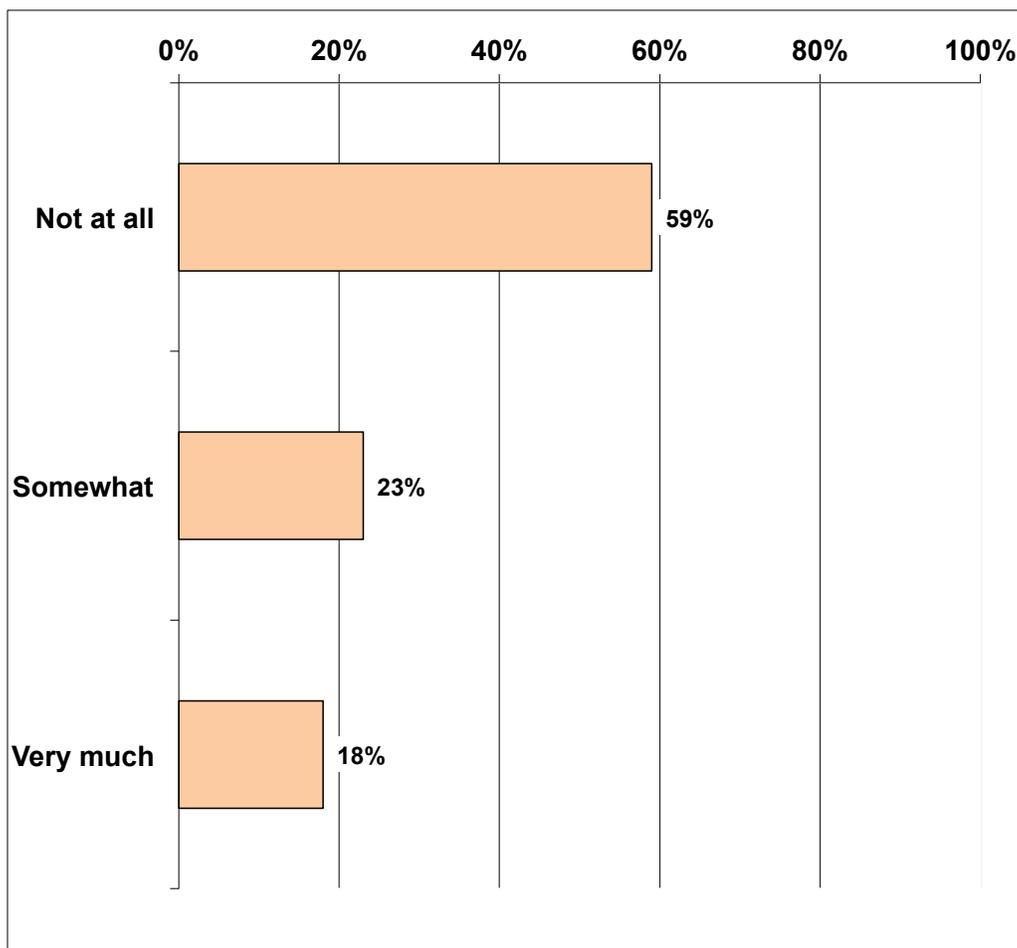
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	48.9%	55.1%	49.0%	59.0%	45.1%	52.9%
Somewhat	25.2%	30.8%	23.5%	32.5%	23.5%	30.5%
Very much	17.5%	22.5%	14.2%	21.8%	20.6%	27.4%

Warning Labels

Warning labels on <tobacco type> packages?

About 1 in 5 smokers (18%) say that warning labels on packages "very much" enters their thoughts when they think about quitting.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Not at all	59%		58%	59%		
Somewhat	23%		24%	22%		
Very much	18%		18%	18%		



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	56.0%	62.0%	53.1%	62.9%	55.1%	62.9%
Somewhat	20.4%	25.6%	19.8%	28.2%	18.7%	25.3%
Very much	15.6%	20.4%	14.2%	21.8%	15.0%	21.0%

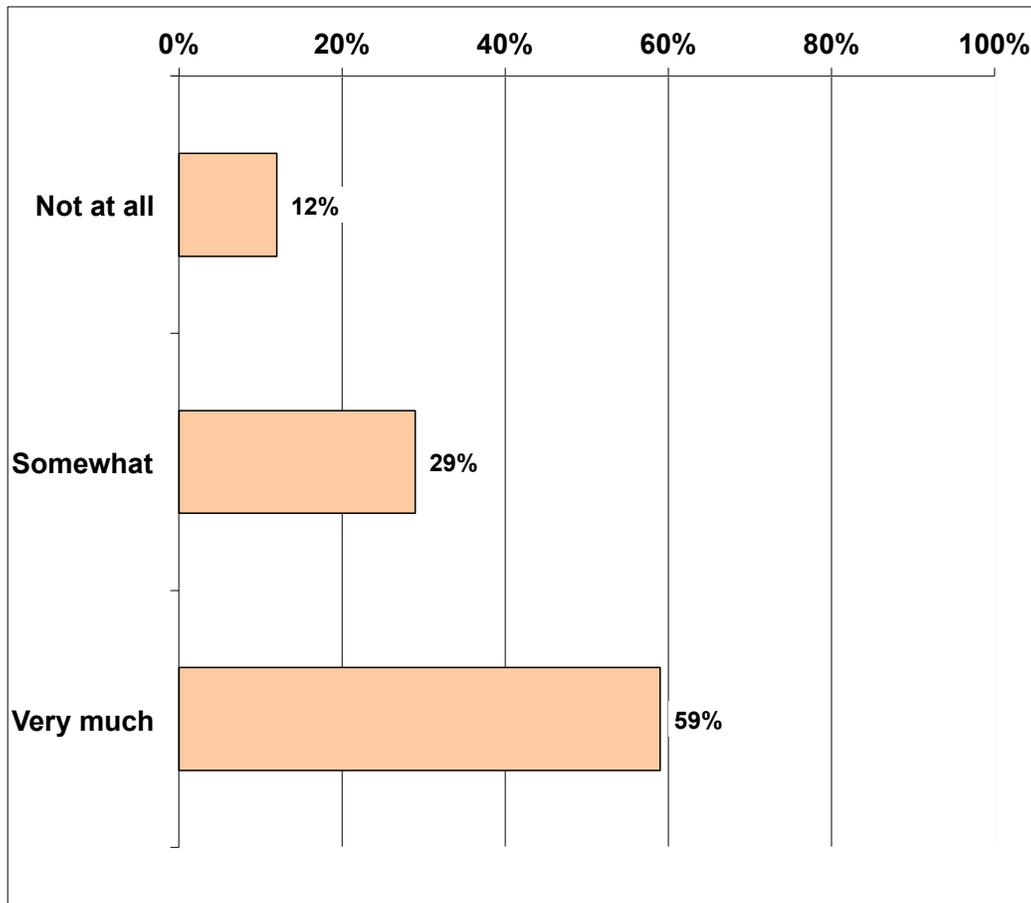
Setting an Example

If and when you think about quitting, how much would each of the following enter your thoughts . . .

Setting an example for children?

The majority of smokers (59%) say that setting an example for children "very much" enters their thoughts when they think about quitting.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Not at all	12%		11%	14%		
Somewhat	29%		28%	30%		
Very much	59%		61%	56%		



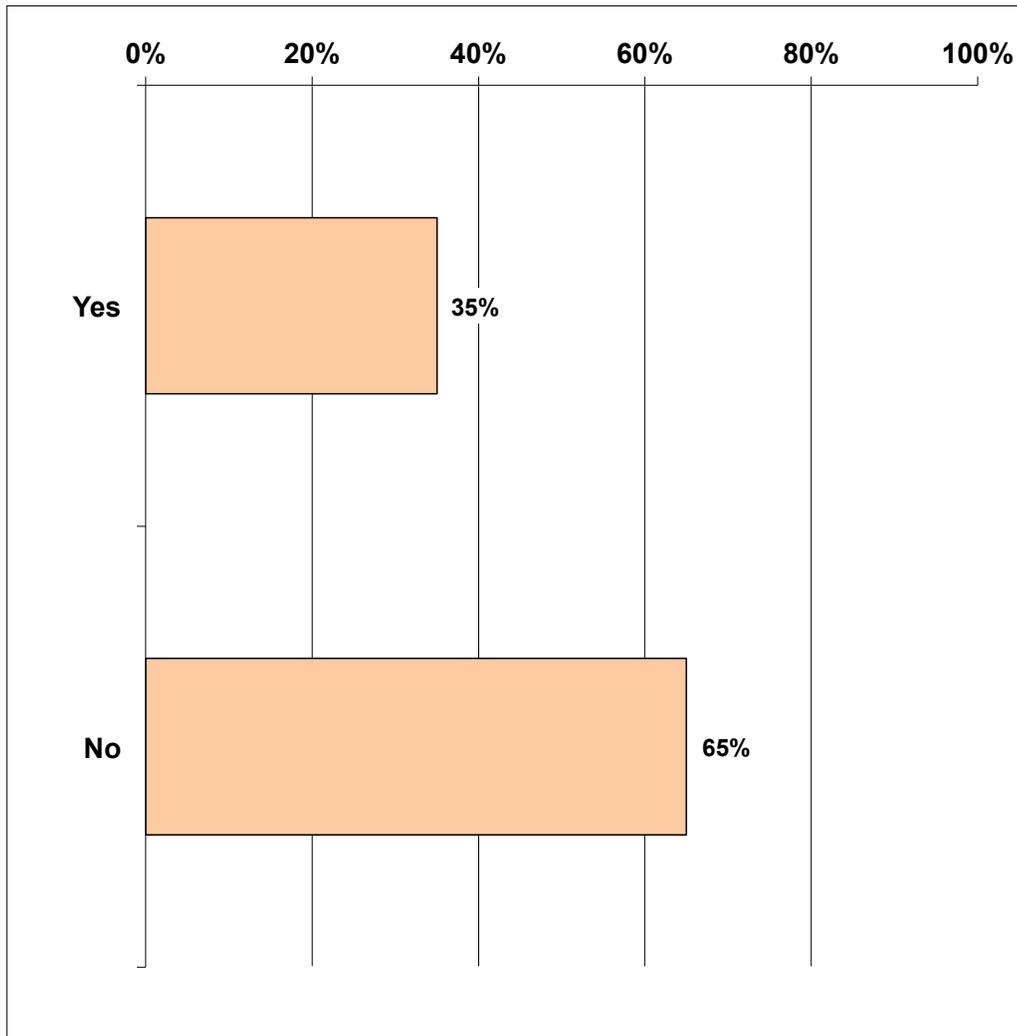
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	10.0%	14.0%	7.9%	14.1%	11.3%	16.7%
Somewhat	26.2%	31.8%	23.5%	32.5%	26.4%	33.6%
Very much	56.0%	62.0%	56.2%	65.8%	52.1%	59.9%

Other Quitting Motivators

In the past 6 months have any other things led you to think about quitting?

The majority of smokers (65%) report that no other things led them to think about quitting in the past 6 months.

	n=1005	n=389	n=616
	Total	Younger	Older
Yes	35%	38%	30%
No	65%	62%	69%



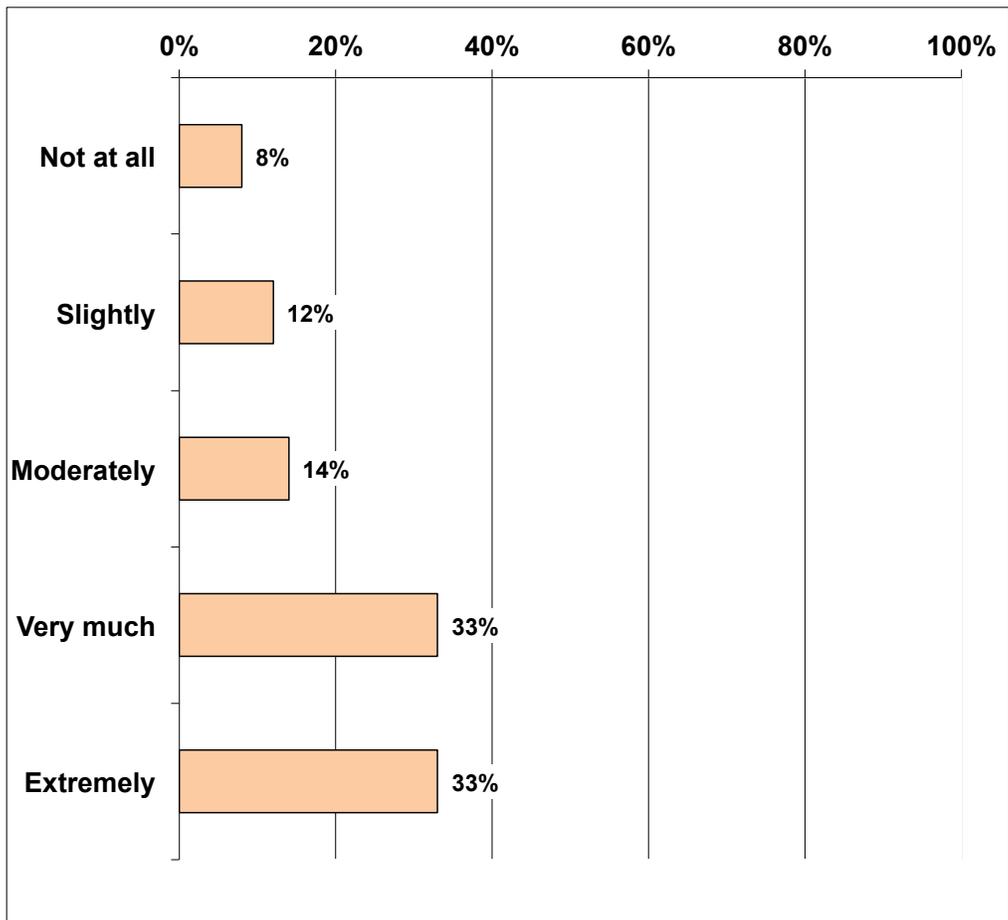
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	32.1%	37.9%	33.2%	42.8%	26.4%	33.6%
No	62.1%	67.9%	57.2%	66.8%	65.3%	72.7%

Quitting Benefits

How much do you think you would benefit from health and other gains if you were to quit smoking permanently in the next 6 months? Would you say not at all, slightly, moderately, very much, or extremely?

Roughly two-thirds (66%) of all smokers think that quitting smoking permanently in the next 6 months would be of great benefit. More Younger smokers reported the "extremely" view compared to Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	8%	7%	10%
Slightly	12%	12%	11%
Moderately	14%	12%	17%
Very much	33%	30%	36%
Extremely	33%	38%	27%



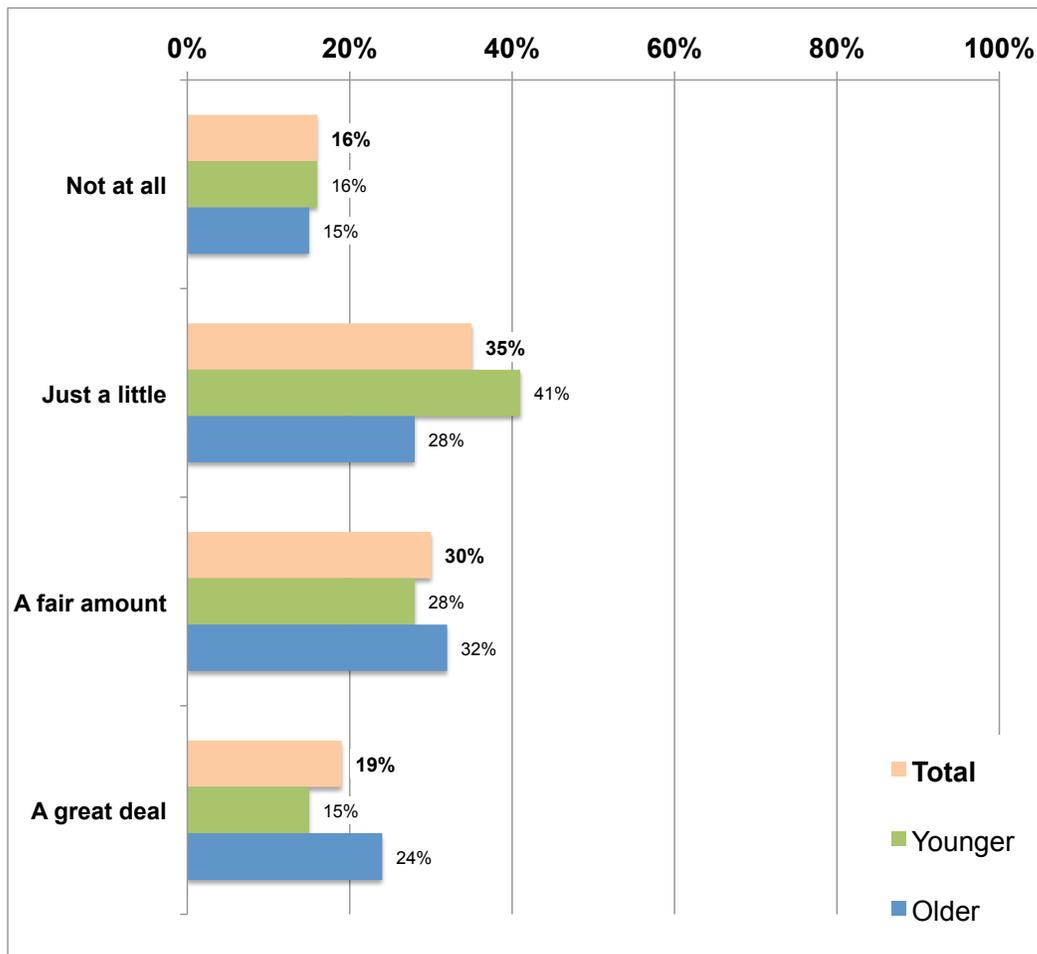
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	6.3%	9.7%	4.5%	9.5%	7.6%	12.4%
Slightly	10.0%	14.0%	8.8%	15.2%	8.5%	13.5%
Moderately	11.9%	16.1%	8.8%	15.2%	14.0%	20.0%
Very much	30.1%	35.9%	25.4%	34.6%	32.2%	39.8%
Extremely	30.1%	35.9%	33.2%	42.8%	23.5%	30.5%

Damage to Health

To what extent, if at all, has smoking damaged your health? Would you say not at all, just a little, a fair amount, or a great deal?

The majority of Younger smokers (57%) report that smoking has damaged their health "just a little" to "not at all." Fewer of the Older smokers (43%) believe they have had little to no damage to their health.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	16%	16%	15%
Just a little	35%	41%	28%
A fair amount	30%	28%	32%
A great deal	19%	15%	24%



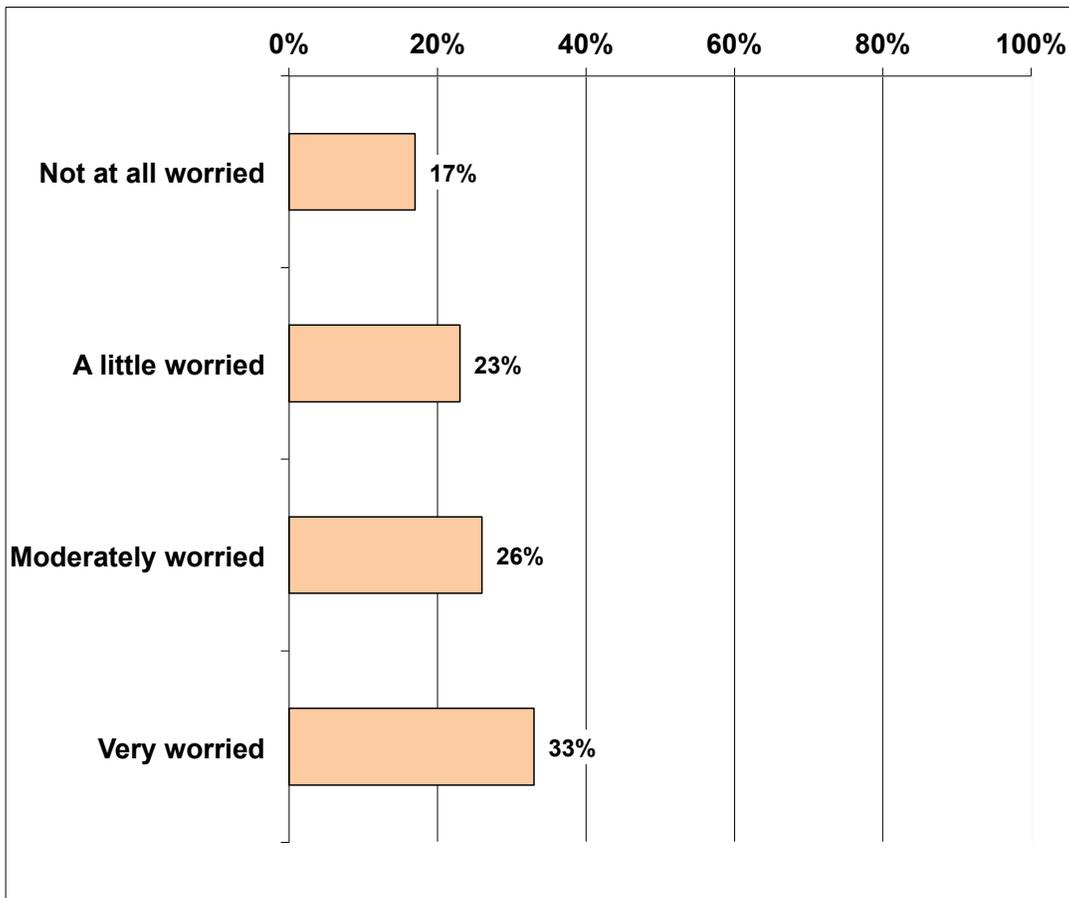
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	13.7%	18.3%	12.4%	19.6%	12.2%	17.8%
Just a little	32.1%	37.9%	36.1%	45.9%	24.5%	31.5%
A fair amount	27.2%	32.8%	23.5%	32.5%	28.3%	35.7%
A great deal	16.6%	21.4%	11.5%	18.5%	20.6%	27.4%

Future Health Concerns

How worried are you, if at all, that smoking will damage your health in the future? Are you not at all worried, just a little worried, moderately worried, or very worried?

About a third (33%) of smokers report being "very worried" that smoking will damage their health in the future.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all worried	17%	15%	18%
A little worried	23%	26%	20%
Moderately worried	26%	26%	27%
Very worried	33%	33%	35%



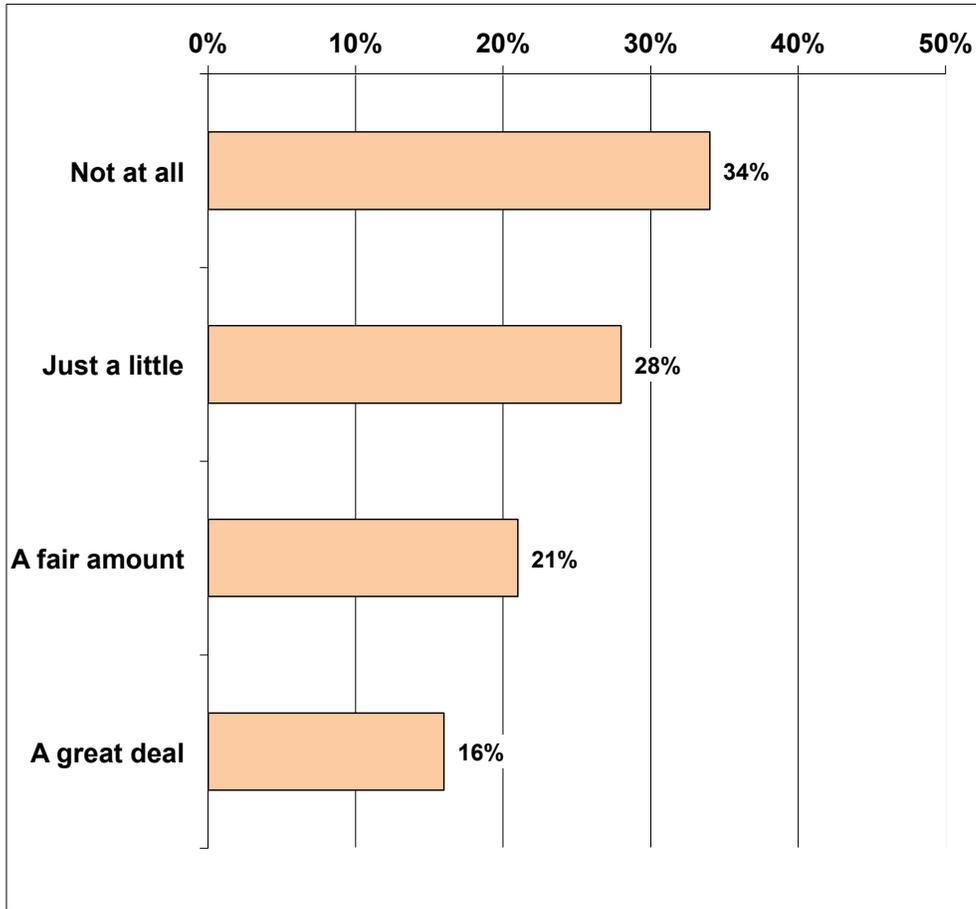
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all worried	14.7%	19.3%	11.5%	18.5%	15.0%	21.0%
A little worried	20.4%	25.6%	21.6%	30.4%	16.8%	23.2%
Moderately worried	23.3%	28.7%	21.6%	30.4%	23.5%	30.5%
Very worried	30.1%	35.9%	28.3%	37.7%	31.2%	38.8%

Lowered Quality of Life

To what extent, if at all, has smoking lowered your quality of life? Would you say not at all, just a little, a fair amount, or a great deal?

About 6 out of 10 (62%) of all smokers believe that smoking has lowered their quality of life "just a little" to "not at all". Older smokers report their quality of life being lowered a great deal compared to Younger smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all	34%	38%	30%
Just a little	28%	29%	27%
A fair amount	21%	21%	22%
A great deal	16%	13%	21%



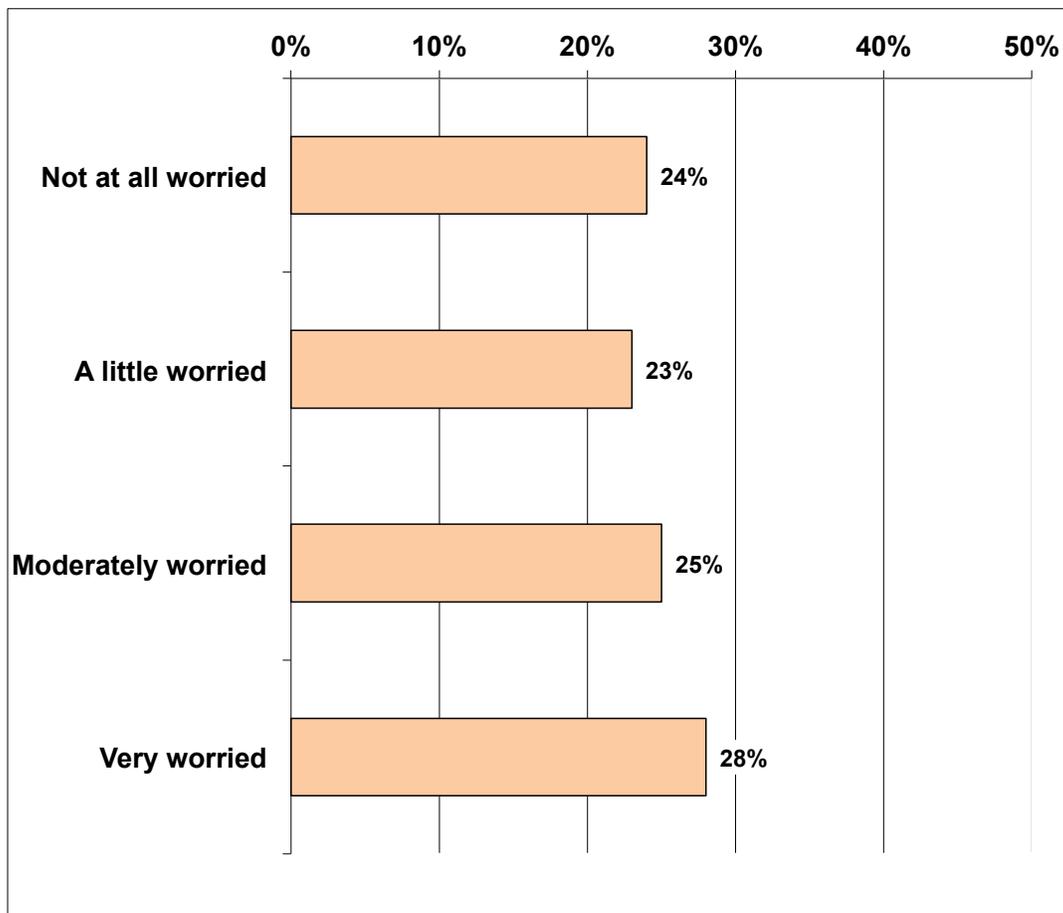
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all	31.1%	36.9%	33.2%	42.8%	26.4%	33.6%
Just a little	25.2%	30.8%	24.5%	33.5%	23.5%	30.5%
A fair amount	18.5%	23.5%	17.0%	25.0%	18.7%	25.3%
A great deal	13.7%	18.3%	9.7%	16.3%	17.8%	24.2%

Worried About Quality of Life

How worried are you, if at all, that smoking will lower your quality of life in the future? Are you not at all worried, just a little worried, moderately worried, or very worried?

Only 1 out of 4 (28%) of all smokers are "very worried" about smoking lowering their quality of life.

	n=1005	n=389	n=616
	Total	Younger	Older
Not at all worried	24%	25%	22%
A little worried	23%	23%	23%
Moderately worried	25%	24%	26%
Very worried	28%	28%	29%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Not at all worried	21.4%	26.6%	20.7%	29.3%	18.7%	25.3%
A little worried	20.4%	25.6%	18.8%	27.2%	19.7%	26.3%
Moderately worried	22.3%	27.7%	19.8%	28.2%	22.5%	29.5%
Very worried	25.2%	30.8%	23.5%	32.5%	25.4%	32.6%

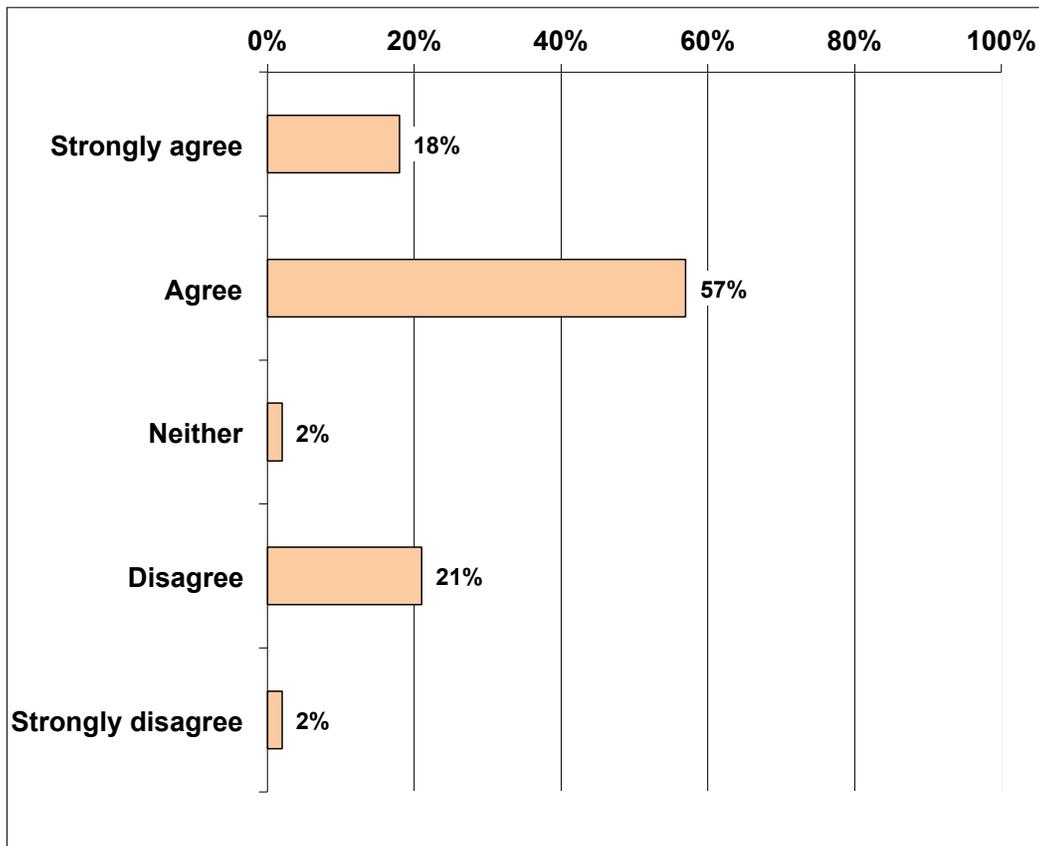
Thinking About the Future

We have just a few last questions about you and your interests. Tell me if you agree or disagree.

You spend a lot of time thinking about how what you do today will affect your life in the future.

The majority (75%) of smokers report spending a lot of time thinking about how their actions today will affect their future.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	18%	21%	14%
Agree	57%	58%	55%
Neither	2%	3%	1%
Disagree	21%	15%	27%
Strongly disagree	2%	2%	2%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	15.6%	20.4%	17.0%	25.0%	11.3%	16.7%
Agree	53.9%	60.1%	53.1%	62.9%	51.1%	58.9%
Neither	1.1%	2.9%	1.3%	4.7%	0.2%	1.8%
Disagree	18.5%	23.5%	11.5%	18.5%	23.5%	30.5%
Strongly disagree	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%

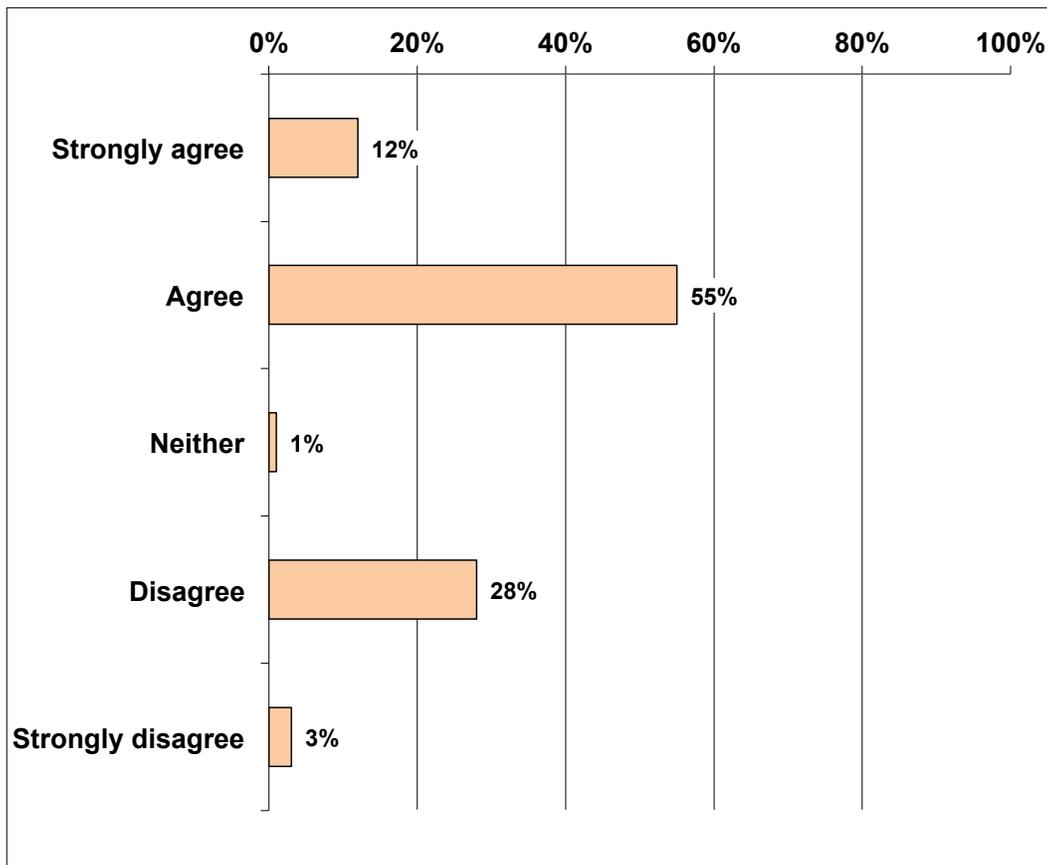
Exploring Strange Places

We have just a few last questions about you and your interests. Tell me if you agree or disagree.

You like to explore strange places.

A series of questions were asked to measure sensation seeking traits among smokers. The majority (67%) of smokers agree that they like to explore strange places.

	n=1005	n=389	n=616
	Total	Younger	Older
Strongly agree	12%	14%	10%
Agree	55%	56%	53%
Neither	1%	2%	1%
Disagree	28%	26%	32%
Strongly disagree	3%	2%	4%



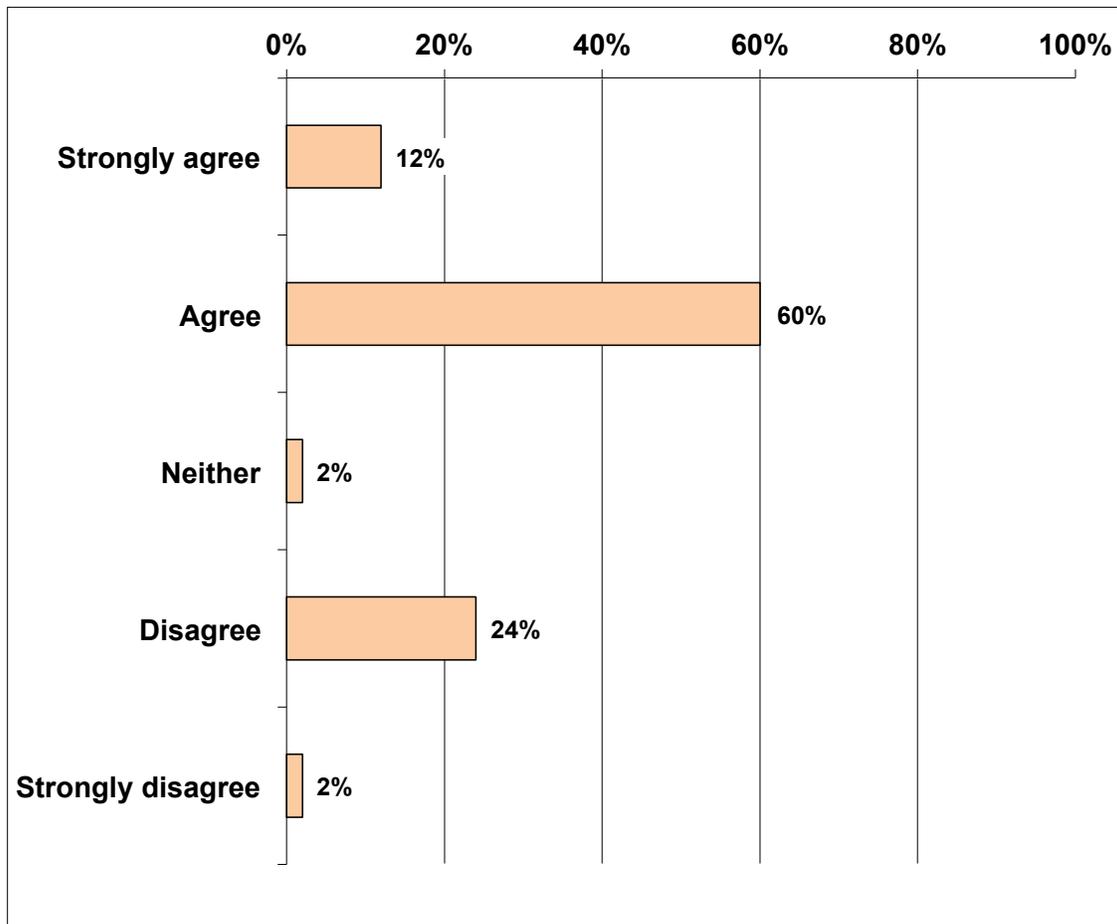
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	10.0%	14.0%	10.6%	17.4%	7.6%	12.4%
Agree	51.9%	58.1%	51.1%	60.9%	49.1%	56.9%
Neither	0.4%	1.6%	0.6%	3.4%	0.2%	1.8%
Disagree	25.2%	30.8%	21.6%	30.4%	28.3%	35.7%
Strongly disagree	1.9%	4.1%	0.6%	3.4%	2.5%	5.5%

Thrilling Activities

You like to do thrilling things.

The majority (62%) of all smokers agree that they like to do thrilling things with more of Younger smokers (80%) in agreement compared to Older Smokers (62%).

	n=1005		n=389		n=616	
	Total		Younger	Older		
Strongly agree	12%		14%	9%		
Agree	60%		66%	53%		
Neither	2%		2%	2%		
Disagree	24%		17%	34%		
Strongly disagree	2%		2%	2%		



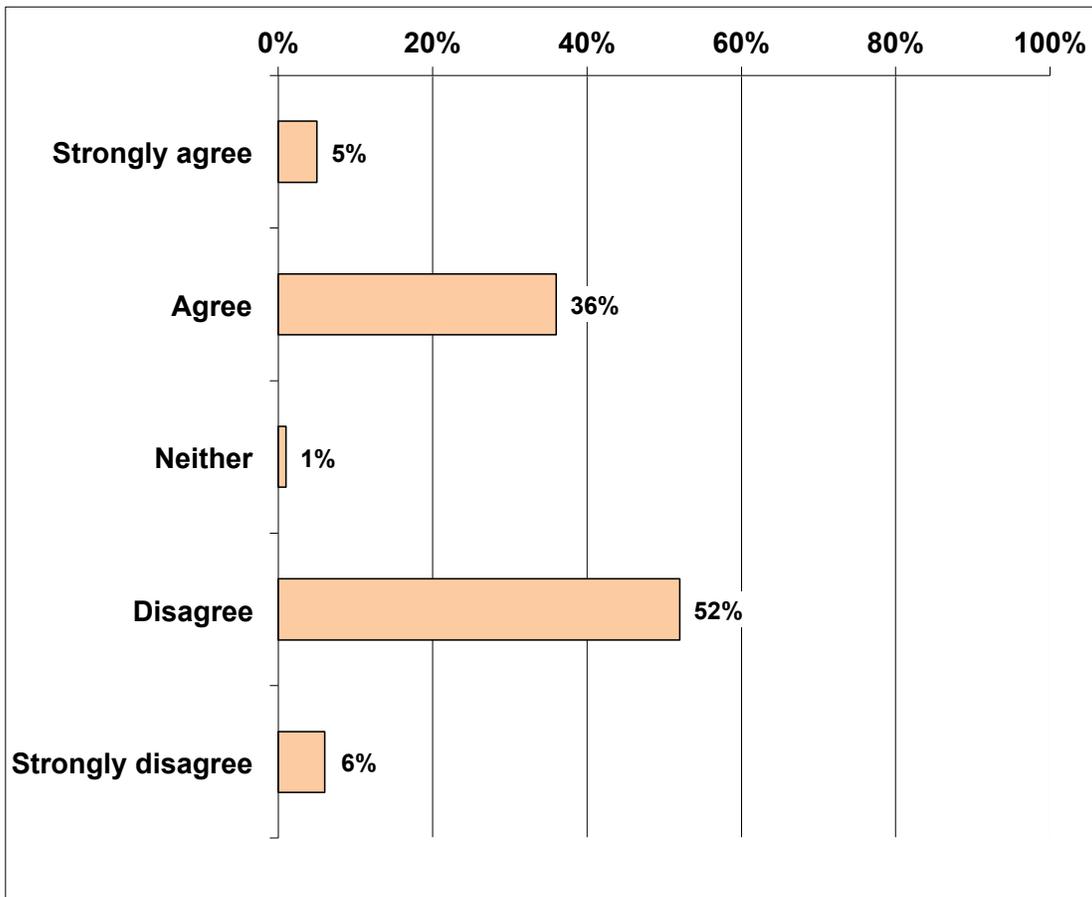
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	10.0%	14.0%	10.6%	17.4%	6.7%	11.3%
Agree	57.0%	63.0%	61.3%	70.7%	49.1%	56.9%
Neither	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%
Disagree	21.4%	26.6%	13.3%	20.7%	30.3%	37.7%
Strongly disagree	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%

New & Exciting Experiences

You like new and exciting experiences, even if you have to break the rules.

Roughly 4 out of 10 smokers agree that they like new and exciting experiences. A higher percentage of Younger smokers (51%) are in agreement compared to Older smokers (27%).

	n=1005		n=389		n=616	
	Total		Younger		Older	
Strongly agree	5%		6%		3%	
Agree	36%		45%		24%	
Neither	1%		2%		1%	
Disagree	52%		42%		65%	
Strongly disagree	6%		5%		7%	



	Total	
	Lower CI	Upper CI
Strongly agree	3.7%	6.3%
Agree	33.0%	39.0%
Neither	0.4%	1.6%
Disagree	48.9%	55.1%
Strongly disagree	4.5%	7.5%

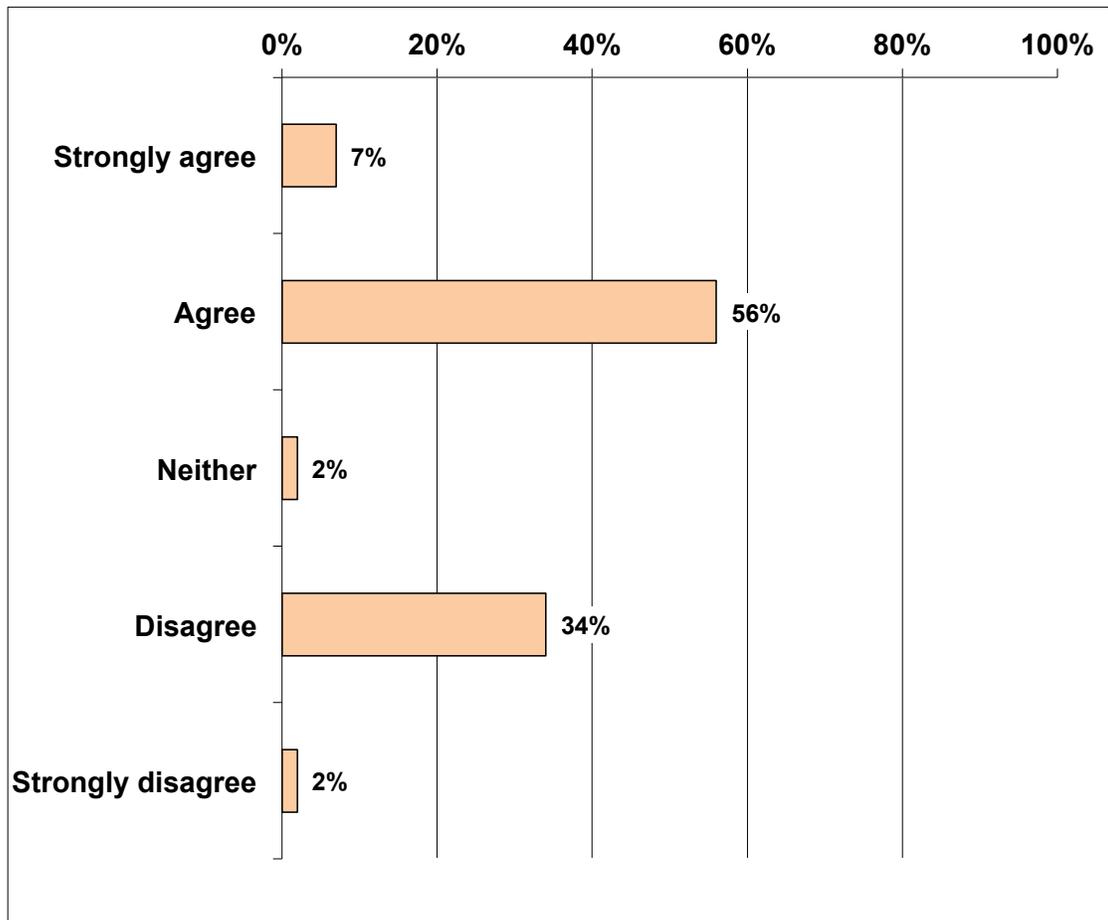
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	3.6%	8.4%	1.7%	4.3%
Agree	40.1%	49.9%	20.6%	27.4%
Neither	0.6%	3.4%	0.2%	1.8%
Disagree	37.1%	46.9%	61.2%	68.8%
Strongly disagree	2.8%	7.2%	5.0%	9.0%

Exciting Friends

You like to be with friends who are exciting and unpredictable.

The majority (62%) of smokers agree that they like to be with exciting and unpredictable friends. A higher percentage of Younger smokers (70%) are in agreement compared to Older smokers (52%).

	n=1005		n=389		n=616	
	Total		Younger		Older	
Strongly agree	7%		8%		5%	
Agree	56%		62%		47%	
Neither	2%		2%		2%	
Disagree	34%		27%		42%	
Strongly disagree	2%		1%		3%	



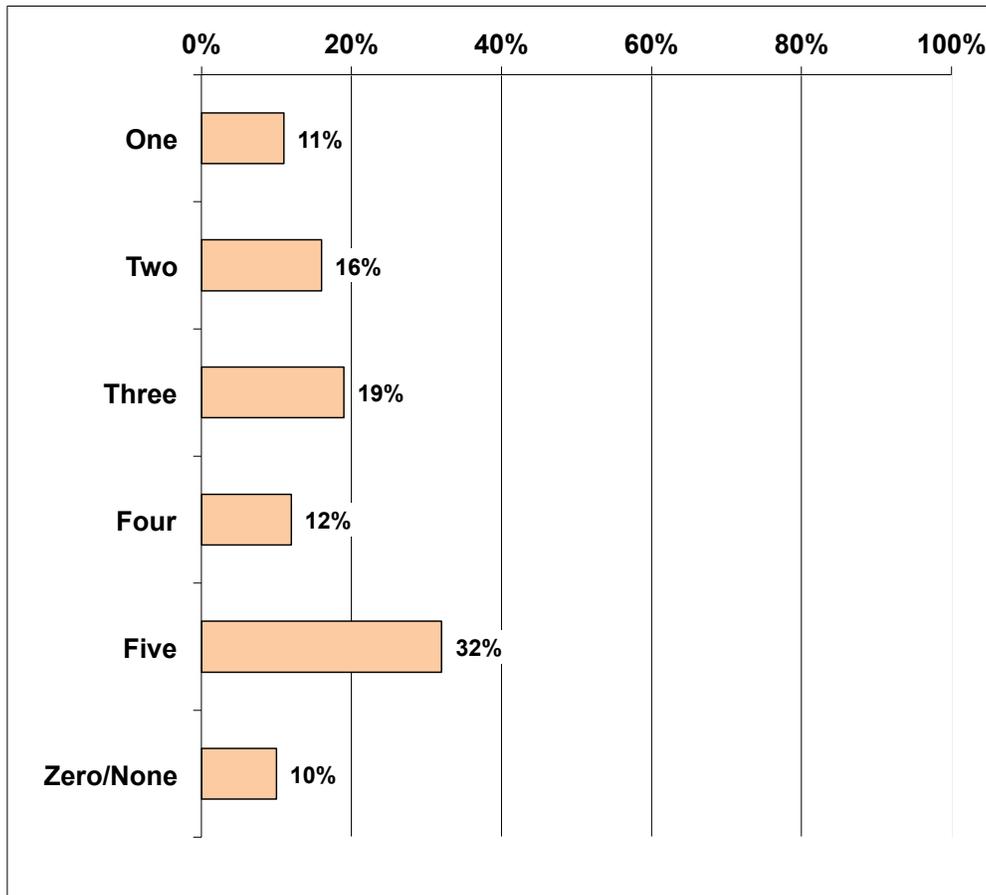
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Strongly agree	5.4%	8.6%	5.3%	10.7%	3.3%	6.7%
Agree	52.9%	59.1%	57.2%	66.8%	43.1%	50.9%
Neither	1.1%	2.9%	0.6%	3.4%	0.9%	3.1%
Disagree	31.1%	36.9%	22.6%	31.4%	38.1%	45.9%
Strongly disagree	1.1%	2.9%	0.0%	2.0%	1.7%	4.3%

Smoking Friends

Of the five closest friends or acquaintances that you spend time with on a regular basis, how many of them are smokers?

When asked how many of their five closest friends are smokers, a third (32%) of all smokers report that all five of their closest friends are smokers. A higher percentage of Younger smokers report that all five of their closest friends are smokers.

	n=1005		n=389		n=616	
	Total		Younger	Older		
One	11%		8%	14%		
Two	16%		15%	17%		
Three	19%		19%	20%		
Four	12%		14%	9%		
Five	32%		36%	26%		
Zero/None	10%		6%	15%		



	Total	
	Lower CI	Upper CI
One	9.1%	12.9%
Two	13.7%	18.3%
Three	16.6%	21.4%
Four	10.0%	14.0%
Five	29.1%	34.9%
Zero/None	8.1%	11.9%

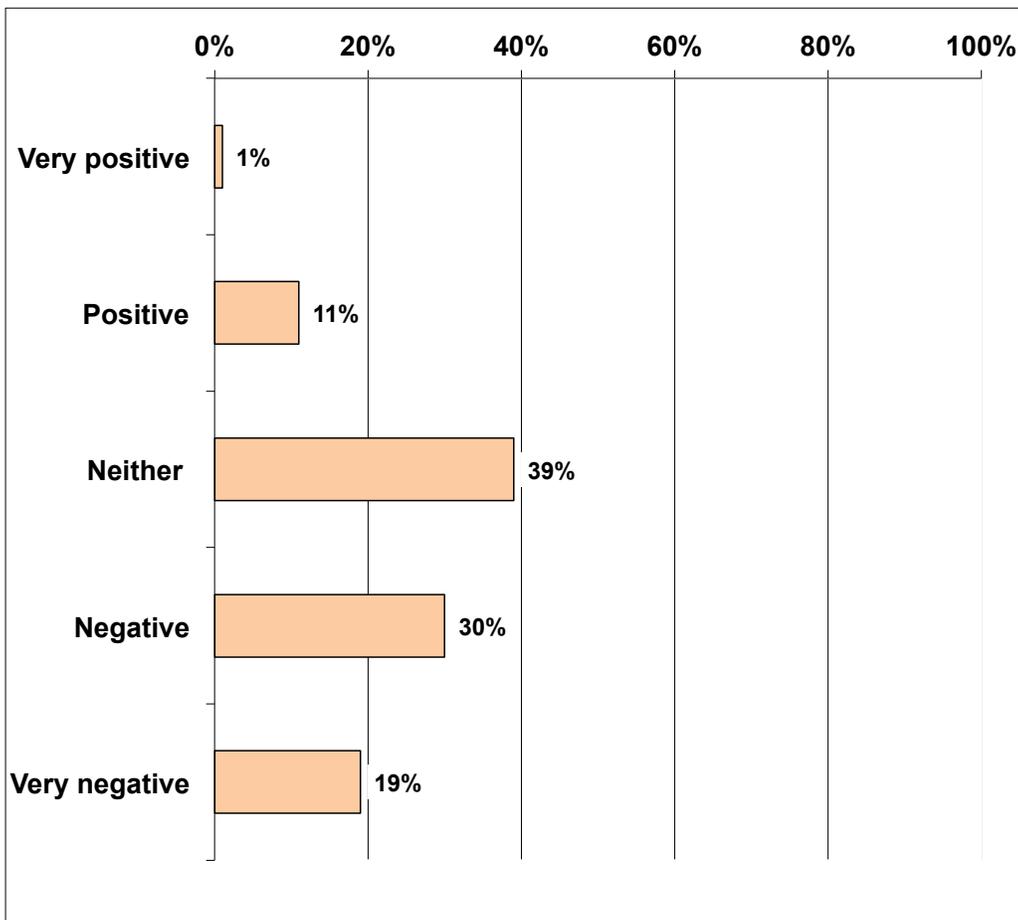
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
One	5.3%	10.7%	11.3%	16.7%
Two	11.5%	18.5%	14.0%	20.0%
Three	15.1%	22.9%	16.8%	23.2%
Four	10.6%	17.4%	6.7%	11.3%
Five	31.2%	40.8%	22.5%	29.5%
Zero/None	3.6%	8.4%	12.2%	17.8%

Overall Opinion of Smoking

What is your overall opinion of smoking? Is it very positive, positive, neither positive nor negative, negative, or very negative?

Younger smokers report having an opinion of smoking that is neither positive nor negative compared to Older smokers.

	n=1005	n=389	n=616
	Total	Younger	Older
Very positive	1%	1%	2%
Positive	11%	9%	13%
Neither	39%	44%	33%
Negative	30%	28%	32%
Very negative	19%	18%	20%



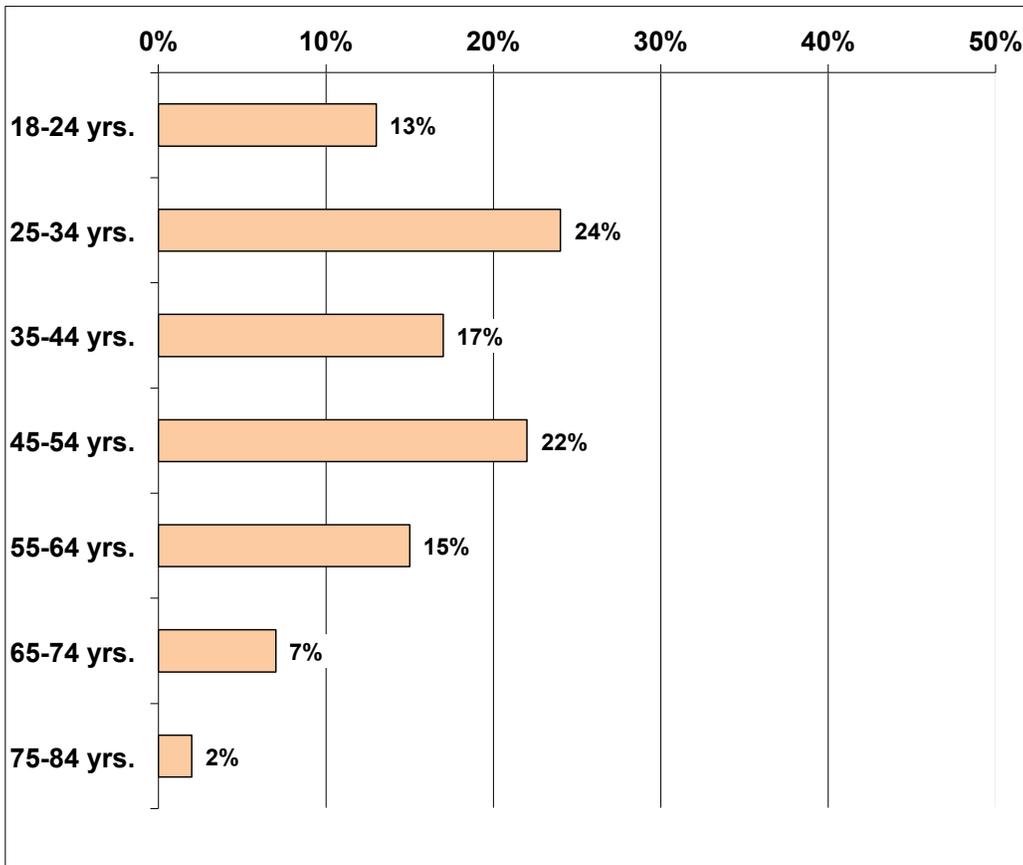
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Very positive	0.4%	1.6%	0.0%	2.0%	0.9%	3.1%
Positive	9.1%	12.9%	6.2%	11.8%	10.3%	15.7%
Neither	36.0%	42.0%	39.1%	48.9%	29.3%	36.7%
Negative	27.2%	32.8%	23.5%	32.5%	28.3%	35.7%
Very negative	16.6%	21.4%	14.2%	21.8%	16.8%	23.2%

Age

What is your age?

The data were weighted by age to the adult smoking population in Arkansas.

	n=1005	n=389	n=616
	Total	Younger	Older
18-24 yrs.	13%	23%	0%
25-34 yrs.	24%	42%	0%
35-44 yrs.	17%	31%	0%
45-54 yrs.	22%	4%	47%
55-64 yrs.	15%	0%	34%
65-74 yrs.	7%	0%	15%
75-84 yrs.	2%	0%	3%



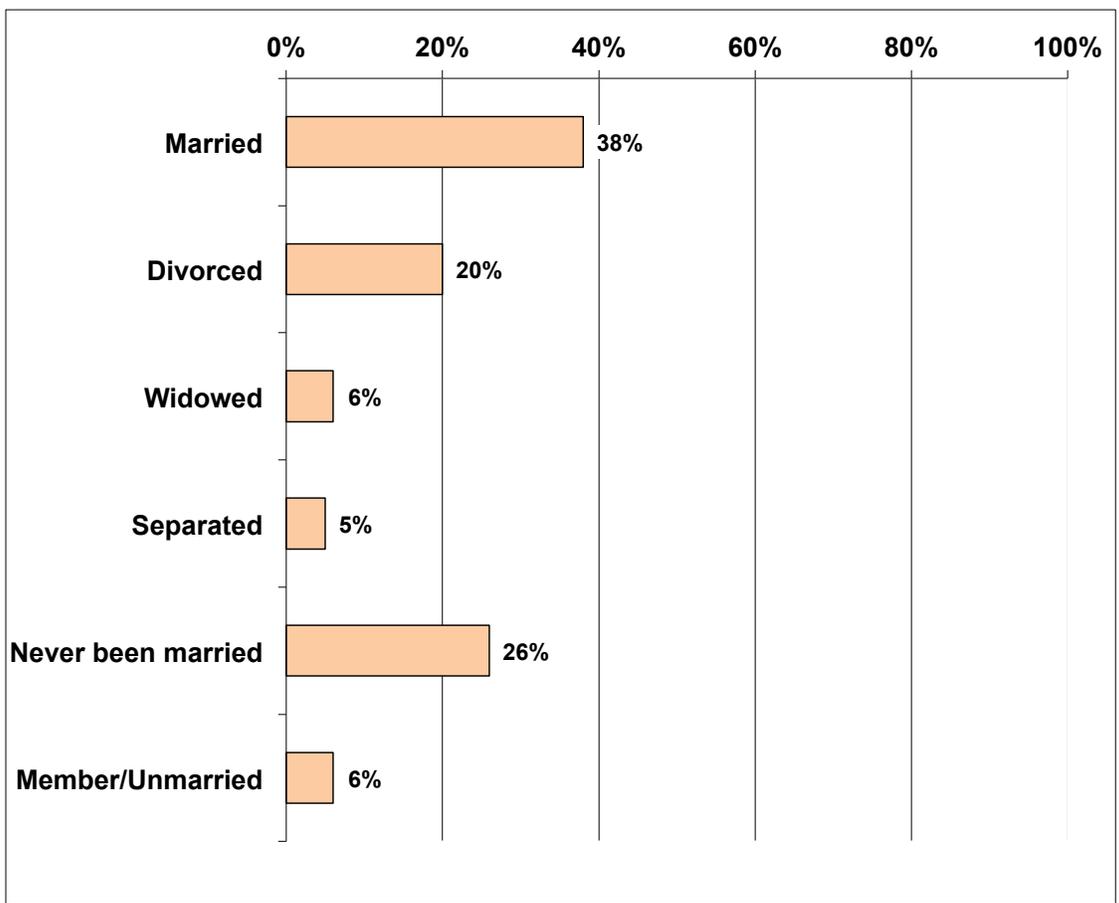
	<u>Total</u>		<u>Younger</u>		<u>Older</u>	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
18-24 yrs.	10.9%	15.1%	18.8%	27.2%	0.0%	0.0%
25-34 yrs.	21.4%	26.6%	37.1%	46.9%	0.0%	0.0%
35-44 yrs.	14.7%	19.3%	26.4%	35.6%	0.0%	0.0%
45-54 yrs.	19.4%	24.6%	2.1%	5.9%	43.1%	50.9%
55-64 yrs.	12.8%	17.2%	0.0%	0.0%	30.3%	37.7%
65-74 yrs.	5.4%	8.6%	0.0%	0.0%	12.2%	17.8%
75-84 yrs.	1.1%	2.9%	0.0%	0.0%	1.7%	4.3%

Marital Status

Are you married, divorced, widowed, separated, never been married, or a member of an unmarried couple?

Nearly 4 out of 10 (38%) smokers are married. A higher percentage of the Younger smokers report having "never been married."

	n=1005	n=389	n=616
	Total	Younger	Older
Married	38%	31%	48%
Divorced	20%	16%	25%
Widowed	6%	0%	14%
Separated	5%	5%	3%
Never been married	26%	40%	6%
Member/unmarried couple	6%	7%	4%



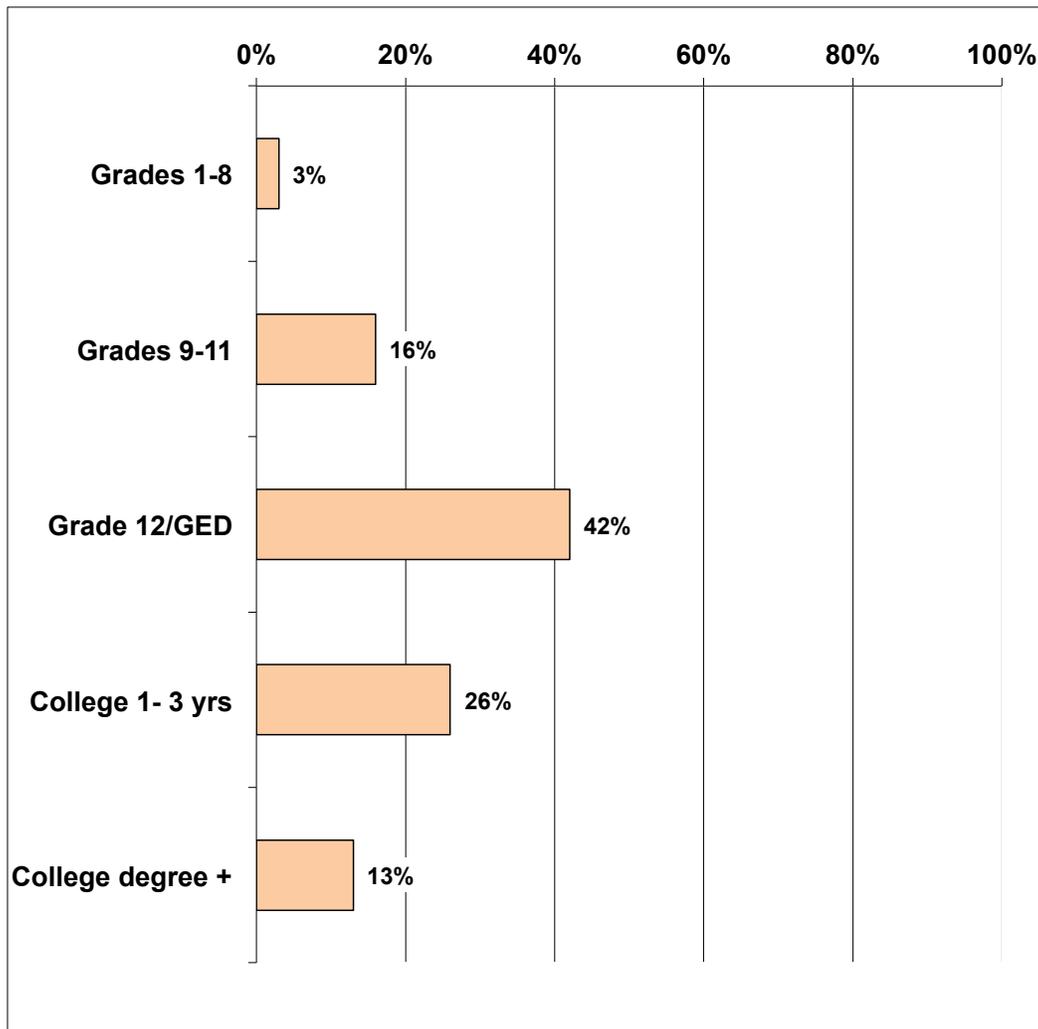
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Married	35.0%	41.0%	26.4%	35.6%	44.1%	51.9%
Divorced	17.5%	22.5%	12.4%	19.6%	21.6%	28.4%
Widowed	4.5%	7.5%	0.0%	0.0%	11.3%	16.7%
Separated	3.7%	6.3%	2.8%	7.2%	1.7%	4.3%
Never been married	23.3%	28.7%	35.1%	44.9%	4.1%	7.9%
Member/unmarried couple	4.5%	7.5%	4.5%	9.5%	2.5%	5.5%

Education

What is the highest grade or year of school you completed?

The majority of smokers (81%) have a high school diploma or higher. About 1 in 10 (13%) smokers have at minimum a college degree.

	n=1005	n=389	n=616
	Total	Younger	Older
Grades 1-8	3%	1%	5%
Grades 9-11	16%	15%	17%
Grade 12/GED	42%	44%	40%
College 1- 3 yrs	26%	28%	24%
College degree +	13%	12%	14%



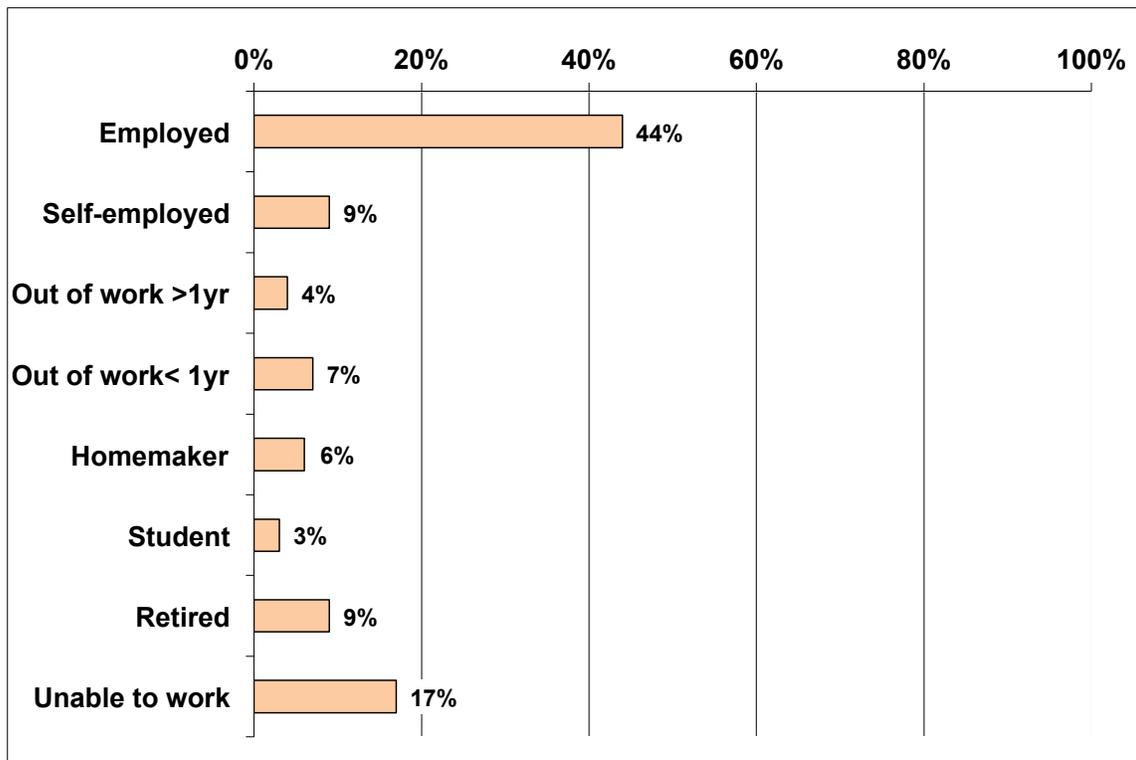
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Grades 1-8	1.9%	4.1%	0.0%	2.0%	3.3%	6.7%
Grades 9-11	13.7%	18.3%	11.5%	18.5%	14.0%	20.0%
Grade 12/GED	38.9%	45.1%	39.1%	48.9%	36.1%	43.9%
College 1- 3 yrs	23.3%	28.7%	23.5%	32.5%	20.6%	27.4%
College degree +	10.9%	15.1%	8.8%	15.2%	11.3%	16.7%

Employment Status

Are you employed for wages, self-employed, out of work for more than 1 year, out of work for less than 1 year, a homemaker, a student, retired, or unable to work?

Nearly half (44%) of all smokers report being employed for wages however, more Older smokers are unable to work (26%) compared to Younger smokers (10%).

	n=1005		n=389		n=616	
	Total		Younger		Older	
Employed	44%		56%		29%	
Self-employed	9%		9%		10%	
Out of work >1yr	4%		4%		5%	
Out of work < 1yr	7%		9%		6%	
Homemaker	6%		7%		5%	
Student	3%		5%		0%	
Retired	9%		0%		20%	
Unable to work	17%		10%		26%	



	Total	
	Lower CI	Upper CI
Employed	40.9%	47.1%
Self-employed	7.2%	10.8%
Out of work >1yr	2.8%	5.2%
Out of work < 1yr	5.4%	8.6%
Homemaker	4.5%	7.5%
Student	1.9%	4.1%
Retired	7.2%	10.8%
Unable to work	14.7%	19.3%

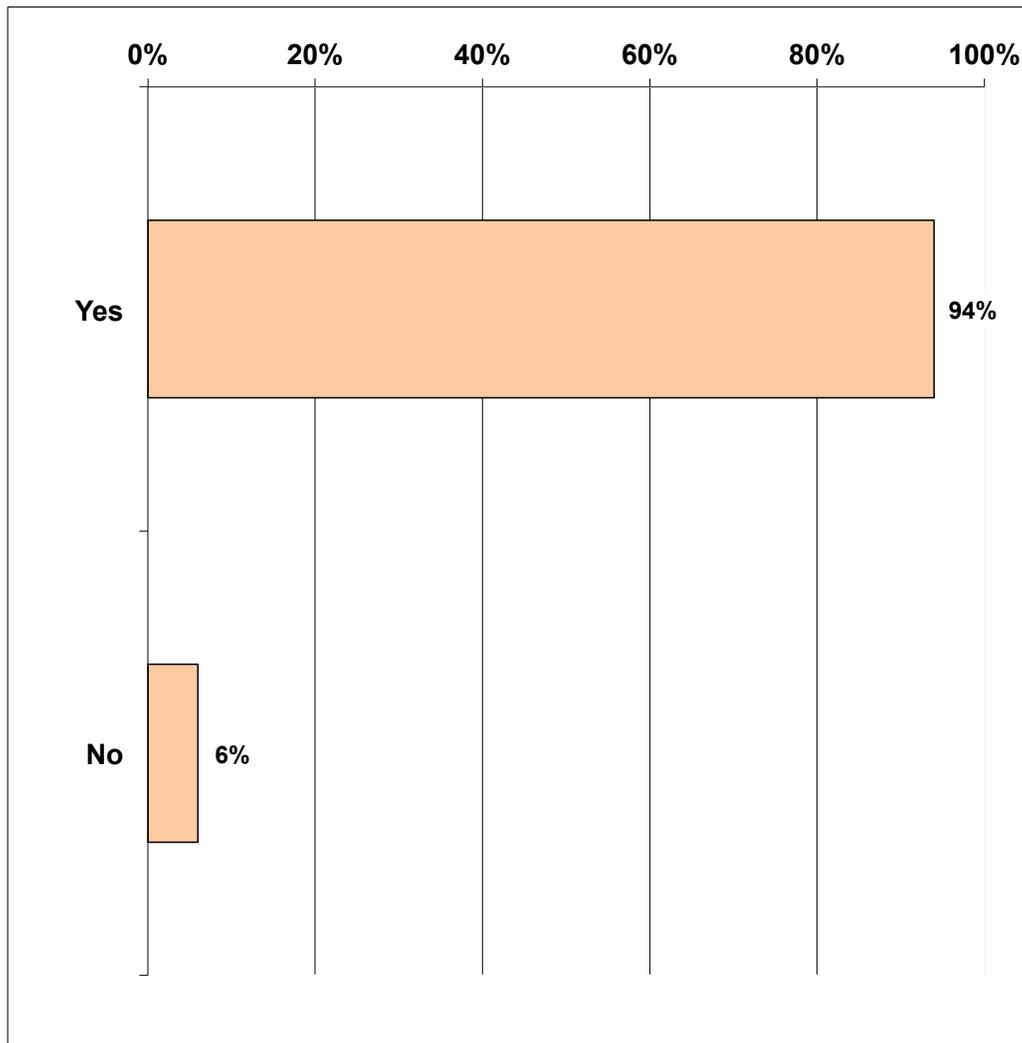
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Employed	51.1%	60.9%	25.4%	32.6%
Self-employed	6.2%	11.8%	7.6%	12.4%
Out of work >1yr	2.1%	5.9%	3.3%	6.7%
Out of work < 1yr	6.2%	11.8%	4.1%	7.9%
Homemaker	4.5%	9.5%	3.3%	6.7%
Student	2.8%	7.2%	0.0%	0.0%
Retired	0.0%	0.0%	16.8%	23.2%
Unable to work	7.0%	13.0%	22.5%	29.5%

Employment Location

Are you currently employed outside the home?

Nearly all (94%) of the employed smokers report being employed outside the home.

	n=462		n=250	n=212
	Total		Younger	Older
Yes	94%		94%	93%
No	6%		6%	7%



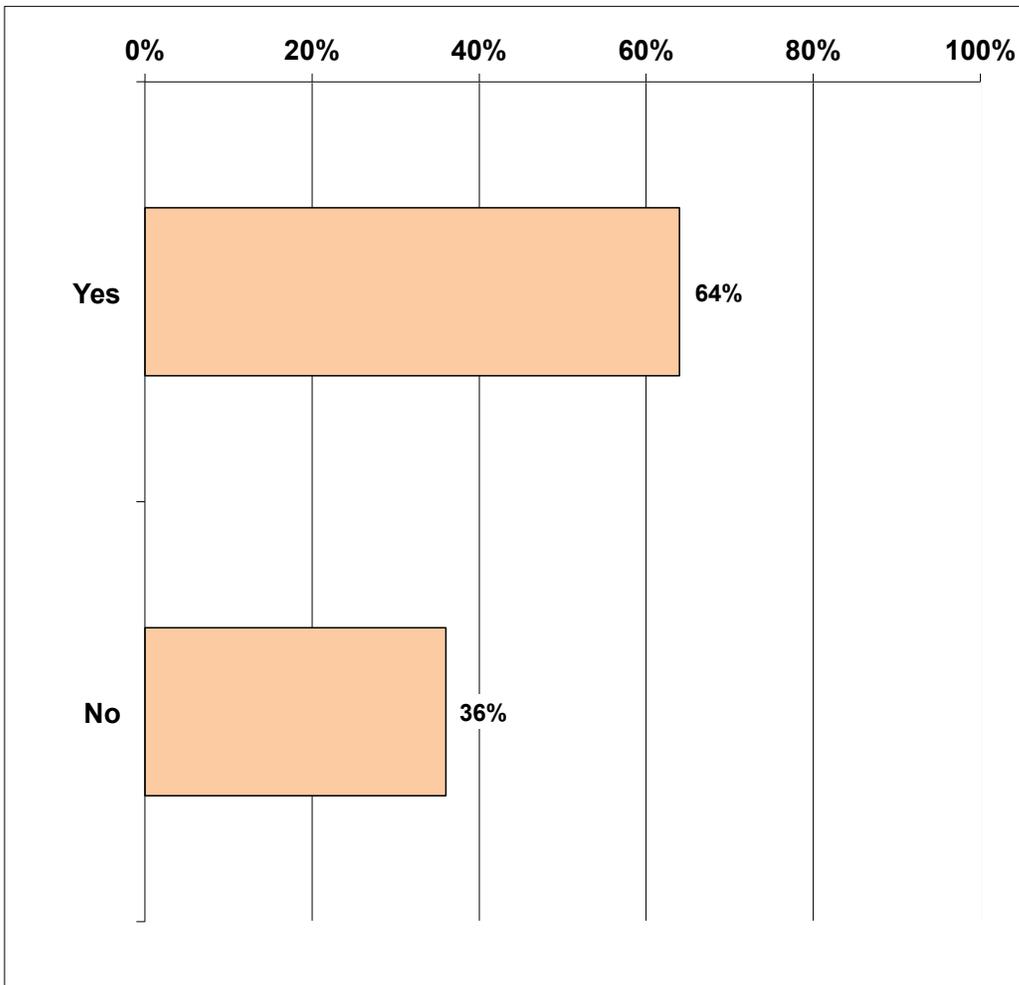
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	91.8%	96.2%	91.1%	96.9%	89.6%	96.4%
No	3.8%	8.2%	3.1%	8.9%	3.6%	10.4%

Work Day Difference

Is there a difference between the number of <tobacco type> you smoke during a workday and the number you smoke during a non-work day?

Of the smokers who are currently employed for wages, nearly two-thirds (64%) report there is a difference in the amount they smoke on a workday and the amount they smoke on a non-work day.

	n=462	n=250	n=212
	Total	Younger	Older
Yes	64%	64%	63%
No	36%	36%	36%
Refused	0%	0%	1%



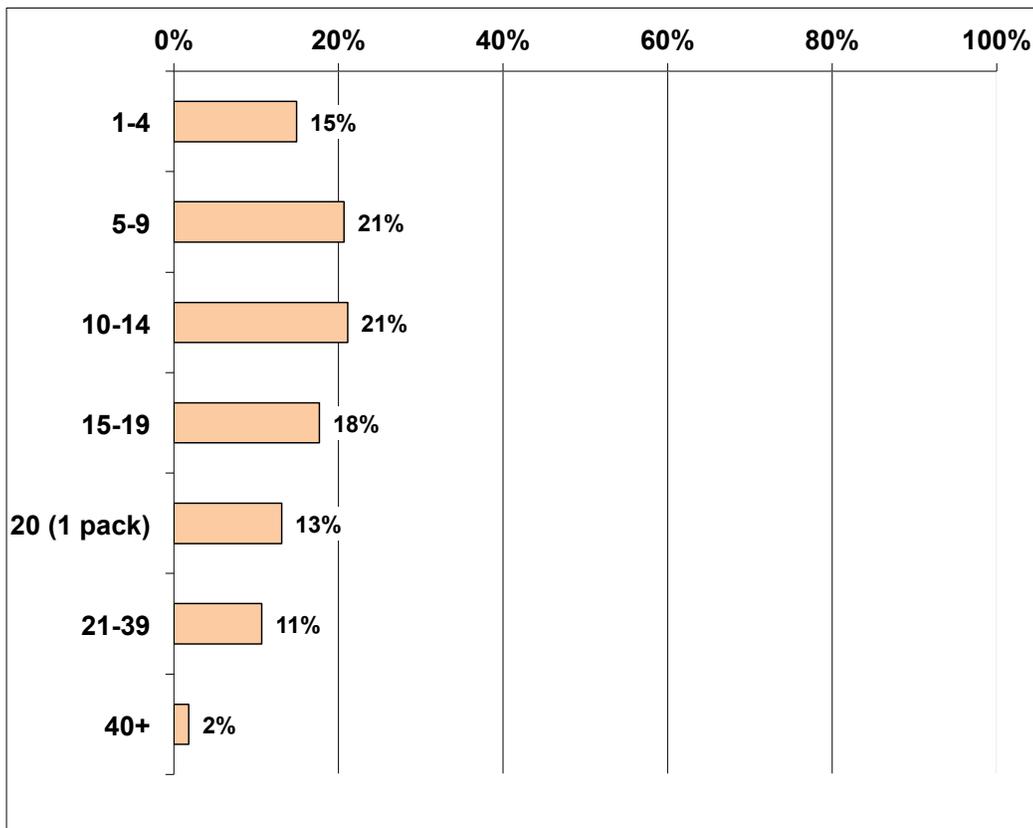
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Yes	59.6%	68.4%	58.0%	70.0%	56.5%	69.5%
No	31.6%	40.4%	30.0%	42.0%	29.5%	42.5%

Workday Amount

On average, how many <tobacco type> do you smoke on a non-working day?

Younger employed smokers are more likely (43%) to smoke under 10 cigarettes on a non-work day compared to Older employed smokers (21%).

	n=296		n=160		n=136	
	Total		Younger		Older	
1-4	15%		19%		6%	
5-9	21%		24%		15%	
10-14	21%		21%		21%	
15-19	18%		18%		17%	
20 (1 pack)	13%		12%		15%	
21-39	11%		6%		22%	
40+	2%		1%		4%	



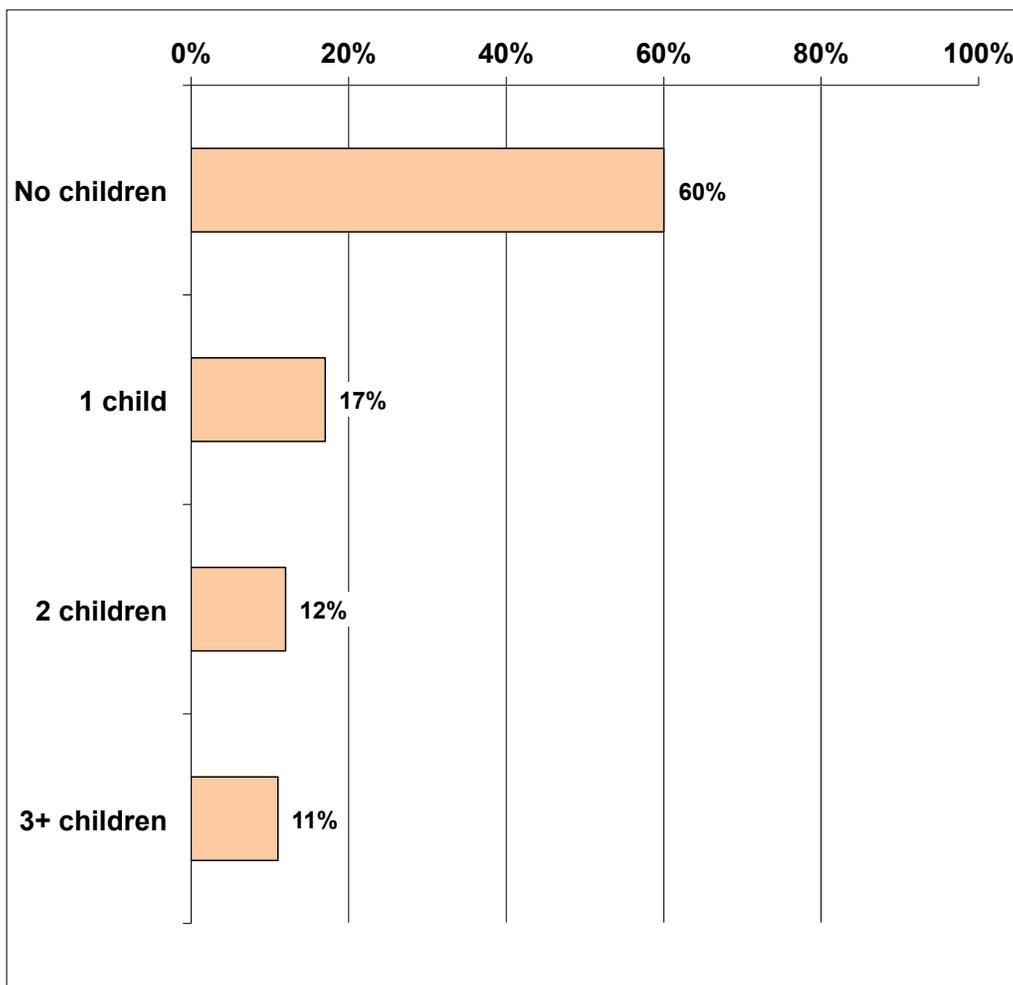
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
1-4	12.7%	17.1%	14.8%	22.6%	4.5%	8.3%
5-9	18.2%	23.2%	19.3%	27.7%	11.7%	17.3%
10-14	18.6%	23.6%	17.0%	25.2%	18.1%	24.5%
15-19	15.3%	20.1%	14.2%	21.8%	14.1%	20.1%
20 (1 pack)	11.0%	15.2%	8.9%	15.3%	12.5%	18.3%
21-39	8.8%	12.6%	3.4%	8.0%	18.5%	25.1%
40+	1.0%	2.6%	0.0%	2.0%	2.0%	5.0%

Children

How many children under 18 years of age are living in your household?

Approximately 6 out of 10 (60%) smokers have no children under 18 years of age living in their household. A higher percentage of Younger smokers report having children in the home.

	n=1005	n=389	n=616
	Total	Younger	Older
None	60%	44%	80%
1 child	17%	20%	13%
2 children	12%	17%	4%
3+ children	11%	19%	3%



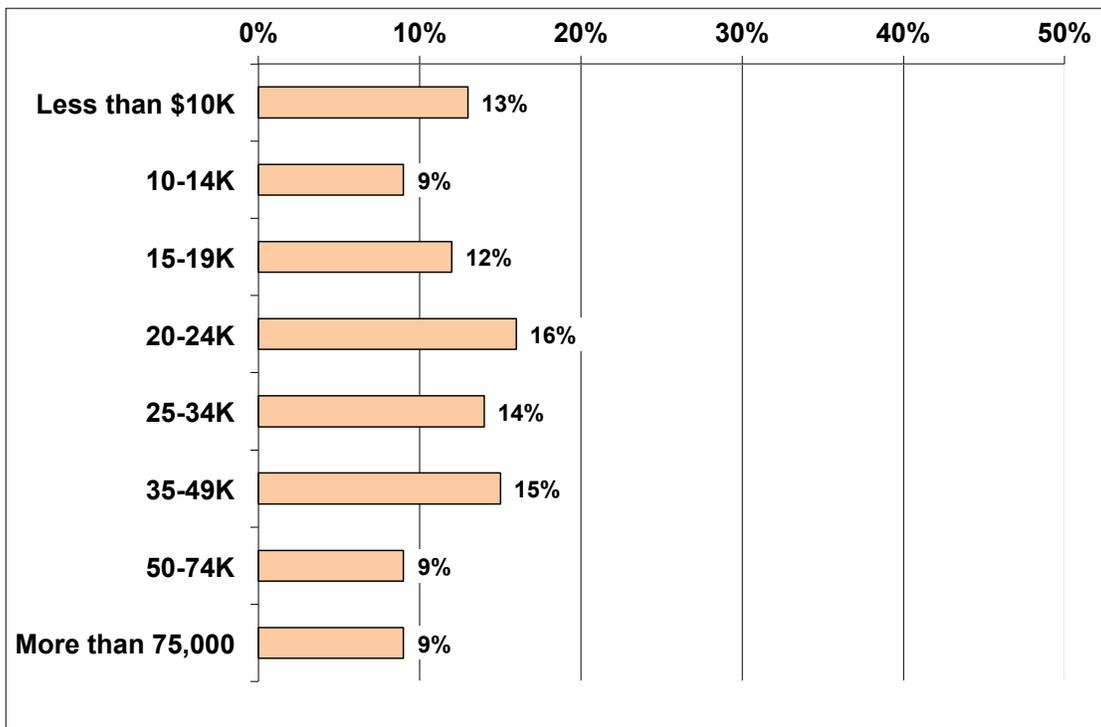
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
None	57.0%	63.0%	39.1%	48.9%	76.8%	83.2%
1 child	14.7%	19.3%	16.0%	24.0%	10.3%	15.7%
2 children	10.0%	14.0%	13.3%	20.7%	2.5%	5.5%
3+ children	9.1%	12.9%	15.1%	22.9%	1.7%	4.3%

Income

Income

Slightly over 2 out of 10 (22%) smokers indicate that they earn more than \$75,000 annually.

	n=1005		n=389		n=616	
	Total		Younger	Older		
Less than 10K	13%		13%	12%		
10-14K	9%		9%	10%		
15-19K	12%		11%	13%		
20-24K	16%		20%	11%		
25-34K	14%		13%	15%		
35K-49K	15%		16%	14%		
50-74K	9%		7%	12%		
More than 75K	9%		8%	10%		
Don't know	1%		1%	0%		
Refused	2%		1%	2%		



	Total	
	Lower CI	Upper CI
Less than 10K	10.9%	15.1%
10-14K	7.2%	10.8%
15-19K	10.0%	14.0%
20-24K	13.7%	18.3%
25-34K	11.9%	16.1%
35K-49K	12.8%	17.2%
50-74K	7.2%	10.8%
More than 75K	7.2%	10.8%

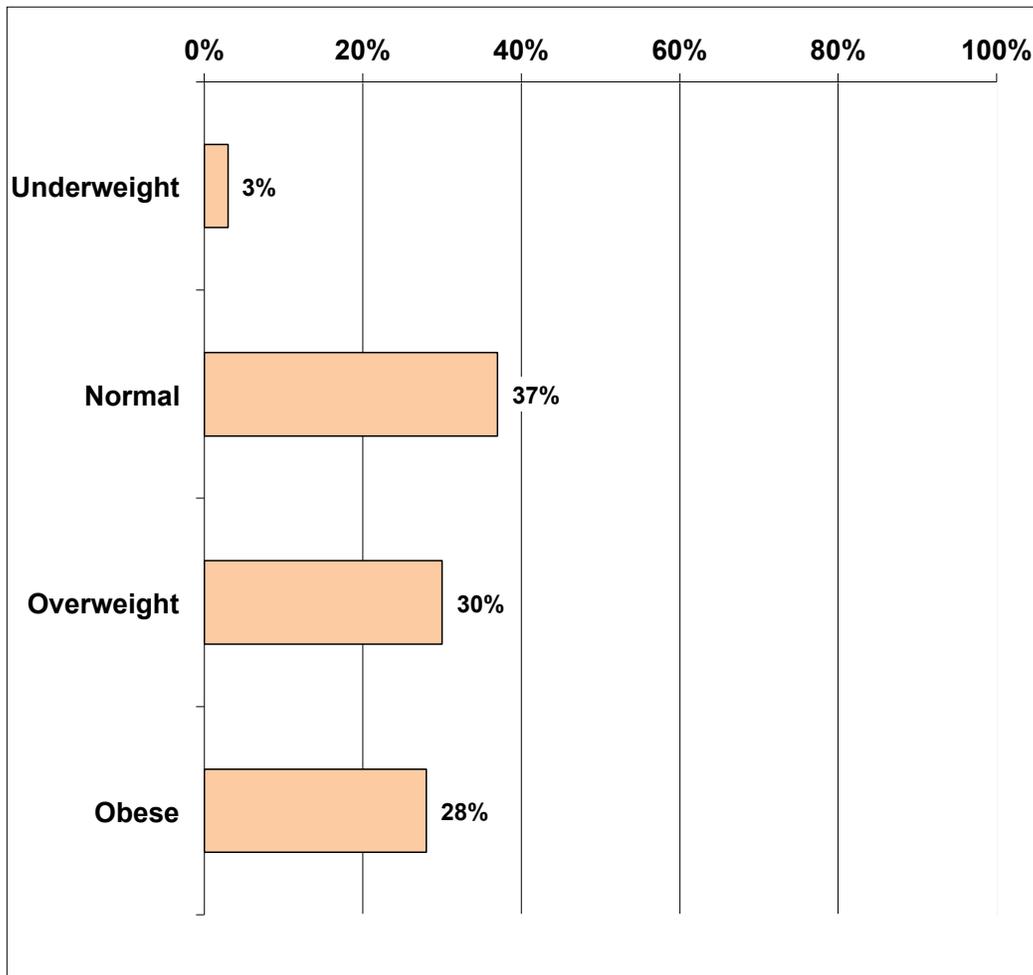
	Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI
Less than 10K	9.7%	16.3%	9.4%	14.6%
10-14K	6.2%	11.8%	7.6%	12.4%
15-19K	7.9%	14.1%	10.3%	15.7%
20-24K	16.0%	24.0%	8.5%	13.5%
25-34K	9.7%	16.3%	12.2%	17.8%
35K-49K	12.4%	19.6%	11.3%	16.7%
50-74K	4.5%	9.5%	9.4%	14.6%
More than 75K	5.3%	10.7%	7.6%	12.4%

BMI

Using the weight and height information provided by the respondent, a BMI score was calculated.

Approximately 1 in 3 (28%) smokers have dual health risk factors. They are regular tobacco users with a BMI score that places them in the Obese category.

	n=1005	n=389	n=616
	Total	Younger	Older
Underweight	3%	3%	4%
Normal	37%	38%	36%
Overweight	30%	28%	32%
Obese	28%	30%	26%
No calculation	1%	1%	2%



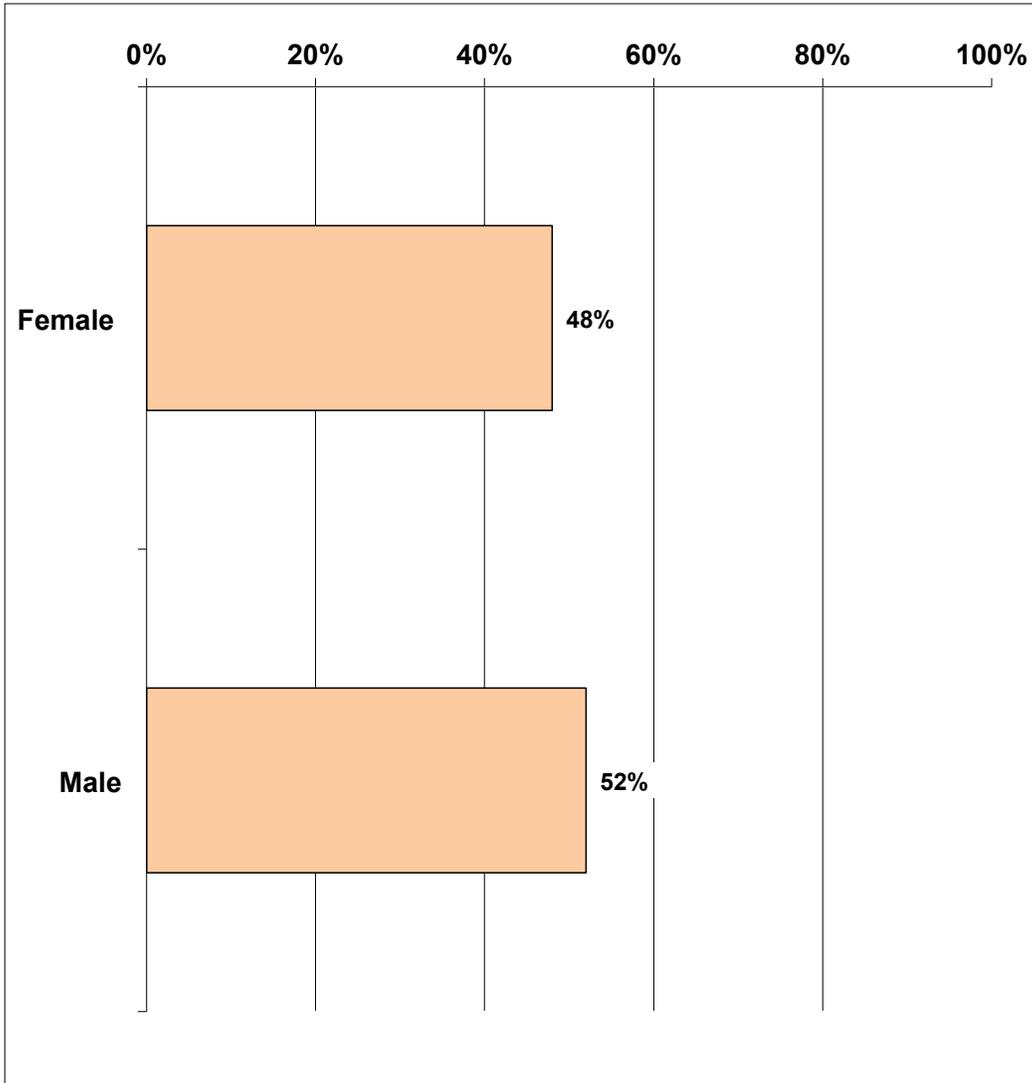
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Underweight	1.9%	4.1%	1.3%	4.7%	2.5%	5.5%
Normal	34.0%	40.0%	33.2%	42.8%	32.2%	39.8%
Overweight	27.2%	32.8%	23.5%	32.5%	28.3%	35.7%
Obese	25.2%	30.8%	25.4%	34.6%	22.5%	29.5%

Gender

Gender

The data were weighted by gender to the adult smoking population in Arkansas.

	n=1005	n=389	n=616
	Total	Younger	Older
Female	48%	47%	49%
Male	52%	53%	51%



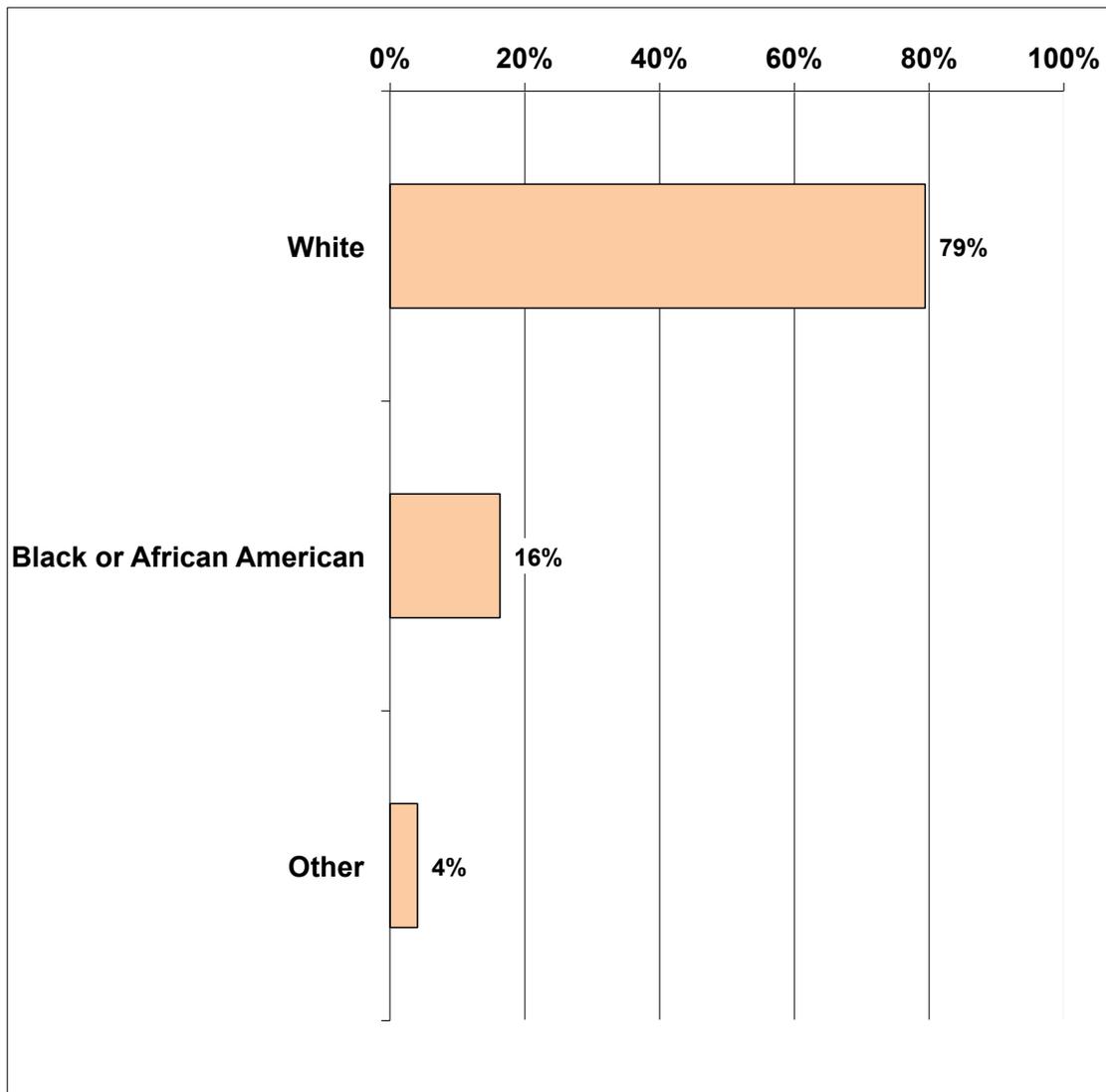
	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
Female	44.9%	51.1%	42.0%	52.0%	45.1%	52.9%
Male	48.9%	55.1%	48.0%	58.0%	47.1%	54.9%

Race

Which one of these groups would you say best represents your race?

The data were weighted by race to the adult smoking population in Arkansas.

	n=1005	n=389	n=616
	Total	Younger	Older
White	79%	77%	83%
Black or African American	16%	18%	14%
Other	4%	5%	2%



	Total		Younger		Older	
	Lower CI	Upper CI	Lower CI	Upper CI	Lower CI	Upper CI
White	76.9%	81.9%	72.3%	80.7%	80.4%	86.2%
Black or African American	14.0%	18.6%	14.2%	21.8%	11.4%	17.0%
Other	2.9%	5.3%	3.2%	7.6%	1.2%	3.6%

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