

**Tobacco Attitudes and Media Survey  
2003**

**prepared for the  
Division of Public Health,  
Delaware Health and Social Services**

**by**

**Edward C. Ratledge**

**Center for Applied Demography & Survey Research  
College of Human Services, Education and Public Policy  
University of Delaware**

**Newark, Delaware 19716**

---

The University of Delaware is committed to assuring equal opportunity to all persons and does not discriminate on the basis of race, color, gender, religion, ancestry, national origin, sexual preference, veteran status, age, or disability in its educational programs, activities, admissions, or employment practices as required by Title IX of the Educational Amendments of 1972, Title VI of the Civil Rights Act of 1964, the Rehabilitation Act of 1973, the Americans with Disabilities Act, other applicable statutes, and University policy. Inquiries concerning these statutes and information regarding campus accessibility and Title VI should be referred to the Affirmative Action Officer, 305 Hullihen Hall, 302/831-2835 (voice), 302/831-4552(TDD).

---

## TABLE OF CONTENTS

	Page
List of Tables .....	iv
List of Figures .....	v
Introduction .....	1
Smoking in Delaware .....	2
Second-Hand Smoke .....	7
Tobacco and the Media .....	15
Observations .....	22
Appendix .....	24

---

## LIST OF TABLES

Table	Page
3-1 Upper Estimates of Exposure to Smoking at Home .....	8

---

## LIST OF FIGURES

Figure		Page
2-1	Smoked 100 Cigarettes in Your Lifetime by Age Group .....	2
2-2	Frequency of Smoking by Gender .....	3
2-3	Planning to Quit Smoking by Race .....	4
2-4	Planning to Quit Smoking by Frequency of Smoking .....	4
2-5	Had Seen “Quitline” Advertisement by Frequency of Smoking .....	5
3-1	Percent with No Other Smokers at Home by Frequency of Smoking .....	7
3-2	Days per Week of Exposure to Other’s Smoke at Home by Frequency of Smoking .....	8
3-3	Days per Week of Exposure to Other’s Smoke at Work by Frequency of Smoking .....	9
3-4	People Should be Protected from Second-hand Smoke by Frequency of Smoking .....	10
3-5	Number of Friends Who Smoke by Frequency of Smoking .....	11
3-6	Use of Smoke Free Restaurants by Frequency of Use .....	12
3-7	Use of Smoke Free Bars by Frequency of Smoking .....	12
3-8	Use of Smoke Free Casinos by Frequency of Smoking .....	13
4-1	Heard Messages about Dangers of Second-hand Smoke by Frequency of Smoking .....	15
4-2	Source of Messages about Dangers of Second-hand Smoke .....	16
4-3	Heard Messages from Local People about Delaware Quitline by Frequency of Smoking .....	17
4-4	Source of Messages about Delaware Quitline .....	17
4-5	Have Seen Particular TV Commercial About Quitline by Frequency of Smoking .....	18
4-6	Items Owned with Tobacco Company Logo by Frequency of Smoking .....	19
4-7	Looked at Tobacco Ads in Magazines this Week by Frequency of Smoking .....	20
4-8	Neutral Reaction to Tobacco Ads in Magazines by Frequency of Smoking .....	20
4-9	What Percent of Delaware’s Adults Smoke? .....	21

## **Introduction**

The Delaware Division of Public Health has developed and implemented a program that is intended to help educate Delawareans and to provide assistance to the current generation of smokers that need assistance in quitting. The Delaware Quitline is perhaps the most well known part of this effort. This study replicates in large part one conducted in 2002.

The survey that was conducted by the Center for Applied Demography & Survey Research (CADSR) located at the University of Delaware had three primary objectives. First, the survey measured the prevalence of smoking within the state. Second, it was used to gather information about exposure to smoke from those other than the respondent. Finally, questions were asked to measure both the penetration of the media campaign that stresses tobacco control and the awareness of tobacco company advertising.

The survey began on April 28, 2003, and was completed on June 20, 2003. The data is centered on June 1, 2003. A total of 1,147 adult Delawareans were interviewed during this time period. The telephone numbers were generated randomly to insure that both listed and unlisted numbers had an equal chance to participate. This is commonly referred to as random digit dialing. Up to 15 attempts were made to contact a potential respondent at each telephone number. Once it was ascertained that the number was in a private residence, a random adult was chosen and that person was asked to participate. Approximately 58% of those respondents selected were willing to participate and complete the survey.

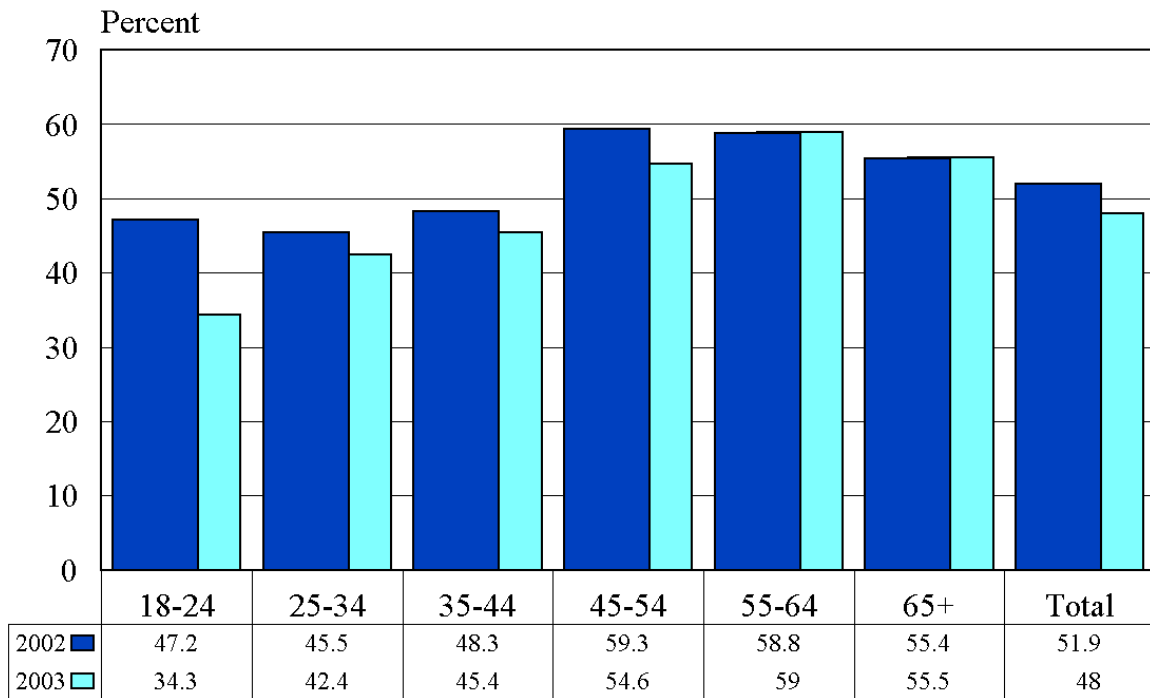
The sample was selected as a simple random sample of the State of Delaware. Of those interviewed, 185 were from Kent County, 680 were from New Castle County, and 274 were from Sussex County. Eight of the respondents would not answer this question. Overall the distribution was within 2% of the households reported in the 2000 Decennial Census. Female respondents comprised 62% of the sample, which is somewhat higher than what would have been expected from a random sample (53%). Respondents who were 65 years of age or older accounted for nearly 17% of the sample in contrast to 13% reported by the Census. To account for these differences, even though they are not large, the data was weighted to reflect the adults by age, gender, and county, and those are the results presented in this document.

This report has three major sections following this brief introduction. In the first section, the current status of smoking in Delaware is addressed. Information about second-hand smoke is found in the next section. The third section addresses the data gathered about tobacco and the media. The report concludes with some general observations about the survey.

## Smoking in Delaware

Respondents were first asked if they had smoked at least 100 cigarettes in their lifetimes. This question helps separate people into one of three groups: (1) never smoked, (2) smoked but quit, and (3) current smokers. The results are summarized in Figure 2-1, below by age group.

**Figure 2-1**  
**Smoked 100 Cigarettes in Your Lifetime**  
**by Age Group and Year**

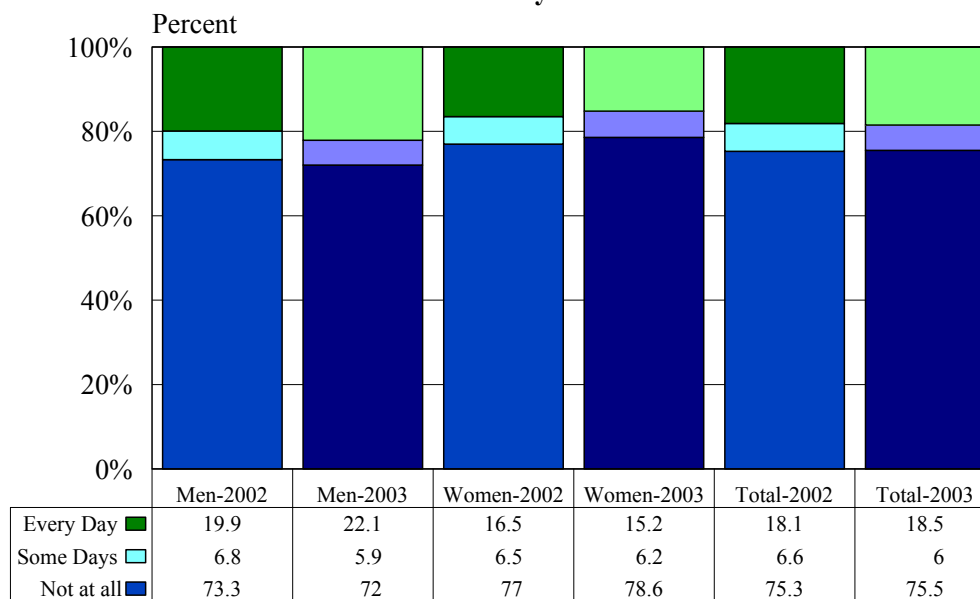


Source: Center for Applied Demography & Survey Research, University of Delaware

The data from 2002 and 2003 have similar distributions, although the younger age groups in 2003 appear to be less likely to have smoked than those surveyed in 2002. Those differences are not statistically different. The figure shows that there is still a distinct difference of more than 10 percent in whether the respondent had ever smoked between those over 44 and those under. These results are very much in agreement with those observed in the Behavioral Risk Factor Survey (BRFSS) for 2002, which is a much larger sample but covers many more topics. These results suggest that the Surgeon General's report in 1964 had some long lasting impact but still does not persuade at least 40% of the population from trying smoking. Men are more prone to begin smoking (52%) than women (44%). This relationship also holds when one considers age as

well. Young men are more likely to try smoking (40%) compared with young women (29%). That difference is maintained between the genders as age increases. (Obviously, an older person has had more opportunity to begin smoking, but it is assumed that the practice begins earlier rather than later.)

**Figure 2-2**  
**Frequency of Smoking**  
**by Gender**



Source: Center for Applied Demography & Survey Research, University of Delaware

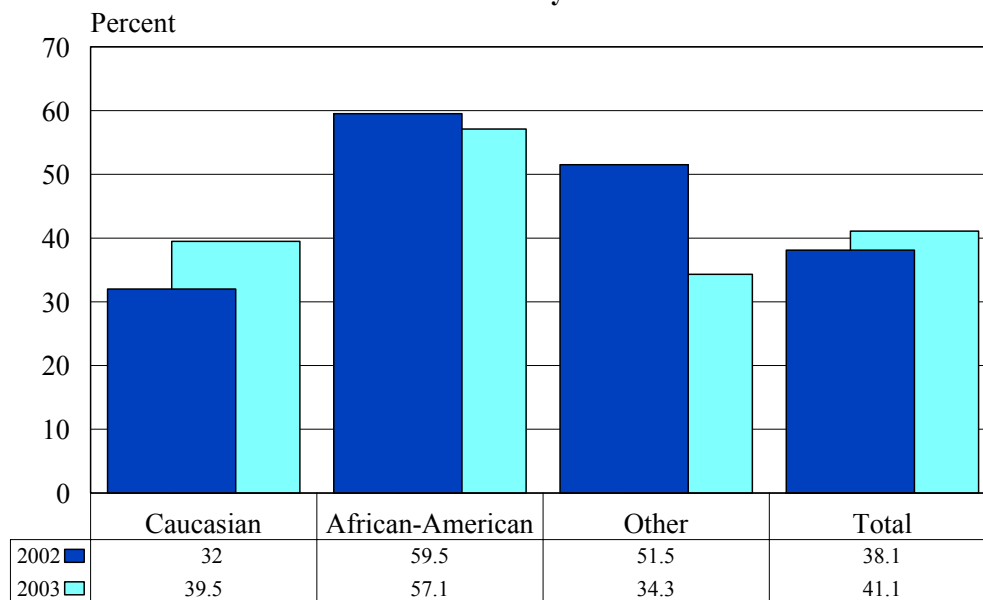
The frequency of smoking among today's adult Delawareans is shown in Figure 2-2, above. Just under 25% of that population smokes, and that figure is confirmed by the results from the BRFSS survey as well. This suggests that about half of the people who try smoking at some point in their lives do not make it part of their daily behavior. The data from 2003 mirror that observed in the 2002 survey.

About three quarters of those that currently smoke indicate that they smoke every day (113,000 adults). After examining the distribution of those that smoke on "some days" (38,000 adults), these smokers are fairly evenly split between those that smoke about every other day and those that smoke less frequently, once or twice a week.

Among the population of smokers, there are always a number who plan to quit smoking within the next 30 days, and this sample is no exception. As is shown in Figure 2-3 below, 41% of smokers in 2003 were at least thinking about stopping smoking. This correlates very well with the BRFSS that reports 52% of smokers at least quit for one day.

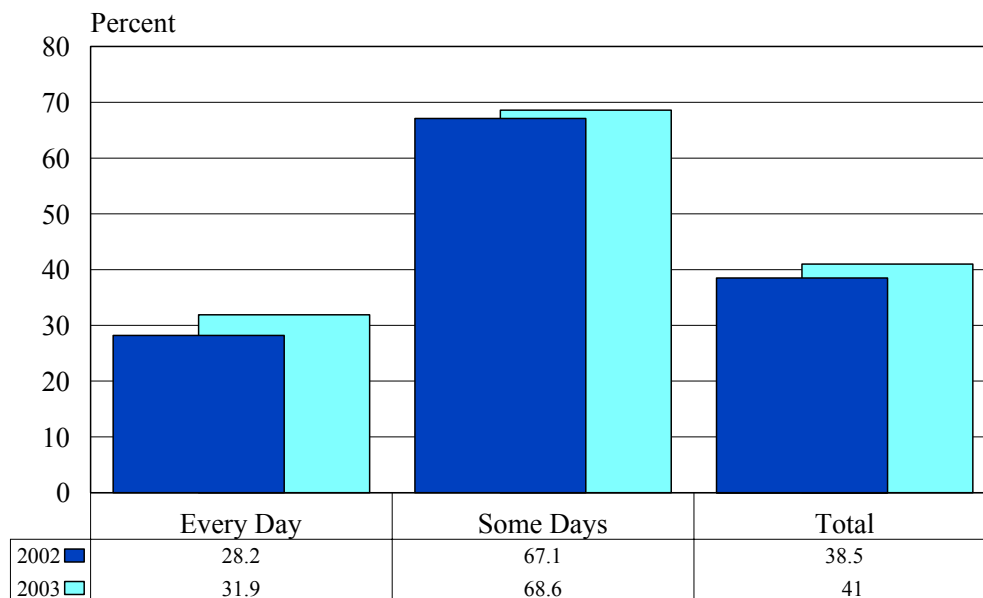


**Figure 2-3**  
**Planning to Quit Smoking**  
**by Race**



Source: Center for Applied Demography & Survey Research, University of Delaware

**Figure 2-4**  
**Planning to Quit Smoking**  
**by Frequency of Smoking**



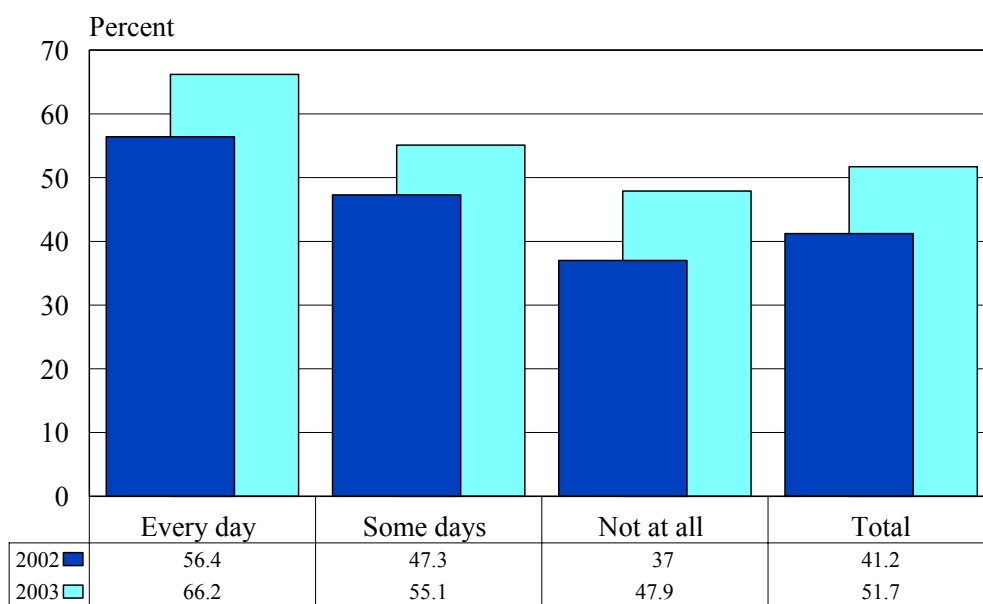
Source: Center for Applied Demography & Survey Research, University of Delaware

There appeared to be little difference in this inclination between men and women and only a slight orientation of older people to doing so. Differences were not detectable by education, income, or presence of children in the household. However as the figure shows there was a significant difference between the Caucasian population and all other minorities.

African-American smokers were almost 20% more likely to respond that they were considering stopping smoking when compared with Caucasians. This confirms the result found in 2002. The reason is not at all clear. One might suspect that this result is caused by income differentials, but there is no correlation between income and the probability that a person is planning to stop smoking. Part of this difference may come from the frequency of smoking. While African-Americans are just as likely to smoke as Caucasians, the survey finds that they are less likely to smoke every day (62.2% compared to 78.1%). The impact of that differential is important as is shown in Figure 2-4, above.

The data displayed in Figure 2-4 show that “every day” smokers (31.9%) are less than half as likely to say they are going to try to quit smoking in the next 30 days as “some day” smokers (68.6%). This relationship coupled with the finding that African-Americans are far less likely to be “every day” smokers, leads to the result found in Figure 2-3.

**Figure 2-5**  
**Had Seen “Quitline” Advertisement**  
**by Frequency of Smoking**



Source: Center for Applied Demography & Survey Research, University of Delaware

One of the tools used in the program to reduce smoking in Delaware is the “Quitline”. It is a service provided through a toll-free number designed to assist those who would like to stop smoking. In Figure 2-5 above, it is clear the advertisement is reaching those most in need of the service. Almost two-thirds of the “every day” smokers and slightly more than half of the “some days” smokers have been exposed to the material. All of the measurements are higher than those observed in 2002.

Even from this short look at smoking in Delaware, as derived from the survey, it is possible to make several observations. First, three quarters of smokers are “every day” smokers and these “every day” smokers are far less likely to try to quit smoking than those that smoke less frequently. This may suggest that focusing on reducing the frequency of smoking may be a promising strategy.

The second point is that the “Quitline” program is reaching more than half of the smokers. The level of penetration has also increased over the last year in all categories. It is also interesting to see that the awareness of the respondent increases with the frequency of smoking. Even though “every day” smokers are the least likely to quit, they are the most aware of the program. This is very positive.

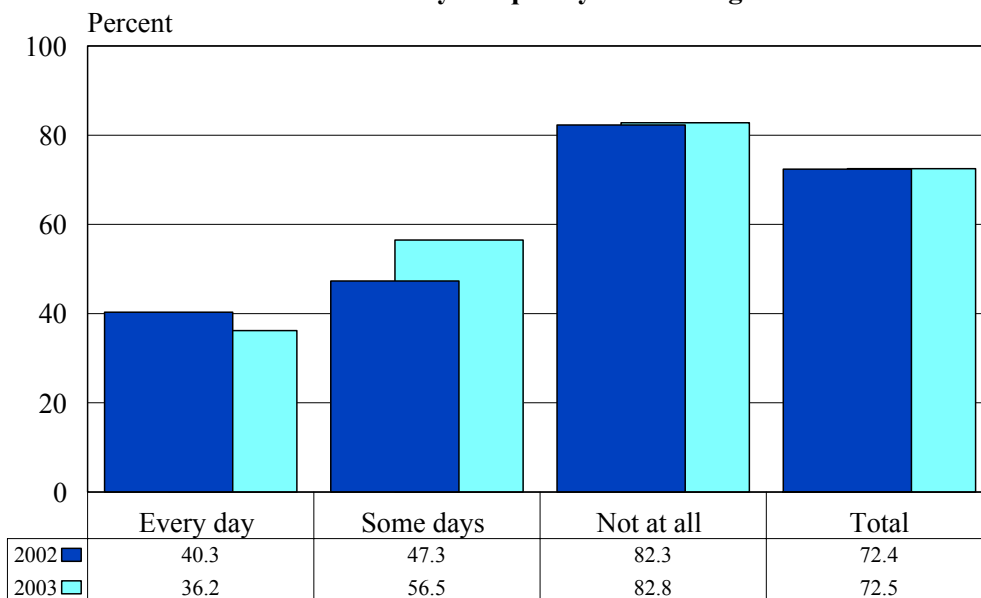
Finally, about 50% of adults try smoking but only 25% continue smoking. Part-time smokers are probably the most likely to quit since they are the most focused on trying. Since only about 30% of the “every day” smokers are even thinking of quitting, there is at least some potential to reduce the population of smokers by about half. To get below that probably unachievable level would require that a much smaller number of adults smoke those first 100 cigarettes.

In the next part of this report, the focus will shift to second-hand smoke and the interaction of non-smokers with the smoking environment.

## Second-Hand Smoke

During the past decade, health agencies have focused attention on the prevalence and health risks of second-hand smoke in work places, homes, and public facilities. Recently the focus has been on developing policies that protect employees and the public in places such as restaurants, nightclubs, bars and casinos. As a result, the new Delaware Clean Indoor Air Act went into effect on November 27, 2002, which prohibits smoking indoors in all public places and other places of work in the state. This survey addressed public attitudes about these issues, and the key findings are provided in this section.

**Figure 3-1**  
**Percent with No Other Smokers at Home**  
**by Frequency of Smoking**



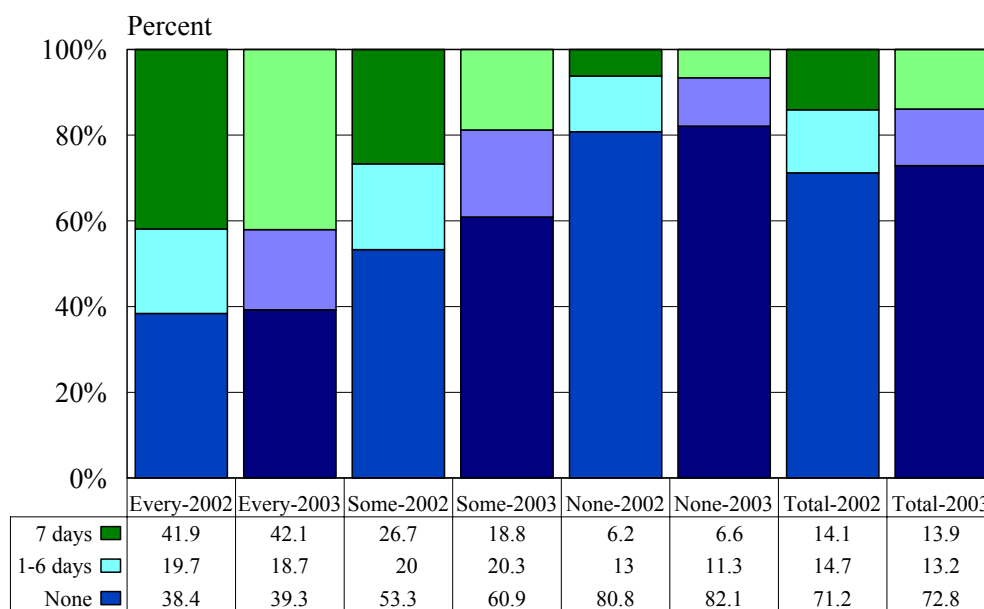
Source: Center for Applied Demography & Survey Research, University of Delaware

In Figure 3-1 above, 63% of smokers have another person in the household that smokes while only 17% of non-smokers lives with a smoker. This, of course, excludes the respondent. Overall, just over 62% of the households in Delaware are smoke free, at least from the occupants, i.e. not considering visitors. All of these data are comparable to those from 2002.

In order to get some idea of the magnitude of the exposure, respondents were asked how many days per week they were exposed to the smoke. Those results are found in Figure 3-2 below. The figure shows that the 69% of “every day” smokers who live with another smoker are exposed to smoke seven days a week. This falls to 48% for “some days” smokers and 37% for

non-smokers. Thus frequent smokers are also exposed to substantially higher amounts of second-hand smoke as well as their own. The figure shows that these relationships are fairly stable across the two surveys.

**Figure 3-2**  
**Days per Week of Exposure to Other's Smoke at Home**  
**by Frequency of Smoking**



Source: Center for Applied Demography & Survey Research, University of Delaware

Using these data it is possible to arrive at an estimate of exposure to smoke in the home. The estimates are shown in Table 1, below. About 38% of the total population is exposed to smoke at home. This is somewhat higher than the estimate of 35% of the households that have someone who smokes.

**Table 3-1**  
**Upper Estimates of Exposure to Smoking at Home**  
**by Age Group**

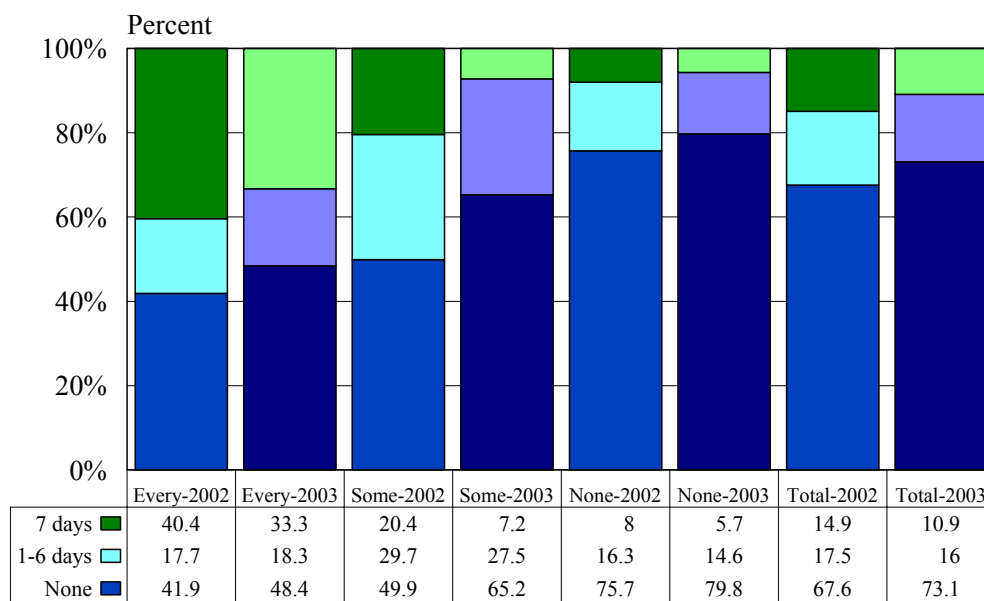
Age Group	Exposed	Not Exposed	Total	Percent Exposed
0-4	21,000	33,000	54,000	39.2%
5-9	17,000	37,000	54,000	31.4%
10-14	22,000	37,000	59,000	37.6%
15-17	16,000	18,000	34,000	47.4%
18+ (non-smokers)	82,000	384,000	466,000	17.6%
18+ (smokers)	151,000	0	151,000	100.0%
Total	309,000	509,000	818,000	37.8%

Source: Center for Applied Demography & Survey Research, University of Delaware

Smokers however are less likely to live alone and are more likely to live with children than non-smokers. In fact 38% of children are likely to be exposed to second-hand smoke at home.

However, all of these estimates should be considered as upper limits since we do not know if there are rules in the smoker's household that they cannot smoke either in the house or in areas frequented by others.

**Figure 3-3**  
**Days per Week of Exposure to Other's Smoke at Work**  
**by Frequency of Smoking**

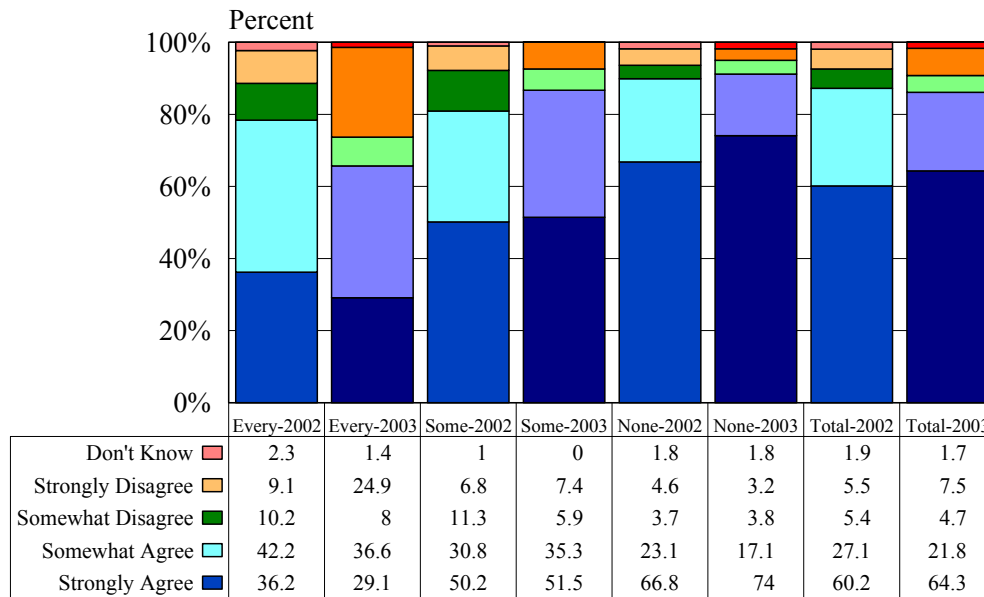


Source: Center for Applied Demography & Survey Research, University of Delaware

The second most likely place where people can be exposed to second-hand smoke is at work. Respondents were asked how many days of the week they were exposed to smoke at work. The results found in Figure 3-2 above, show a similar pattern to those for exposure in the home. The higher level of exposure for the “every day” smoker is not particularly surprising. They will undoubtedly share designated or off-site smoking areas with other smokers. Non-smokers exhibit the opposite behavior but are less likely to avoid smoke at work than at home.<sup>1</sup> The total number of non-smokers who are exposed at work but not at home is estimated to be 79,000. This reduces the total number of people who are not exposed to second-hand smoke from 509,000 (see Table 3-1) to 430,000 or 52.7% of the population.

<sup>1</sup> A substantial number of Delawareans work outside the state, work outdoors, or work at home. They would not be affected by the Clean Indoor Air Act.

**Figure 3-4**  
**People Should be Protected from Second-hand Smoke**  
**by Frequency of Smoking**



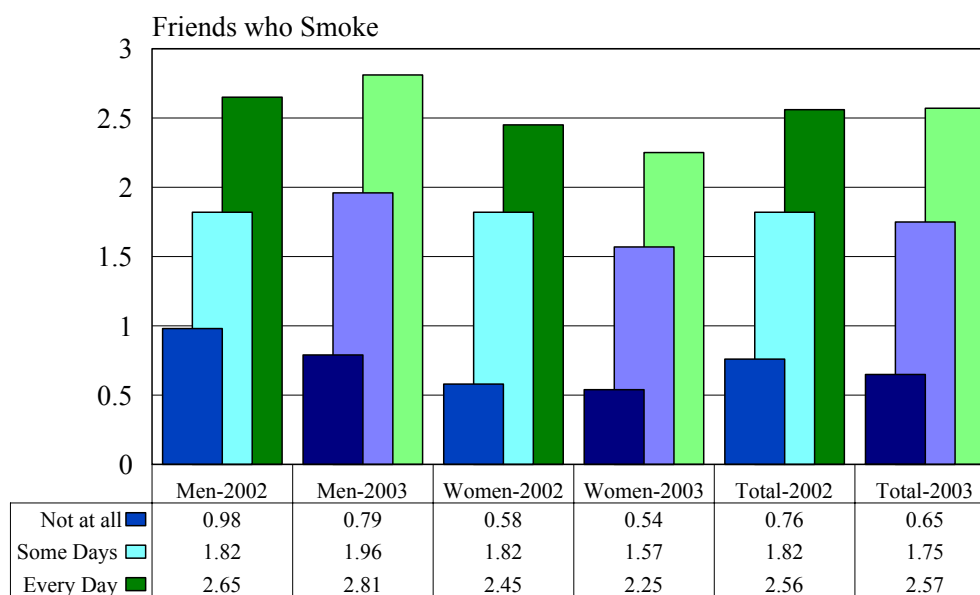
Source: Center for Applied Demography & Survey Research, University of Delaware

Respondents were asked if people should be protected from second-hand smoke. This, of course, was a much-debated issue in legislation that was recently signed into law in Delaware. More than 91% of all non-smokers in this survey agreed with the proposition, and 71% of smokers also agreed. Overall only 12% of the respondents felt that there was no reason to take action to protect Delawareans from second-hand smoke. Perhaps this indicates that the issue is now truly recognized as a health issue rather than one of personal freedom.

In an earlier figure, smokers were shown to be much more likely to be living with someone who smokes than non-smokers. Apparently friends of smokers are also more likely to smoke than those of non-smokers. The results are reported in Figure 3-5, below.

Smokers are more than twice as likely to have friends that smoke than non-smokers. Smokers on average have 2.57 smoking friends compared to non-smokers with 0.65 smoking friends and these results are consistent across the two years. This varies little by gender as is clearly shown in the graph. The only difference of substance is that non-smoking males are more likely to have friends that are smokers than non-smoking females.

**Figure 3-5**  
**Number of Friends Who Smoke (0-4)**  
**by Frequency of Smoking**



Source: Center for Applied Demography & Survey Research, University of Delaware

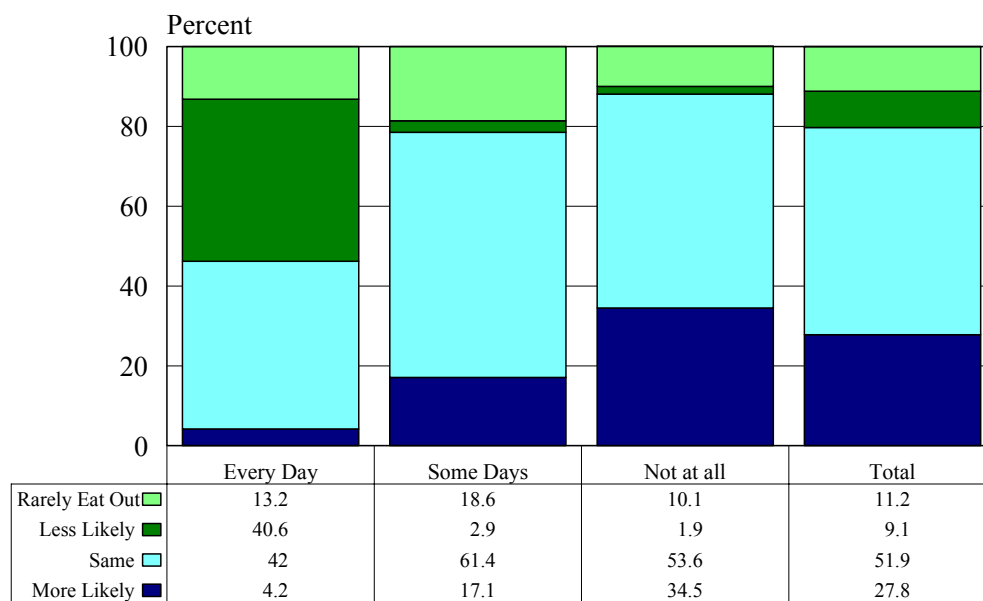
One of the most contentious issues surrounding second-hand smoke is its impact on Delaware's businesses, in particular the restaurant business. A series of questions was asked of respondents to this survey to better understand and quantify the issue. The questions asked in 2003 differ from those in 2002 since at that point the Clean Indoor Air Act was not a reality. This year the goal was to assess likely behavioral changes after the law was in place.

Respondents were first asked whether they were more or less likely to use restaurants excluding fast food restaurants now that the Clean Indoor Air Act was a reality. Given the fact that the law has been in place for about ten months, these results are more likely to reflect actual behavior. The results for restaurants are found in Figure 3-6, below.

For the overall sample, far more people (27.8%) responded that they were more likely to frequent a restaurant now that the law was in place. This contrasts with 9.1% of the respondents that contended they would use restaurants less. The figure shows that there is a wide difference depending on the frequency of smoking. The every day smokers were overwhelmingly negative with more than 40% saying they would use restaurants less. Non-smokers responded with the same vigor as the every day smokers but in the opposite direction with 34% claiming they would use restaurants more frequently. Part-time smokers were ambivalent.

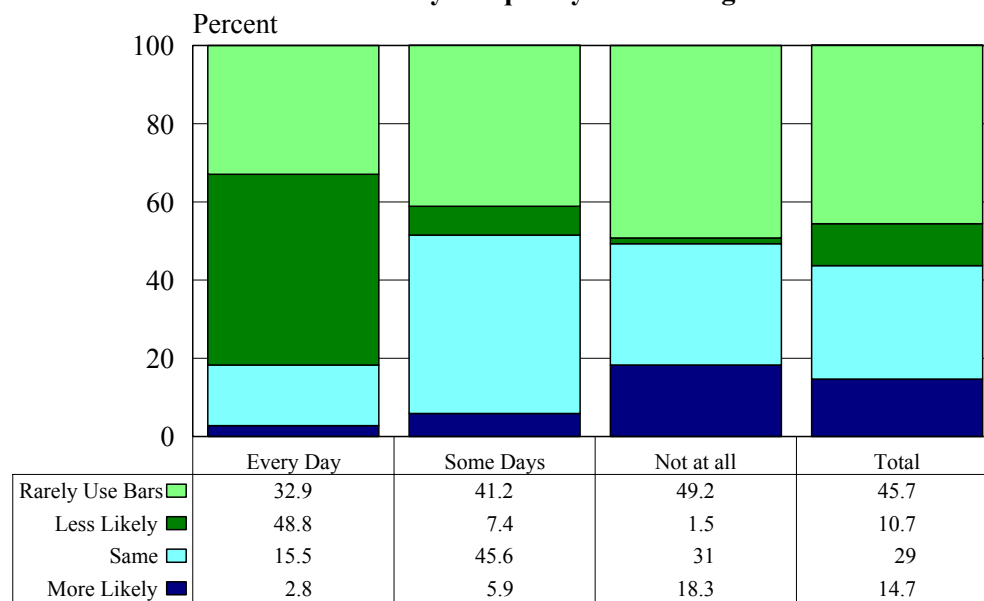


**Figure 3-6**  
**Use of Smoke-free Restaurants**  
**by Frequency of Use**



Source: Center for Applied Demography & Survey Research, University of Delaware

**Figure 3-7**  
**Use of Smoke-free Bars**  
**by Frequency of Smoking**

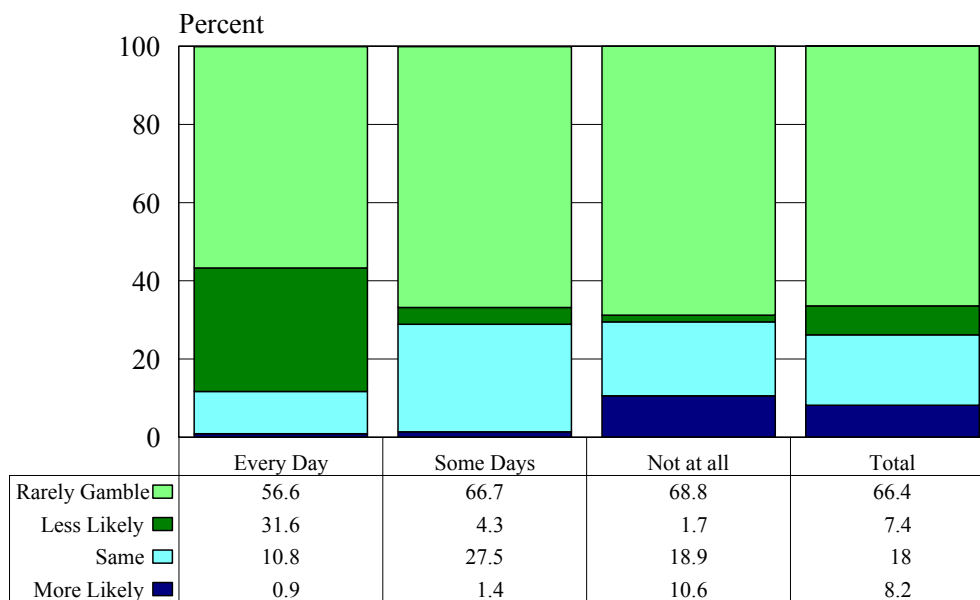


Source: Center for Applied Demography & Survey Research, University of Delaware

Respondents were then asked whether they were more or less likely to use bars now that the new law was in effect. The results for bars are found in Figure 3-7, above.

The overall sample was more evenly split as to whether they were more likely to frequent a bar now that the law was in place. Nearly 15% indicated they would be more likely to use a bar but this contrasts with 11% of the respondents that contended they would use bars less. The figure also shows that there is a wide difference depending on the frequency of smoking. The every day smokers were overwhelmingly negative with more than 48% saying they would use bars less. Non-smokers responded positively but not as forcefully as the every day smokers, but in the opposite direction with 18% claiming they would use bars more frequently. Part-time smokers were more or less split.

**Figure 3-8**  
**Use of Smoke-free Casinos**  
**by Frequency of Smoking**



Source: Center for Applied Demography & Survey Research, University of Delaware

Finally, respondents were asked whether they were more or less likely to use casinos now that the Clean Indoor Air Act was the law. The results for casinos are found in Figure 3-8, above.

Once again, the overall sample was more evenly split as to whether they were more likely to frequent a casino now that the new law was in place. Just 8% indicated they would be more likely to use a casino but this contrasts with 7% of the respondents that contended they would use casinos less. The figure also shows that there is a wide difference depending on the frequency of

smoking. The every day smokers were overwhelmingly negative with more than 32% saying they would use casinos less. Non-smokers responded positively but less forcefully than the every day smokers with 11% claiming they would use casinos more frequently. Once again, part-time smokers were more or less split.

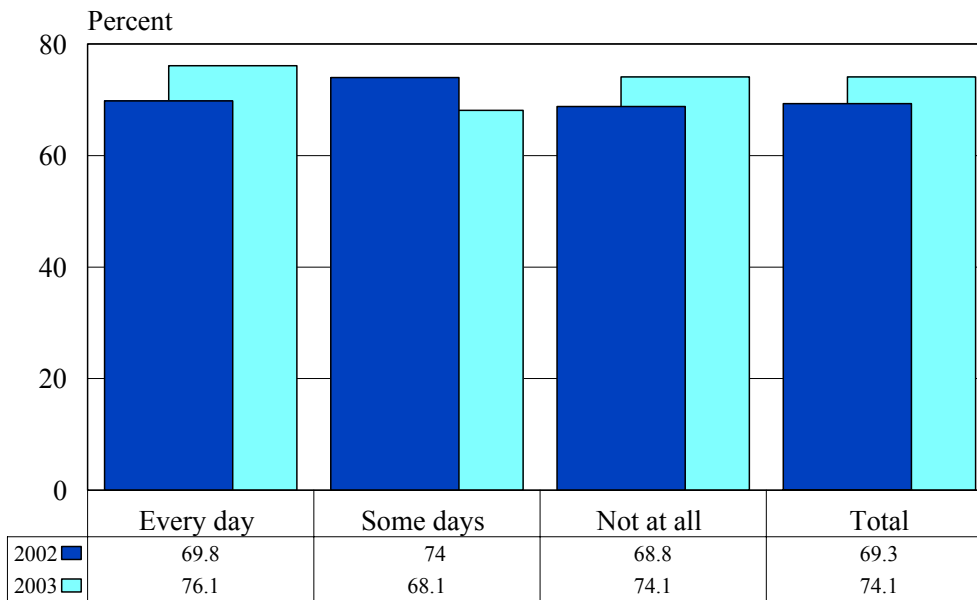
In summary, the data presented in this section shows that a significant number of Delawareans are exposed to second-hand smoke at home or at work. Even more would be counted if exposure in restaurants and bars were included. Fortunately, both smokers and non-smokers are in agreement that people should be protected from second-hand smoke. Initial indications suggest that restaurants should benefit from the Clean Indoor Air Act. The evidence is less clear for bars and casinos. While the results for these two venues are not glowingly positive, they are not negative either.

The next section deals exclusively with the tobacco media campaign that is intended to promote the Delaware Quitline service and to inform them about second-hand smoke.

## Tobacco and the Media

The final objective of the Tobacco Attitudes and Media Survey was to assess the degree to which the current media program was reaching adult Delawareans. While awareness doesn't necessarily translate into action, it is a necessary first step. The program is primarily focused on promoting awareness of the dangers of second-hand smoke and the availability of the Delaware Quitline. The survey is used to assess the visibility of the media campaign and to learn how people obtain information about health issues and services. Finally, the reaction of respondents to tobacco advertisements was addressed.

**Figure 4-1**  
**Heard Messages about Dangers of Second-hand Smoke**  
**by Frequency of Smoking**

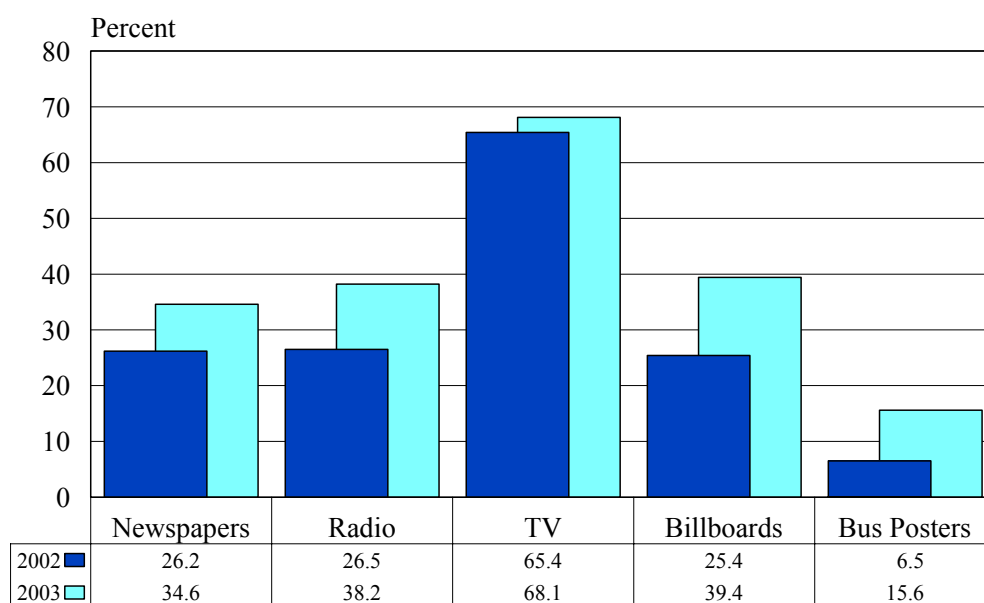


Source: Center for Applied Demography & Survey Research, University of Delaware

More than 74% of all adult Delawareans have heard messages about the dangers of second-hand smoke during the last 12 months (see Figure 4-1 above). This finding applies almost uniformly across smokers and non-smokers alike. Perhaps this is part of the reason that smokers and non-smokers also agree that people should be protected from second-hand smoke (see Figure 3-4 earlier). The 2003 results are even higher than those measured in the 2002 survey.

While the respondents reported hearing the messages about second-hand smoke from a variety of sources, more than two-thirds reported hearing the message on television (see Figure 4-2, below). The rest of the sources, with the exception of bus posters, were reported by about a third of the sample. The pervasiveness of television explains this differential. It also suggests while the costs are higher, there probably is no other way to reach many Delawareans. Slightly more than 30% of those that heard the messages heard them from a source other than television, while about 26% heard the information only on television.

**Figure 4-2**  
**Source of Messages about Dangers of Second-hand Smoke**

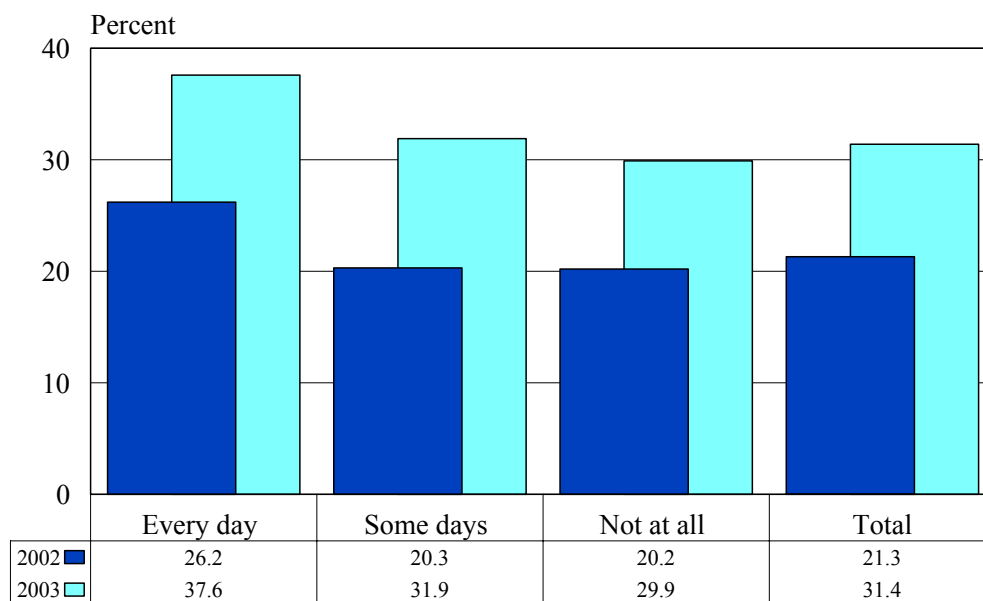


Source: Center for Applied Demography & Survey Research, University of Delaware

In the first section of this report, it was reported that more than 50% of adult Delawareans had heard of the Delaware Quitline. Further, “every day” smokers were the most familiar with the program. One additional question was asked about Quitline later in the survey. Respondents were asked specifically if they had seen or heard advertisements featuring local people who had used Delaware Quitline. The results are found in Figure 4-3, below.

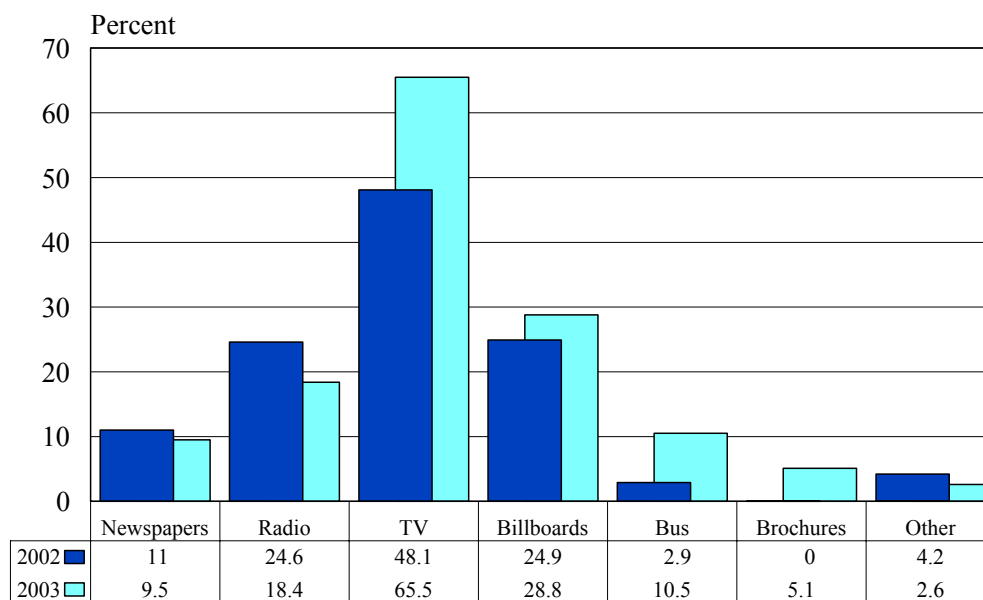
Because of the narrowing of the question to just a portion of the media campaign, awareness is about half of the campaign overall with 31% of the respondents replying affirmatively. Once again, “every day” smokers were more likely to have seen that specific material. Substantially more people report having seen the TV spot in 2003 than in 2002.

**Figure 4-3**  
**Heard Messages from Local People about Delaware Quitline**  
**by Frequency of Smoking**



Source: Center for Applied Demography & Survey Research, University of Delaware

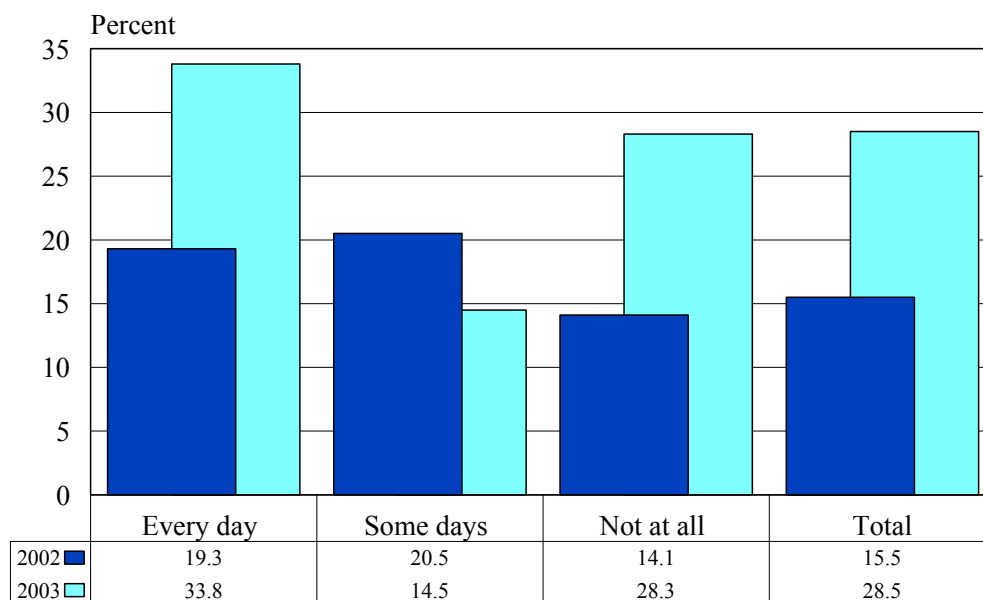
**Figure 4-4**  
**Source of Messages about Delaware Quitline**



Source: Center for Applied Demography & Survey Research, University of Delaware

Respondents that had heard or seen the Quitline advertisements featuring local people, were asked where they had heard or seen the material. Television was the most likely source as is shown in Figure 4-4, above. In this case, the differences between television and other sources are larger than were measured in the 2002 survey. Substantial increases were measured for messages on television and buses.

**Figure 4-5**  
**Have Seen a Particular TV Commercial About Quitline**  
**by Frequency of Smoking**



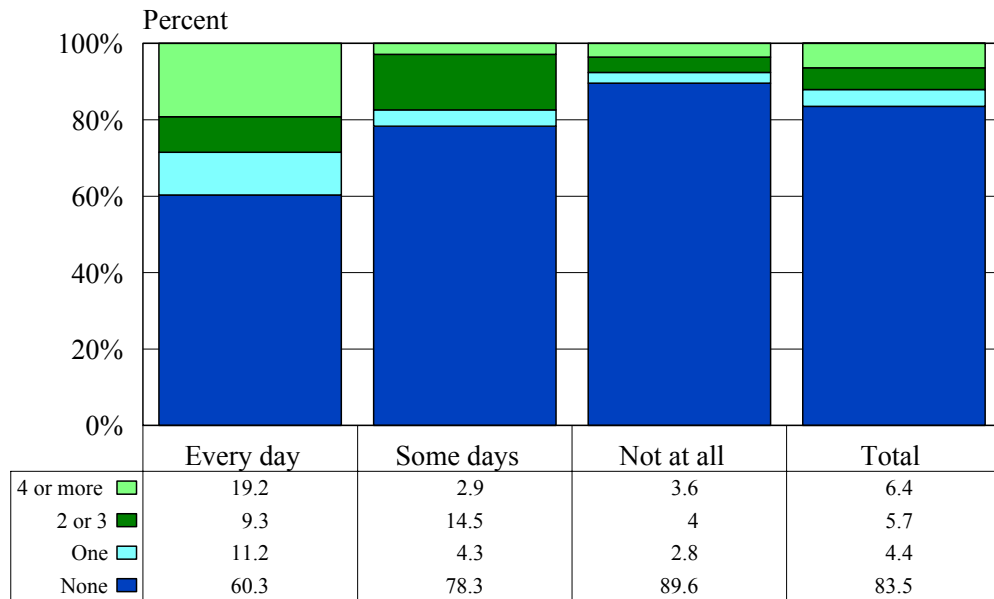
Source: Center for Applied Demography & Survey Research, University of Delaware

In 2002, one aspect of the media campaign to reduce smoking was a television advertisement that featured a cartoon character talking about quitting smoking. In 2003, the campaign featured people dancing. Survey respondents were asked if they had seen the “spot”. The results are displayed in Figure 4-5, above.

Some 28% of the 2003 sample reported seeing the advertisement. That was significantly higher than was observed in 2002. Every day smokers were somewhat more likely to have seen it than non-smokers. Since this material was provided only through television, about a third of the population that reported seeing only other types of media formats were unlikely to see it. In addition, the other advertisements (i.e. second-hand smoke) seen by respondents may have come from other non-Delaware sources, while this advertisement was limited to Delaware media.

The final questions on the survey attempted to measure how people reacted to tobacco companies and their advertisements. Respondents were first asked how many items they owned with a tobacco company logo. Those results are found in Figure 4-6, below.

**Figure 4-6**  
**Items Owned with Tobacco Company Logo**  
**by Frequency of Smoking**



Source: Center for Applied Demography & Survey Research, University of Delaware

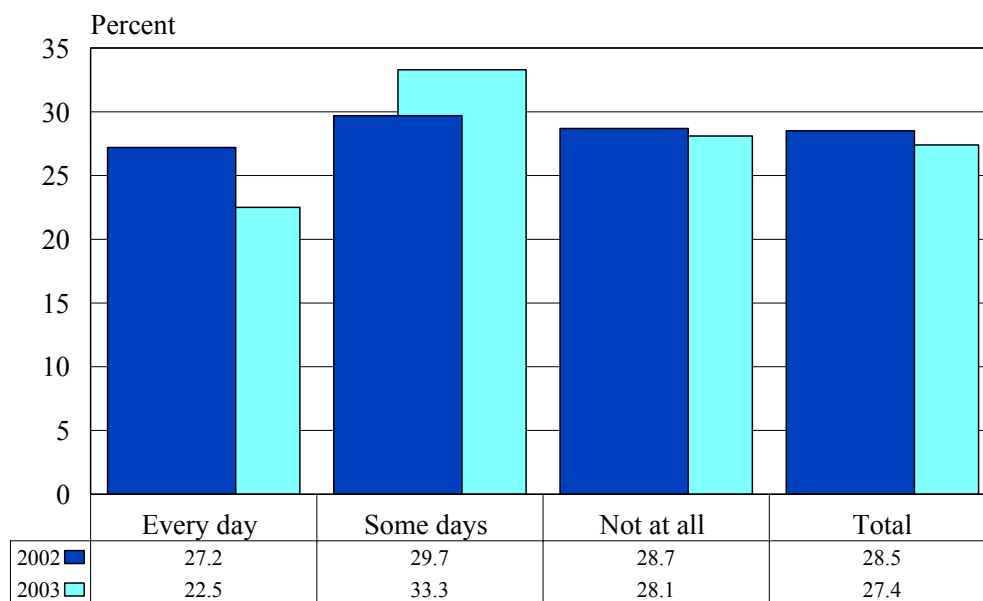
The results found in the figure are hardly surprising, and they are substantially the same as observed in 2002. First, the more you smoke, the more likely you are to own one or more of the items. If you tend to smoke every day, you are far more likely to own four or more of these items than are either of the two groups. Presumably, the larger the consumption of tobacco products is, then the greater the availability of these products.

Respondents were also asked if they had looked at tobacco advertisements in magazines. Apparently, frequency of smoking has little if anything to do with determining if a person looks at these advertisements. This is clearly shown in Figure 4-7, below.

Slightly more than a quarter of this sample reported looking at tobacco advertisements in magazines. This varied little among the categories of smoking frequency and is little different than that found in the 2002 survey. The reaction to the advertisements themselves does vary by smoking status. This is shown very clearly in Figure 4-8, below. More than half of each sub-group reacted neither positively nor negatively to the ads.

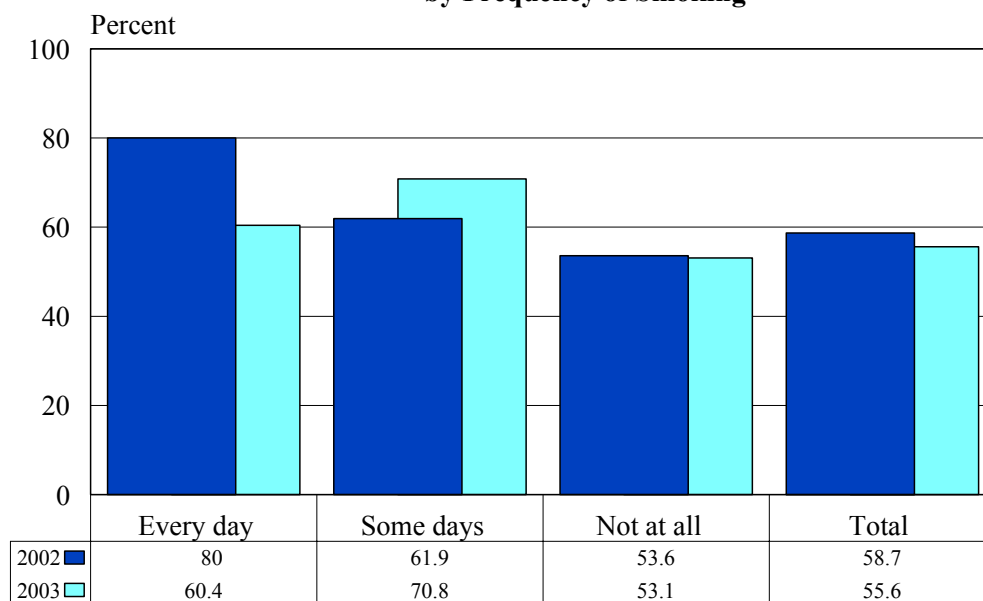


**Figure 4-7**  
**Looked at Tobacco Ads in Magazines this Week**  
**by Frequency of Smoking**



Source: Center for Applied Demography & Survey Research, University of Delaware

**Figure 4-8**  
**Neutral Reaction to Tobacco Ads in Magazines**  
**by Frequency of Smoking**

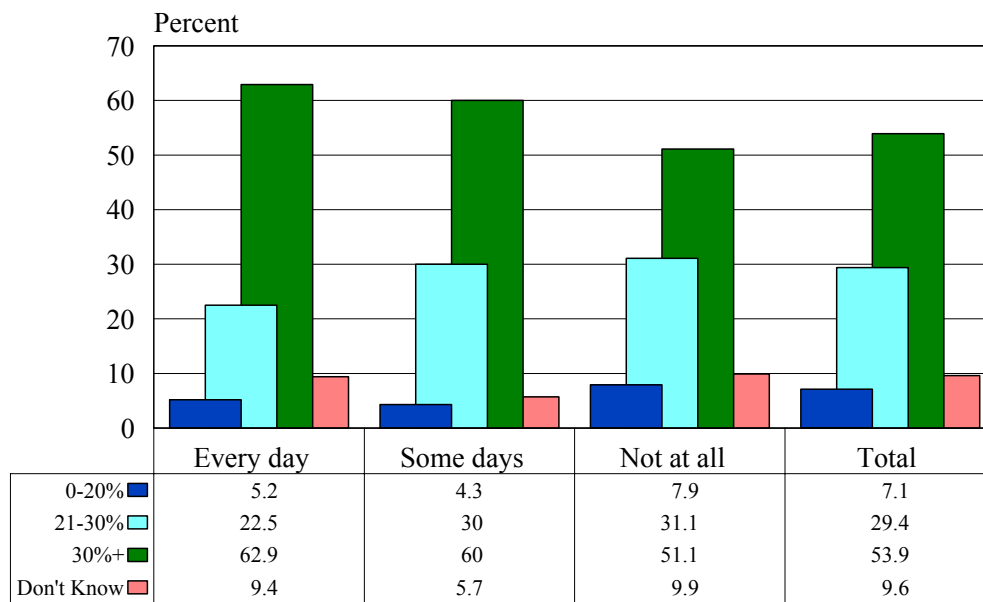


Source: Center for Applied Demography & Survey Research, University of Delaware

These data suggest that the media campaign is reaching the intended audience. Additional work that considers the expenditures for various types of media and the measured recognition of the target audience might prove useful in designing future efforts.

One final question was added to the 2003 survey, and that asked the respondents to estimate the percentage of adult Delawareans that smoke. This survey estimated that percentage to be 24.5%. In Figure 4-9, below, it is clear that the respondents have a different perception.

**Figure 4-9**  
**What Percent of Delaware Adults Smoke?**



Source: Center for Applied Demography & Survey Research, University of Delaware

More than half of the respondents substantially overestimate the proportion that smoke, while less than 10% underestimate smokers. Every day smokers are the furthest off the mark suggesting that they think their numbers are much larger than they actually are. It may be useful to consider adding this information to the current educational campaign.

## Observations

This research had three primary objectives. First, the survey was to measure the prevalence of smoking within the state. Second, it was to gather information about exposure to second-hand smoke. Finally, it was to measure both the penetration of the media campaign that stresses the danger of second-hand smoke and attitudes toward tobacco company advertising. All three objectives were accomplished. The highlights from the 2003 survey are provided below:

- About half of all adult Delawareans start smoking at some point, but only 18% smoke every day.
- Of those that are currently smoking, 41% have plans to quit smoking. Among “every day” smokers only 32% are planning to quit. Those most likely to be planning to quit smoking are the “some days” smokers (69%).
- Nearly two-thirds of “every day” smokers reported seeing advertisements about the Delaware Quitline. This indicator alone would suggest the program is meeting its primary objective.
- Almost 60% of “every day” smokers live in a house where one or more other people smoke. This contrasts with 17% for people who report being non-smokers.
- Almost 38% of children are at risk of exposure to second-hand smoke at home unless some or all smokers choose not to smoke at home.
- Approximately 18% of non-smokers are exposed to second-hand smoke at home.
- About 27% of adult Delawareans are exposed to second-hand smoke at work. That exposure is far higher for smokers than for non-smokers.
- An additional 79,000 people are exposed to second-hand smoke at work that are not exposed at home.
- In general, smokers tend to live with people that smoke, work at places that permit smoking, and have twice as many friends that smoke.
- About 86% of adult Delawareans feel that people should be protected from second-hand smoke.
- The Clean Indoor Air Act is probably positive for restaurant businesses since those saying they are now more likely to patronize those businesses outnumber those that say they are less likely to do so (28% to 9%).
- The Clean Indoor Air Act is probably neutral to the bar business with similar numbers saying they will patronize these businesses more and less. Those that say they are less likely to go to a bar after the new law are overwhelmingly every day smokers.

- Smoke free casinos are less attractive for some and more attractive to others. The net effect appears to be neutral. The key factor appears to be that 31% of non-smokers gamble compared with 43% of smokers.
- About 74% of adult Delawareans reported hearing about the dangers of second-hand smoke. A smaller number (31%) reported hearing/seeing a specific advertisement about the Delaware Quitline.
- The principal source of this information was television.
- Attitudes toward tobacco company advertisements varied depending largely on smoking status. However, smokers and non-smokers looked at the ads at about the same rate.
- In general, people tend to over estimate the proportion of adult Delawareans that smoke. More than half of the population and substantially more smokers think that more than 30% of adult Delawareans smoke when the actual percentage is 24.5%.

# **APPENDIX**

## **TOBACCO ATTITUDES AND MEDIA SURVEY 2003**

### **Questionnaire**

---

**TOBACCO ATTITUDES AND MEDIA SURVEY  
2003**

Hello, I'm calling from the University of Delaware. We are conducting a survey on behalf of the Delaware Division of Public Health about tobacco-related behavior, attitudes and issues. This survey lasts about ten minutes, and we really appreciate your cooperation in giving us your opinions.

Your answers will be completely confidential and no response will be identified with you personally. The interview may be monitored for quality assurance purposes, but all information obtained in this study will be confidential.

S3) In what county do you live?

Kent  
New Castle  
Sussex

**SECTION A**

QA1) Have you smoked at least one hundred cigarettes in your entire life?

Yes  
No  
DK  
Refused

QA2) Do you now smoke cigarettes every day, some days, or not at all?

Every day  
Some days  
Not at all (Skip to A5)  
DK  
Refused

QA3) Think about the last THIRTY DAYS. How many of these days did you smoke at least one cigarette?

Enter a value \_\_\_\_  
DK  
Refused

QA4) Are you planning to stop smoking or to stop using any other tobacco product within the next thirty days?

Yes  
No  
DK  
Refused

QA5) In the past month, have you seen or heard advertising about the Delaware Quitline" program with a toll-free number to help quit smoking?

Yes  
No  
DK  
Refused

---

**SECTION B**  
**ENVIRONMENTAL TOBACCO SMOKE (ETS) EXPOSURE**

QB1) NOT including yourself, how many members of your household currently smoke?

Enter a value \_\_\_\_

DK

Refused

QB2) During the past SEVEN DAYS, when you were at HOME, how many days were you exposed to other family members' or visitors' tobacco smoke?

Enter a value \_\_\_\_

DK

Refused

QB3) During the past SEVEN DAYS, when you were at WORK, how many days were you exposed to other people's tobacco smoke?

Enter a value \_\_\_\_

DK

Refused

QB4) How strongly do you agree or disagree with the following statement: "people should be protected from second-hand smoke". Do you . . .

Strongly disagree

Somewhat disagree

Somewhat agree

Strongly agree

DK

Refused

QB5) How many of your four best friends are smokers?

Enter a value \_\_\_\_

DK

Refused

QB6) In November 2002, Delaware's "Clean Indoor Air Act" went into effect, prohibiting smoking in indoor public places. Because of the new law, are you likely to eat in restaurants, other than fast-food restaurants . . .

More often than before the law took effect

About the same

Less often than before the law

I rarely if ever eat in restaurants (before the law and now)

DK

Refused

QB7) Because of the new law, are you likely to patronize bars or nightclubs . . .

- More often than before the law took effect
- About the same
- Less often than before the law
- I don't drink or patronize bars and nightclubs
- DK
- Refused

QB8) Because of the new law, are you likely to patronize one of Delaware's video lottery casinos . . .

- More often than before the law took effect
- About the same
- Less often than before the law
- I don't gamble or visit casinos
- DK
- Refused

## **SECTION C**

### **DEMOGRAPHICS**

QC1) INTERVIEWER ONLY: Please code gender

- Male
- Female

QC2) Please tell me your age.

- Enter a value   \_\_ \_\_
- 99+
- Refused

QC3) Do you have children under 18 years of age, living in your household?

- Yes
- No (Skip to C5)
- DK (Skip to C5)
- Refused (Skip to C5)

QC4) How many children are there in this household under 18 that are . . .

- Less than 5 years old
- 5 to 9 years old
- 10 to 14 years old
- 15 to 17 years old
- Refused

QC5) What is the highest grade or year of school you have completed?

- Eighth grade or less
- Some high school (grades 9-11)
- Grade 12 (High School grad or GED)
- Some technical school
- Technical school graduate
- Some college
- College graduate
- Postgraduate or professional degree
- Refused



QC6) Are you of Hispanic or Spanish origin?

Yes

No

Refused

QC7) How would you describe your race?

White

Black or African American

Asian/Pacific Islander

American Indian or Native American

Other

Mixed Race

Refused

QC7 OTHER) You said other Race. Please Specify.

Enter response \_\_\_\_\_

QC8) Is your annual household income from all sources?

Under \$15,000

\$15,000 to \$24,999

\$25,000 to \$34,999

\$35,000 to \$44,999

\$45,000 to \$54,999

\$55,000 to \$74,999

\$75,000 to \$99,999

\$100,000 or more

DK

Refused

QC9) Do you have more than one residential telephone number in your household?

Yes

No

DK

Refused

QC9 Value) If yes to QC9, how many residential (not business, computer or fax lines) telephone numbers do you have?

Enter a value \_\_\_\_

---

**SECTION D**  
**MASS MEDIA AND TOBACCO**

The next set of questions is about your exposure to media advertising related to tobacco. By media, we mean radio, television, newspapers and billboards.

QD1) In the past 12 months, have you seen or heard any messages about the dangers of secondhand smoke (sometimes called environmental tobacco smoke) in Delaware?

- Yes
- No
- DK
- Refused

QD2) If so, where did you see or hear these messages? (Check all that apply)

- Newspaper ads or special inserts
- Heard radio ads
- Seen TV ads
- Billboards
- Posters on sides of buses

QD3) In the past 12 months, have you seen or heard any advertisements featuring local people who used the Delaware Quitline (to quit smoking)?

- Yes
- No (Skip to D5)
- DK (Skip to D5)
- Refused (Skip to D5)

QD4) Where have you seen or heard it? On a \_\_\_\_ (check all that apply)

- Billboard
- Brochure
- Bus transit
- Newspaper ads or special inserts
- TV
- Radio
- Other

QD4 Other) If said OTHER to QD4: Where did you see or hear about it?

Enter response \_\_\_\_\_

QD5) In the past year, have you seen the television spot, using Delaware scenes with people dancing to the song "I Feel Good," to give the message that most Delawareans don't smoke?

- Yes
- No
- DK
- Refused

QD6) In your opinion, what percent of Delaware adults currently smoke cigarettes:

- 0 - 20%
- 21-30%
- 31-50%
- 51- 75%
- > 75%
- DK
- Refused

QD7) How many items, do you own, that have a tobacco company brand name or logo on them?

None  
One item  
Two or three items  
Four or more items  
DK  
Refused

QD8) In the past week, have you looked at tobacco advertisements in magazines?

Yes  
No (Skip to closing statement)  
DK (Skip to closing statement)  
Refused (Skip to closing statement)

QD9) When you look at tobacco company advertisements, is your reaction.

Very positive  
Somewhat positive  
No reaction/neutral  
Somewhat negative  
Very negative  
DK  
Refused

That's all the questions we have. Thank you for your time and effort.