

Iowa 2006 Adult Tobacco Use Survey

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For
Iowa Department of Public Health
Division of Tobacco Use Prevention and Control

TUPC Mission Statement

To establish a comprehensive partnership among state government, local communities, and the people of Iowa to foster a social and legal climate in which tobacco use becomes undesirable and unacceptable.

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Table of Contents

List of Tables	v
List of Figures	vii
Executive Summary	ix
Purpose & Methodology	1
Description of the Sample	3
Main Findings	9
Part 1: Cigarette Use	9
Part 2: Other Tobacco Products	19
Part 3: Cessation Beliefs & Behaviors	25
Part 4: Special Populations	39
Part 5: Health Status, Attitudes & Behaviors	45
Part 6: Smoking Policies	59
Part 7: Taxes & Sales	69
Part 8: Sponsorship, Promotion & Media Exposure	77
Summary & Conclusions	81
References	83
Glossary	85
Appendix A: Technical Notes	87
Appendix B: Part 1: Cigarette Use	93
Appendix C: Part 2: Other Tobacco Products	103
Appendix D: Part 3: Cessation Beliefs & Behaviors	109
Appendix E: Part 5: Health Status, Attitudes & Behaviors	117
Appendix F: Part 6: Smoking Policies	129
Appendix G: Part 7: Taxes & Sales	135
Appendix H: Part 8: Sponsorship, Promotion & Media Exposure	147

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List of Tables

Table 1: Demographic Characteristic.....	3
Table 2: Race and Ethnicity	4
Table 3: Income and Education.....	5
Table 4: Marital Status and Children Living in Household	6
Table 5: Religious Preference, Attitude, and Behavior.....	7
Table 6: Current Cigarette Use by Age Group	12
Table 7: On Days When You Smoked During the Past 30 Days, About How Many Cigarettes Did You Smoke a Day? (% Among Those Smoking During the Past Month)	15
Table 8: Have You Ever Used or Tried Smokeless Tobacco Products Such as Chewing Tobacco or Snuff? (% All Adults)	21
Table 9: Ever Smoked Cigar, Even One or Two Puffs?	22
Table 10: Ever Smoked Tobacco in a Pipe, Even One or Two Puffs?	23
Table 11: Quitline Iowa is a Telephone Based Smoking Cessation Hotline that Offers Services such as Phone Counseling Smoking Cessation Information and Referrals. Have You Ever Heard of Quitline Iowa?.....	34
Table 12: Within the Past 12 Months, Has Your Employer Offered Any Stop Smoking Program or Any Other Help to Employees Who Want to Quit Smoking?.....	38
Table 13: Current Cigarette Use by Income Level	42
Table 14: General Health (% Within Demographic Group)	47
Table 15: Have You Ever Been Told by a Doctor or Other Health Professional that You Have One or More of These Conditions?.....	48

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List of Figures

Figure 1: Current and ever cigarette use from 2002 to 2006	11
Figure 2: Overview of cigarette use	11
Figure 3: Age started smoking cigarettes regularly (% of ever cigarette users)	13
Figure 4: Number of days smoked during the past 30 days among current cigarette users	14
Figure 5: Percent of current smokers who smoke at least one pack of cigarettes per day	15
Figure 6: How soon after you wake up do you have your first cigarette?	16
Figure 7: People close to me are upset about my smoking	17
Figure 8: Usually smoke cigarettes only when also drinking alcohol.....	18
Figure 9: Current smokeless tobacco use and intention to quit.....	21
Figure 10: Current cigar use and intention to quit.....	22
Figure 11: Characteristics of the successful quit attempt by former smokers.....	27
Figure 12: Percent of current tobacco users who would like to quit using tobacco.....	28
Figure 13: Beliefs among current cigarette users about quitting smoking	29
Figure 14: Past quit attempts by current cigarette users	30
Figure 15: Consideration of future quit attempt among current cigarette users.....	31
Figure 16: Summary of cessation beliefs, practices, and expectations (% of current users)	32
Figure 17: Percentages of current smokers who would be “Very Interested” or “Somewhat Interested” in these resources if they decided to give up smoking altogether	33
Figure 18: Familiarity of Iowans with Quitline Iowa	34
Figure 19: Advised to quit or asked about smoking at doctor visit (% of current smokers)	35
Figure 20: Advised to quit or asked about smoking at dentist visit (% of current smokers) ...	36
Figure 21: Health insurance coverage for smoking cessation (% among all adults with insurance)	37
Figure 22: My children are upset by my smoking	43
Figure 23: Self-reported mean levels of general health status	47
Figure 24: Smoking is physically addictive	49
Figure 25: If a person has smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to quitting smoking.....	50
Figure 26: Belief that smoking cigarettes is a cause of these conditions	51
Figure 27: Do you think that breathing the smoke from other people’s cigarettes Very, Somewhat, Not Very, or Not At All Harmful to one’s health?	52

List of Figures (Continued)

Figure 28: Would you say that breathing smoke from other people’s cigarettes causes lung cancer, heart disease, colon cancer in adults, and respiratory problems or SIDS in children?	53
Figure 29: Smoking by a pregnant woman may harm the baby	53
Figure 30: People should be protected from second-hand smoke	54
Figure 31: Smoking policy in the home (% of all adults)	55
Figure 32: Smoking policy in the car (% of all adults)	56
Figure 33: Smoking policies for work and non-work areas at place of employment.....	57
Figure 34: Smoking policies at place of employment by company size	58
Figure 35: Beliefs about state regulation of local ordinances governing no-smoking policies..	61
Figure 36: Opinions of non-smokers and smokers about state regulation of local ordinances governing no-smoking policies.....	62
Figure 37: Opinions about smoking restrictions in the indoor dining areas of restaurants	63
Figure 38: Expectations about how a total smoking ban in restaurants would affect eating out behavior among non-smokers and smokers.....	64
Figure 39: Frequency of eating out and effect of restaurant smoking policy on dining choice for those who eat out more than once per week.....	65
Figure 40: Opinions about smoking restrictions in bars and cocktail lounges.....	66
Figure 41: Beliefs about smoking in other public places.	67
Figure 42: Beliefs about the cigarette tax per pack in Iowa in 2006.....	71
Figure 43: Support for cigarette tax changes in Iowa.....	72
Figure 44: How much additional tax, if any, on a pack of cigarettes would you be willing to support?.....	74
Figure 45: Use of potential tax revenue if Iowa were to increase tax on cigarette sales.....	74
Figure 46: What effect on smoking, if any, would you expect a cigarette tax increase to have?	75

Iowa 2006 Adult Tobacco Use Survey: Executive Summary

Prepared by the Center for Social and Behavioral Research, University of Northern Iowa
For the Iowa Department of Public Health, Division of Tobacco Use Prevention and Control
February 2007

Background & Purpose

The 2006 Iowa Adult Tobacco Survey (ATS) is the fourth in a series of state surveys whose purpose is to measure adult tobacco use and to be a primary component of the state's tobacco prevention and control monitoring system. The previous ATS projects in Iowa were conducted in 2001, 2002, and 2004. Because there is a continuing high level of state programming aimed at reducing tobacco use, there is value in conducting the ATS annually or bi-annually as part of a state-level monitoring system to survey the self-reports of tobacco-related behaviors and attitudes among the general adult public.

Methodology

The 2006 Iowa ATS was based on 1,950 adult respondents using a sampling plan that divided the state according to four types of counties based on total population. Random samples of adults were interviewed within each of these four county strata. Data were collected from April 22 through July 8, 2006, via Computer Assisted Telephone Interviewing (CATI) at the Center for Social and Behavioral Research (CSBR), University of Northern Iowa. To ensure the findings represented the Iowa adult population, case weights were supplied to CSBR by the Centers for Disease Control and Prevention. The case weights correspond to 2006 population estimates based on data collected by Claritas, Inc. The effect of these case weights is that they allow the sample to be statistically representative of the population of adult Iowan residents in 2006.

Main Findings: Cigarette and Other Tobacco Use

- ✦ **Adult Prevalence:** The percentage of adult Iowans who are current cigarette users has declined from 23% in 2002 to 18% in 2006. Current use means the person has smoked at least once during the past 30 days. The percentage of adult Iowans who have smoked at least 100 cigarettes during their lifetime has been declining from 48% in 2002 to 41% in 2006.

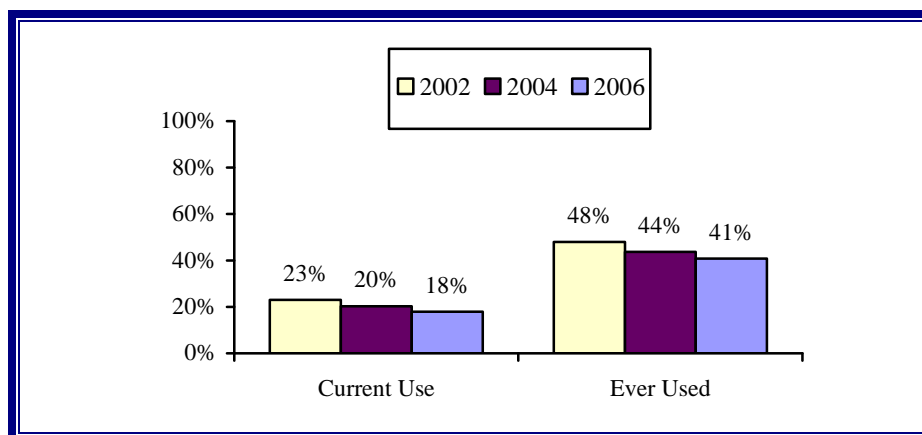


Figure ES-1. Current and ever cigarette use from 2002 to 2006.

- ✦ **Cigarette Use by Young Adults:** The prevalence of current cigarette use among young adult Iowans ages 18 through 24 was 34%, about twice the rate for all adults.

- ✦ **Smokeless Tobacco:** About 3% of adult Iowans have used smokeless tobacco during the past 30 days, and 19% of adult Iowans have ever used smokeless tobacco.
- ✦ **Cigars:** Approximately 4% have smoked cigars during the past 30 days, and slightly less than one-half (47%) of adult Iowans have ever smoked cigars.
- ✦ **Tobacco in Pipes:** Less than 1% of adult Iowans have smoked tobacco using a pipe during the past 30 days, but 20% of adult Iowans have ever smoked tobacco using a pipe.

Main Findings: Cessation Attempts

- ✦ **Stop Using Tobacco All Together:** Three-fourths (74%) of adult Iowans who are currently using one or more tobacco products (i.e., cigarettes, smokeless tobacco, cigars, smoking tobacco using pipes) would like to quit using tobacco products all together.
- ✦ **Quit Smoking (Current Smokers):** More than two-thirds (69%) of current cigarette users expect to some day quit smoking cigarettes, and 72% of current cigarette users would like to quit smoking. About 18% are planning to quit within the next 30 days.

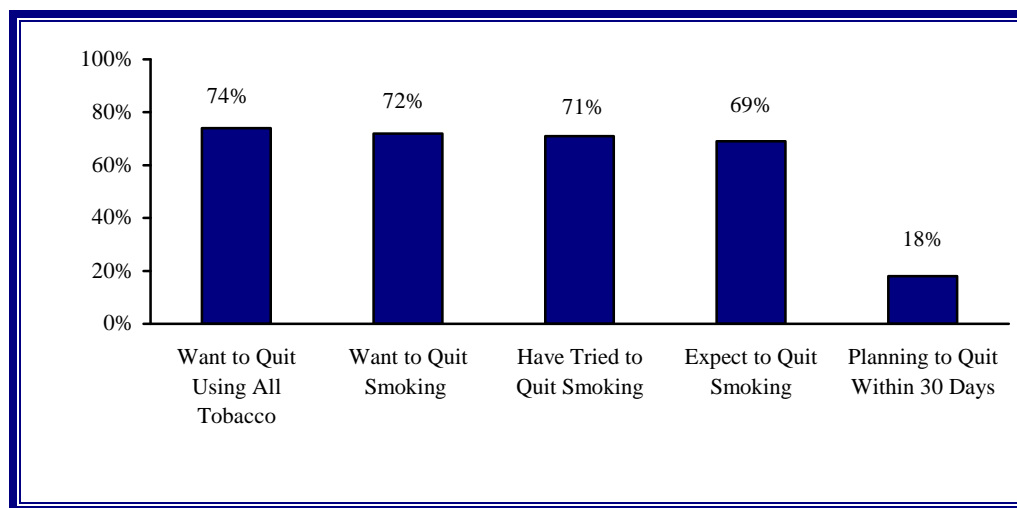


Figure ES-2. Summary of cessation beliefs, practices, and expectations.

- ✦ **Quitline Iowa (All Adults):** In 2006, about 20% of all adult Iowans had heard of Quitline Iowa as compared to 6% in 2004.
- ✦ **Quitline Iowa (Cigarette Smokers):** Of current smokers, 27% had heard of Quitline Iowa and 6% had called it. By comparison, in 2004 only 7% of current smokers had heard of Quitline Iowa and less than 1% of all current or former cigarette users combined had ever called Quitline Iowa.
- ✦ **Recently Quit:** An estimated 34,000 adult Iowans successfully stopped smoking cigarettes during the past 12 months and were classified as former smokers. A former smoker is defined as one who has smoked at least 100 cigarettes during one's lifetime and is not a current cigarette smoker. In total, 23% of all adult Iowans were former smokers.

- ✦ **Nicotine Replacement and Medications:** Among former smokers who have stopped smoking cigarettes during the past 5 years, 28% used the nicotine patch, nicotine gum, or some other medication to help them stop smoking. Among current cigarette users who tried to quit during the past 12 months, 33% used the nicotine patch, nicotine gum, or some other medication to help them with their last quit attempt.
- ✦ **Health Care Interactions:** Nearly two-thirds (64%) of current cigarette users who had been to the doctor in the past year were advised by the doctor, nurse or both to quit smoking. About one-fourth (26%) of current cigarette users who had been to the dentist in the past year were advised by the dentist or dental hygienist to quit smoking.

Main Findings: Special Populations

- ✦ **Lower Income Households:** Adult Iowans who were living in a household at or below the poverty guidelines were two and one-half times more likely than Iowans with incomes above this level to currently smoke cigarettes (prevalence of current cigarette use: 44% vs. 17%, respectively). Adult Iowans living in households below 200% of the poverty level were significantly more likely than other Iowans above this income level to currently smoke cigarettes (prevalence of current cigarette use: 27% vs. 16%, respectively).

Table ES-1 Current Cigarette Use by Income Level				
	N	Prevalence	95% CI	Cigarette Smokers per 20 Adults within this Income Level
All People At or Below 200% Poverty Guideline	137,000	27%	21.2-33.7	
At or Below the Poverty Guideline	50,000	44%	30.0-58.5	
Below 200% of the Poverty Guideline But Above the Poverty Guideline	87,000	22%	16.1-29.5	
People Above 200% Poverty Guideline	218,000	16%	12.8-18.7	

Note. Because of the small number of respondents in the lower income levels, the confidence intervals (95% CI) for these groups are large. One can be 95% confident that the actual prevalence rate for the population of people in the demographic subgroup is included within this range of values.

Legend

= Smoker

= Non-Smoker

- ✦ **Child Living in Household:** Among current cigarette users, 48% had one or more children living in their household.
- ✦ **Child to Parent Communication:** Nearly three-fourths (72%) of current cigarette users with children between the ages of 5 and 17 said their children have encouraged them to quit smoking.
- ✦ **Parent to Child Communication:** During the past 6 months, 61% of parents have told their child they cannot use tobacco.

Main Findings: Health Perceptions

- ✦ **Health Status:** Adults who had never smoked had significantly higher levels of self-reported general health status than did those who were former or current smokers.
- ✦ **Breathing Second-Hand Smoke:** The vast majority (95%) of adult Iowans think breathing smoke from other people's cigarettes is harmful. Specifically, 57% said breathing smoke from other people's cigarettes is *very harmful* and another 38% said it is *somewhat harmful*.
- ✦ **Protection from Second-Hand Smoke:** The vast majority (90%) of adult Iowans agree that people should be protected from second-hand smoke. Specifically, about one-third (34%) of adult Iowans *strongly agree* and an additional 56% *agree* that people should be protected from second-hand smoke.

Main Findings: Smoking Policies

- ✦ **Local Ordinances:** At present, the state law in Iowa does not require restaurants to be smoke-free and prohibits local governments from passing ordinances that prohibit smoking in restaurants. A slight majority (54%) thought the law should be changed to allow local ordinances prohibiting smoking in restaurants, 41% thought the law should stay as it is, and 5% said they were *not sure*.
- ✦ **Smoking Policies in Restaurants and Bars:** Nearly two-thirds (65%) of adult Iowans said smoking should not be allowed at all in the indoor dining areas of restaurants. One-third (32%) of adult Iowans said smoking should not be allowed at all in bars and cocktail lounges.
- ✦ **Anticipated Effect of Smoking Ban in Restaurants:** When asked what effect a total ban on smoking in restaurants would have on their frequency of eating out, 85% of all adult Iowans (87% for non-smokers and 78% for smokers) said it would make no difference. About 4% of all adult Iowans said they would eat out less frequently, while 11% said they would eat out more frequently.

Main Findings: Taxes and Sales

- ✦ **Current Cigarette Tax:** Iowans were asked how much tax there is on a pack of cigarettes in Iowa. Only 2% answered within 5 cents (plus or minus) of the 2006 rate of 36 cents.
- ✦ **Use of Tax Revenue:** If Iowa were to increase the tax on cigarettes, there was strong support that at least some of that money be used for tobacco control, prevention, or education (89%). Likewise, 85% supported using at least some of that money for other public health programs.
- ✦ **Increase Cigarette Tax:** Iowans were asked, “Do you think the amount of tax on the purchase of cigarettes should be increased, stay the same, or be decreased?” The responses were: 47% be increased, 33% stay the same, 13% be decreased, and 6% said they *did not know*.

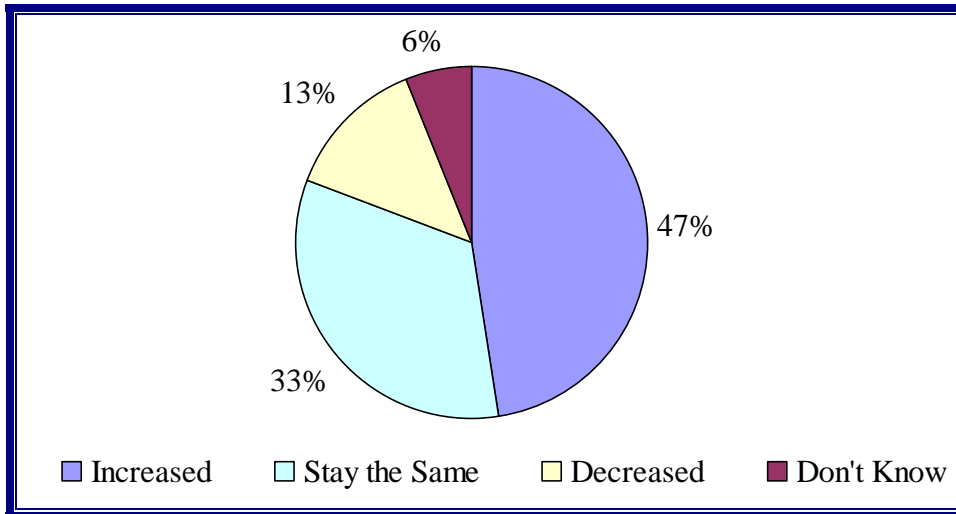


Figure ES-3. Support for changing the amount of tax on a purchase of cigarettes.

- ✦ **Support for Additional Tax:** Iowans were also asked, “How much additional tax, if any, on a pack of cigarettes would you be willing to support?” Slightly more than one-third of adult Iowans said they were willing to support a tax increase of one dollar or more.

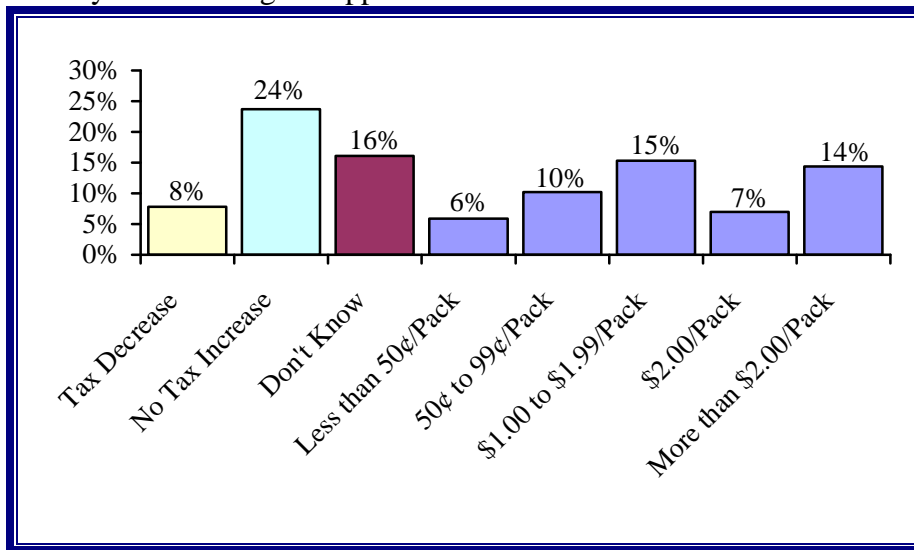


Figure ES-4. How much additional tax, if any, Iowans were willing to support.

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Purpose & Methodology

Purpose

The Iowa Adult Tobacco Survey (Iowa ATS) is the primary means for the State to assess whether progress is being made in the control and prevention of tobacco use among adults in Iowa. Although other federally supported surveys such as the Behavioral Risk Factor Surveillance System, National Health Interview Survey, National Household Survey on Drug Use and Health, and the Adult Tobacco Supplement to the Current Population Survey collect some basic information about tobacco use, these surveys do not cover the topic in sufficient depth for a comprehensive analysis of tobacco-related issues within Iowa. As with these other surveys, the ATS uses a standard methodology and core set of questions, in this case, provided by the Centers for Disease Control and Prevention (CDC). This generates credible data for planning control programs and for making comparisons across time and states.

The Iowa ATS was conducted in 2001 and 2002 by The Gallup Organization and in 2004 and 2006 by the University of Northern Iowa's Center for Social and Behavioral Research. Because there is a continuing, high level of state programming aimed at reducing tobacco use, there is value in conducting the ATS annually or bi-annually as part of a state-level monitoring system to survey the self-reports of tobacco-related behaviors and attitudes among the general adult public. The goals of the 2006 Iowa ATS were to measure the following for adult Iowans: (1) extent of tobacco use, (2) efforts to stop smoking, (3) exposure to second-hand smoke, (4) awareness of health risks of smoking, and (5) support for tobacco control policies.

Methodology

Data were collected from April 22 through July 8, 2006, via Computer Assisted Telephone Interviewing (CATI) at the Center for Social and Behavioral Research, University of Northern Iowa. Survey data were collected for 1,950 adult Iowans living in private, non-institutionalized residences. The sample had a cooperation rate of 70% which means that of the eligible respondents who were contacted 70% of them participated in the data collection. These respondents' responses were weighted to increase the likelihood that population estimates based on this sample are representative of the population of all adult Iowans. Technical details about the methodology and data analysis are discussed in Appendix A.

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Description of the Sample

The demographic characteristics of the sample in terms of the actual number of respondents, unweighted distributions, and weighted distributions by gender, age group, and county type are shown in Table 1. Unless otherwise noted, the percentages presented throughout this report correspond to the distribution of weighted scores. These weighted distributions are used to approximate the distribution of the total Iowa adult population, thereby, allowing one to estimate the number of adult Iowans engaged in particular behaviors or holding particular attitudes.¹

Table 1 Demographic Characteristic			
Demographic Characteristic	Number of Respondents	Unweighted Valid %	Weighted Valid %
Total	1,950	100.0	100.0
Gender			
Male	770	39.5	48.5
Female	1,180	60.5	51.5
Age Group			
18-24	82	4.3	14.0
25-44	502	26.0	34.4
45-64	713	37.0	32.1
65 and Older	632	32.8	19.6
County Type			
Rural	478	24.5	6.3
Mostly Rural	471	24.2	20.8
Mostly Urban	494	25.3	29.1
Urban	507	26.0	43.8

Note. Twenty-one respondents did not provide information about age.

¹ For gender and age, the weighted percentages are functionally equivalent to the population parameters; however, in the remainder of the report, the weighted percentages should be understood only to be estimates of population parameters. As way of illustration, 39.5% of the interviews were completed with men but 48.5% of the adult Iowan population in 2006 was male, thus the weighted percentage for men was 48.5%. Only 4.3% of the interviews were conducted with adults between the ages of 18 and 24 but 14.0% of the adult population in 2006 was in this age group. When the weights for each respondent are applied in the analysis, these demographic distributions match the actual population distribution. However, this is not the case with other demographics reported in other tables. For instance, in Table 2 for ethnicity, 1.5% of all interviews were completed with Hispanic/Latino respondents. The CDC formula used to calculate the case weights did not include ethnicity. Therefore, the weighted percentage of 2.4% does not mean that this *is* the percentage of all adult Iowans who are Hispanic/Latino but it means that Hispanics/Latinos represent 2.4% of the weighted responses in this survey.

Demographic characteristics (e.g., race/ethnicity, education, income, marital status, religion) of the sample are shown in Tables 2 through 5. These tables show the actual number of survey respondents, the population estimates, unweighted percentages, the overall percentages (i.e., percent of total sample), and the valid percentages (i.e., respondents who said “don’t know” and those who provided no response were excluded from the denominator).

Consistent with the demographics of the state, the sample was predominately white, Christian (approximately two-third were Protestant), about 95% had completed high school or more, and about two-thirds were currently married.

Table 2			
Race and Ethnicity			
	Number of Respondents	Unweighted Valid %	Weighted Valid %
Are You Hispanic or Latino?			
Yes	29	1.5	2.4
No	1,918	98.5	97.6
Which One or More Is Your Race?¹			
White	1,899	97.8	95.7
Black or African American	14	0.7	1.2
Asian	14	0.7	1.5
Native Hawaiian or Other Pacific Islander	3	0.2	0.3
American Indian or Alaska Native	7	0.4	0.3
Other	15	0.8	1.4
Which Best Represents Your Race?²			
White	1,896	97.6	95.6
Black or African American	14	0.7	1.2
Asian	13	0.7	1.4
Native Hawaiian or Other Pacific Islander	2	0.1	0.3
American Indian or Alaska Native	3	0.2	0.2
Other	14	0.7	1.3

Note. Valid percents are reported. The number of respondents who said “don’t know” (i.e., DK) or refused to give a response (i.e., RF) to these questions were as follows: Hispanic/Latino (DK=1; RF=2), One or More Race (DK=2; RF=6), and Best Represents (DK=2; RF=6).

¹ The sum of percentages exceeded 100% because some respondents selected more than one race.

² The follow-up “best represents” question was asked only for respondents who selected two or more race categories; therefore, for respondents who selected only one race in the first question, this response was assumed to be the race that best represents them.

Table 3
Income and Education

	Number of Respondents	Unweighted Valid %	Weighted Valid %
Annual Household Income From All Sources			
Less than \$10,000	52	3.1	2.0
\$10,000 to \$14,999	70	4.2	3.0
\$15,000 to \$19,999	110	6.5	4.1
\$20,000 to \$24,999	184	11.0	8.5
\$25,000 to \$34,999	263	15.7	12.9
\$35,000 to \$49,999	330	19.6	19.2
\$50,000 to \$74,999	353	21.0	25.0
\$75,000 or More	318	18.9	25.4
Highest Level of Education Completed or Highest Degree Received			
Never Attended School or Only Kindergarten	0	0.0	0.0
Grades 1 Through 8 (Elementary)	64	3.3	2.0
Grades 9 Through 11 (Some High School)	80	4.1	3.3
Grade 12 (High School Graduate)	678	34.9	32.1
GED	30	1.5	1.9
Some College, No Degree	315	16.2	17.5
AA, Technical/Vocational	133	6.9	7.1
AA, Academic	129	6.6	7.0
BA,BS (College Graduate)	321	16.5	17.6
Some Graduate or Professional School	29	1.5	1.8
Graduate or Professional Degree	162	8.3	9.6
Current Educational Enrollment Status			
Graduate or Professional School	37	1.9	2.7
4 Year College	36	1.8	5.3
2 Year College	31	1.6	3.3
Technical or Vocational School	7	0.4	1.1
GED Program	2	0.1	0.2
Other	4	0.2	0.5
Not Enrolled	1,829	94.0	86.8

Note. Valid percents are reported. The number of respondents who said “don’t know” (i.e., DK) or refused to give a response (i.e., RF) to these questions were as follows: Annual Household Income (DK=102; RF=168), Highest Level of Education Completed (DK=2; RF=7), and Current Educational Enrollment Status (DK=1; RF=3).

Table 4 Marital Status and Children Living in Household			
	Number of Respondents	Unweighted Valid %	Weighted Valid %
Marital Status			
Married	1,197	61.7	66.8
Divorced	191	9.9	6.4
Widowed	318	16.4	7.3
Separated	17	0.9	.6
Never Married	182	9.4	16.1
Member of an Unmarried Couple	34	1.8	2.7
Number of Children Aged 17 or Younger Living in the Household			
None	1,365	70.1	58.4
One	198	10.2	13.2
Two	227	11.7	17.1
Three	102	5.2	7.4
Four or More	54	2.8	3.8

Note. Valid percents are reported. The number of respondents who said “don’t know” (i.e., DK) or refused to give a response (i.e., RF) to these questions were as follows: Marital Status (DK=0; RF=11), and Number of Children Living in Household (DK=0; RF=4).

Table 5 Religious Preference, Attitude, and Behavior			
	Number of Respondents	Unweighted Valid %	Weighted Valid %
In The Past 30 Days, How Many Times, if Any, Did You Attend a Church or Religious Service, Not Including a Special Event Such as a Wedding or Funeral?			
None	684	35.8	38.0
One	152	8.0	9.0
Two	173	9.1	10.0
Three	144	7.5	7.2
Four	487	25.5	22.9
Five or More	271	14.2	12.9
How Religious a Person Do You Consider Yourself?			
Very	571	30.2	26.6
Moderately	970	51.3	49.2
Slightly	269	14.2	18.7
Not Religious at All	80	4.2	5.6
What Is Your Religious Preference?¹			
Christian (Protestant)	1,322	69.3	63.0
Christian (Catholic)	421	22.1	25.7
Christian (Other)	25	1.3	2.0
Other Religious Preference	32	1.7	2.4
No Religion (Atheist, Agnostic)	45	2.4	2.7
No Religious Preference	64	3.4	4.2

Note. Valid percents are reported. The number of respondents who said “don’t know” (i.e., DK) or refused to give a response (i.e., RF) to these questions were as follows: Church or Religious Service Attendance (DK=9; RF=30), Religiosity (DK=19; RF=41), and Religious Preference (DK=4; RF=37).

¹ Respondents who said “don’t know” or who chose not to answer the “how religious are you question” were not asked the religious preference question.

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Main Findings

Part 1: Cigarette Use

- ✦ **Adult Prevalence:** The percentage of adult Iowans who are current cigarette users has declined from 23% in 2002 to 18% in 2006. Current use means that the person has smoked at least once during the past 30 days. Likewise, the percentage of adult Iowans who have smoked at least 100 cigarettes during their lifetime has been declining from 48% in 2002 to 41% in 2006.
- ✦ **Cigarette Use among Young Adults:** The prevalence of current cigarette use among young adult Iowans ages 18 through 24 was 34%, about twice the rate for all adults.
- ✦ **Age of Initiation:** The vast majority (95%) of adults who said they smoked cigarettes regularly at any point in their lives started smoking when they were 24 years of age or younger, with more than one-half starting smoking as minors (under age 18).
- ✦ **Former Cigarette Smokers:** Nearly one-fourth (23%) of adult Iowans were former cigarette smokers which means they have smoked at least 100 cigarettes during their life but none during the past 30 days.

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Overview of Cigarette Use

Trend in Use over Time. The percentage of adult Iowans who are current cigarette users has declined from 23% in 2002 to 18% in 2006. Current use means that the person has smoked at least once during the past 30 days. Likewise, the percentage of adult Iowans who have smoked at least 100 cigarettes during their lifetime has been declining from 48% in 2002 to 41% in 2006.

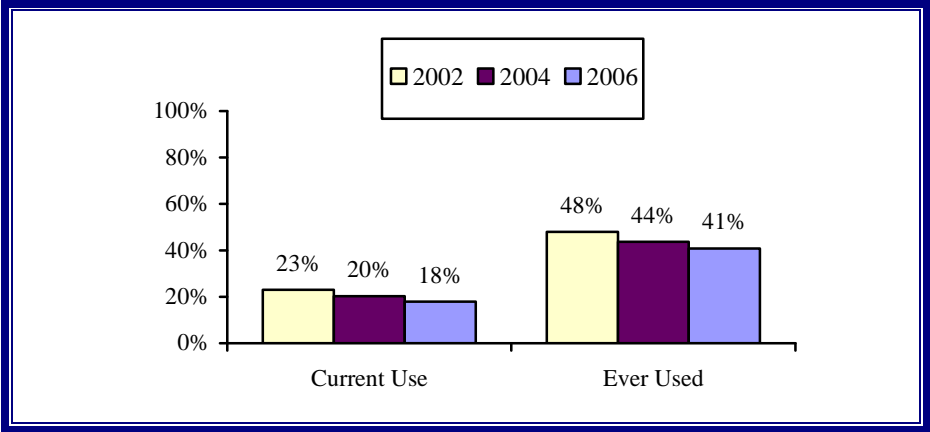


Figure 1. Current and ever cigarette use from 2002 to 2006.

All Adults. Approximately 18% ($N_w = 406,000$) of adult Iowans are current cigarette users. Current cigarette use was defined as having smoked at least 100 cigarettes during one’s lifetime *and* having smoked at least one cigarette during the past 30 days. Another 23% ($N_w = 519,000$) of adult Iowans were former cigarette users. Former cigarette use was defined as having smoked at least 100 cigarettes during one’s lifetime but the person has not smoked any cigarettes within the past 30 days. Of these former smokers, an estimated 34,000 recently quit smoking within the past 12 months.

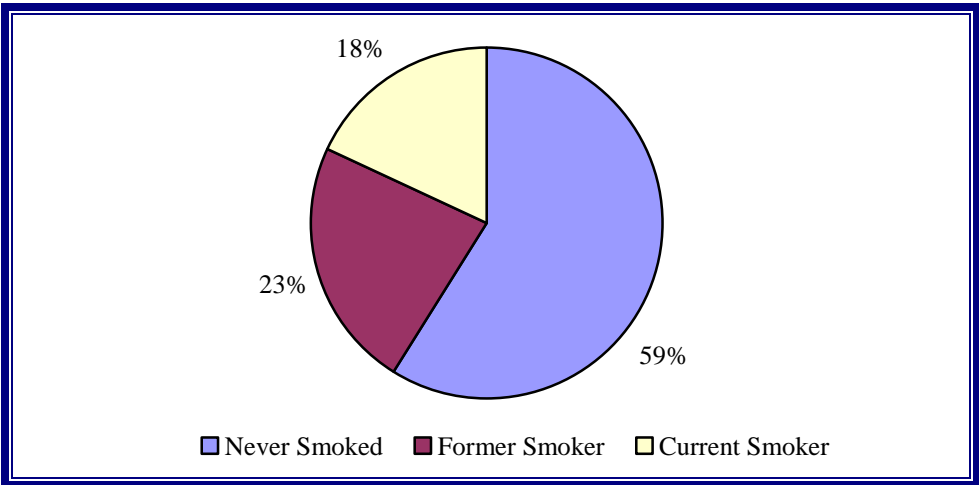








Figure 2. Overview of cigarette use.

Gender. Men (47%) were more likely than women (35%) to have ever smoked 100 or more cigarettes in their lifetime, but the difference in current cigarette use between men (20%) and women (16%) was not statistically significant.

Age Group. The rate of cigarette use among the youngest adults is considerably higher than the rate for other adults. For instance, the prevalence of cigarette use within the past 12 months among the youngest adults was (a) twice that of those age 25 through 44, (b) one and one-half times that of those age 45 through 64, and (c) five and one-half times that of those age 65 and older. As shown in Table 6, the pattern for current cigarette use (i.e., smoked during the past 30 days) is similar.

Table 6 Current Cigarette Use by Age Group			
Age Group	Prevalence	Smokers per 20 adults	Cigarette Smokers per 20 Adults
18-24	34%	6.82	
25-44	16%	3.16	
45-64	21%	4.18	
65+	5%	1.06	

Note. The 95% confidence intervals for prevalence rates are as follows: 18-24 age group (23.1-47.0), 25-44 age group (12.6-19.6), 45-64 age group (17.2-25.1), and 65 or older (3.5-7.8). One can be 95% confident that the actual prevalence rate for the population of people within the demographic subgroup is included within this range of values. Because of the small number of respondents in the 18- to 24-year-old age group, the confidence interval is larger than the others.

Legend	
	= Smoker
	= Non-Smoker

County Type. Adults who live in urban (39%) or mostly urban (40%) counties were less likely than their rural (47%) counterparts to have ever smoked 100 or more cigarettes.



For additional information see Tables B-1 to B-3 in Appendix B.

Age of First Use

Ever Smoked Cigarettes. About one-half of adults who have smoked 100 or more cigarettes during their lifetime reported they first started smoking cigarettes regularly when they were 17 years old or younger. Another 43% began regularly smoking cigarettes as young adults between the ages of 18 and 24 years old. The mean age of first use was 17.6 years old. On average, men start smoking regularly about one year earlier than women (17.1 vs. 18.2 years old, respectively). The mean age at which people started regularly smoking cigarettes varied with age group. Among those now 18-24, the mean age of initiation of regular cigarette use was 15.3 years old compared to (a) 17.3 years old and 17.7 years old for ages 25-44 and 45-64 and (b) 19.1 years old for those now over the age of 65. Although about 95% of those who have ever smoked cigarettes regularly began to do so by the age of 25, the apparent differences in means within these younger age groups do not necessarily correspond to a cohort effect because the data are cross-sectional rather than longitudinal in nature. For instance, there is the issue of range restriction because some of the non-smokers in the 18-24 age group may start regularly smoking in the future (e.g., when they are 26 years old) and, in that case, the mean age of initiation would increase for that cohort. In other words, the maximum *possible* mean age of initiation is related to the actual mean age of the respondents within that age group.

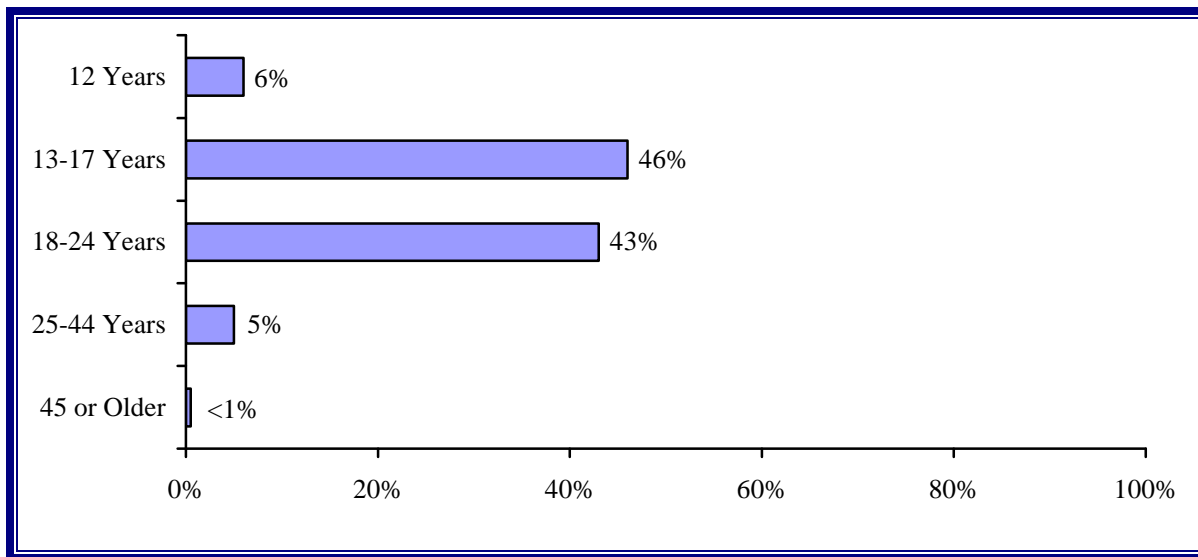


Figure 3. Age started smoking cigarettes regularly. (% of ever cigarette users).

Intention to Start Smoking Among Young Adults Non-Smokers: Adults under the age of 30 who said that they do not currently smoke at all were asked if they thought they would smoke a cigarette anytime during the next year. About 21,000 of these young adults (6%) reported they would likely smoke cigarettes within the next 12 months. Specifically, the distribution of responses was *definitely yes* (4%), *probably yes* (2%), *probably no* (14%), and *definitely no* (81%).



For additional information see Tables B-5 and B-7 in Appendix B.

Days Smoked Per Month

All Adults. More than one-third of all adult Iowans (37%, $N_w = 832,000$) have smoked cigarettes on a daily basis at some point in their lives. Men (42%) were more likely than women (32%) to have ever smoked cigarettes on a daily basis during their lifetime.

Ever Cigarette Users. Approximately 91% of adults who have ever smoked at least 100 cigarettes in their lifetime reported they were smoking cigarettes on a daily basis some point in their lifetime.

Current Cigarette Users. Among current cigarette users, 95% ($N_w = 338,000$) have smoked cigarettes on a daily basis at some point in their lives, and 84% are currently smoking cigarettes every day. The mean number of days smoked was 27.4 days per month.

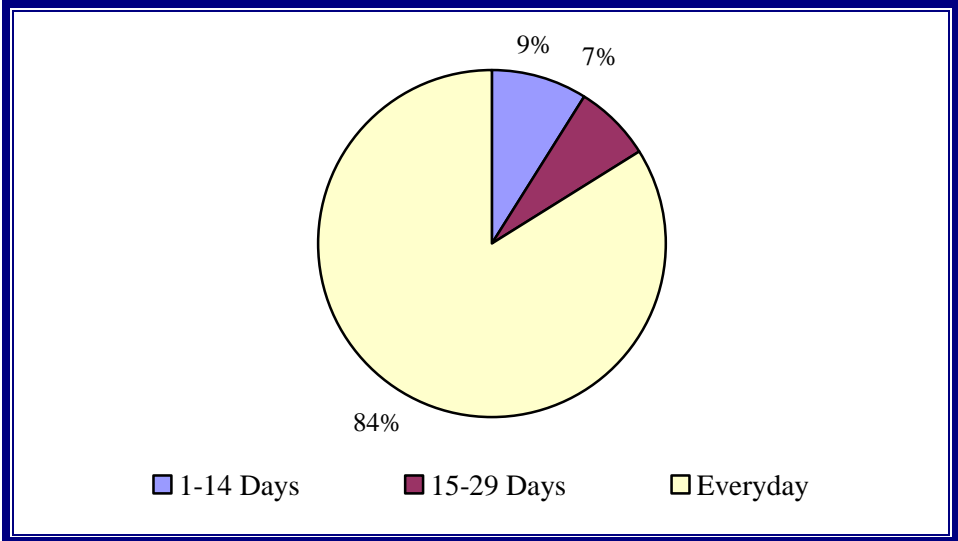


Figure 4. Number of days smoked during the past 30 days among current cigarette users.



For additional information see Tables B-8 to B-10 in Appendix B.

Cigarettes Smoked Per Day

Current Cigarette Users. On days when they smoke, 84% of current cigarette users said they smoked about one-half of a pack of cigarettes (i.e., between 6 and 15 cigarettes) or more per day (see Table 7). An estimated 181,000 adult Iowans (45%) of current cigarette users smoke one pack of cigarettes or more per day when they smoke (see Figure 5).

Table 7 On Days When You Smoked During the Past 30 Days, About How Many Cigarettes Did You Smoke a Day? (% Among Those Smoking During the Past Month)		
	Number	Current Smokers %
1 Cigarette or Less Per Day	16,000	4.1
2 to 5 Cigarettes Per Day	48,000	11.9
About ½ Pack a Day (6-15 Cigarettes)	151,000	37.8
About 1 Pack a Day (16-25 Cigarettes)	138,000	34.5
About 1 ½ Packs a Day (26-35 Cigarettes)	27,000	6.7
About 2 Packs or More a Day (36+ Cigarettes)	20,000	5.1

Note. “Don’t Know” and “Refused” responses summed to less than <0.5%. Percents shown are valid percents.

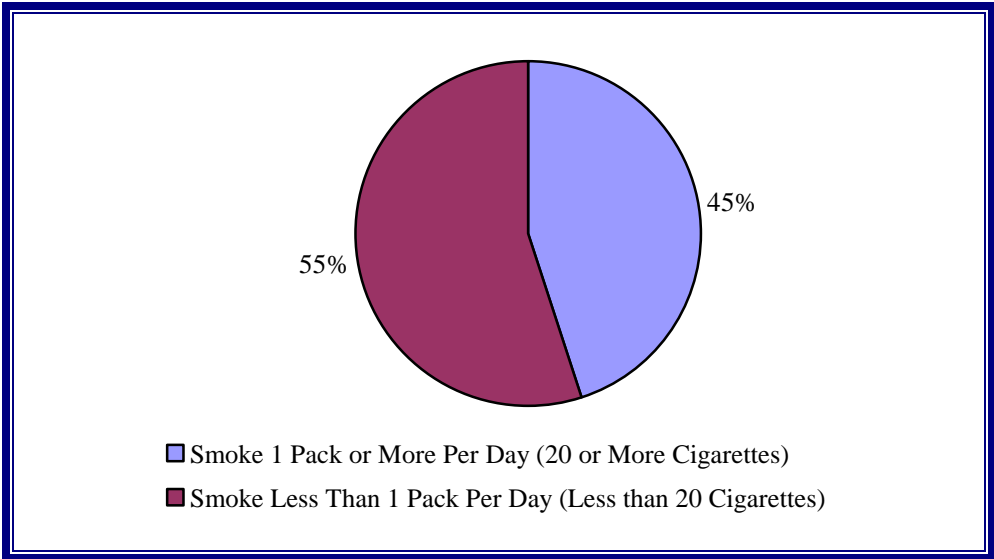


Figure 5. Percent of current smokers who smoke at least one pack of cigarettes per day.



For additional information see Tables B-11 and B-12 in Appendix B.

First Cigarette of the Day

Current Cigarette Users. Within 30 minutes of waking up, 49% of current cigarette users have smoked their first cigarette of the day. The first cigarette is smoked within the first 5 minutes of awaking for 17% of current cigarette users or about 67,000 adult Iowans.

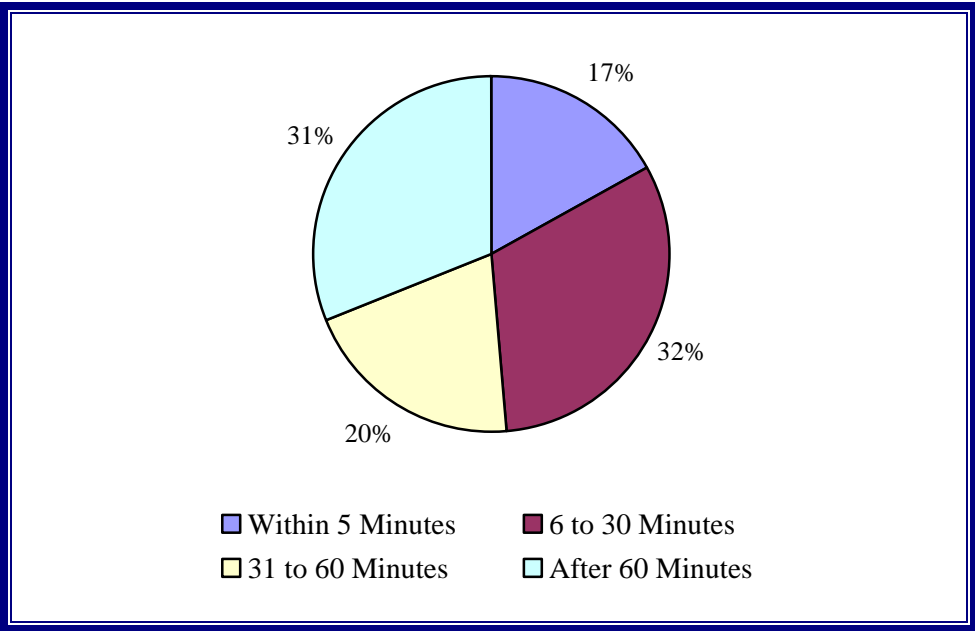


Figure 6. How soon after you wake up do you have your first cigarette?



For additional information see Tables B-13 and B-14 in Appendix B.

Social Smoking

People Upset about Smoking. Approximately 60% of adults who currently smoke cigarettes thought people close to them were upset about their smoking.

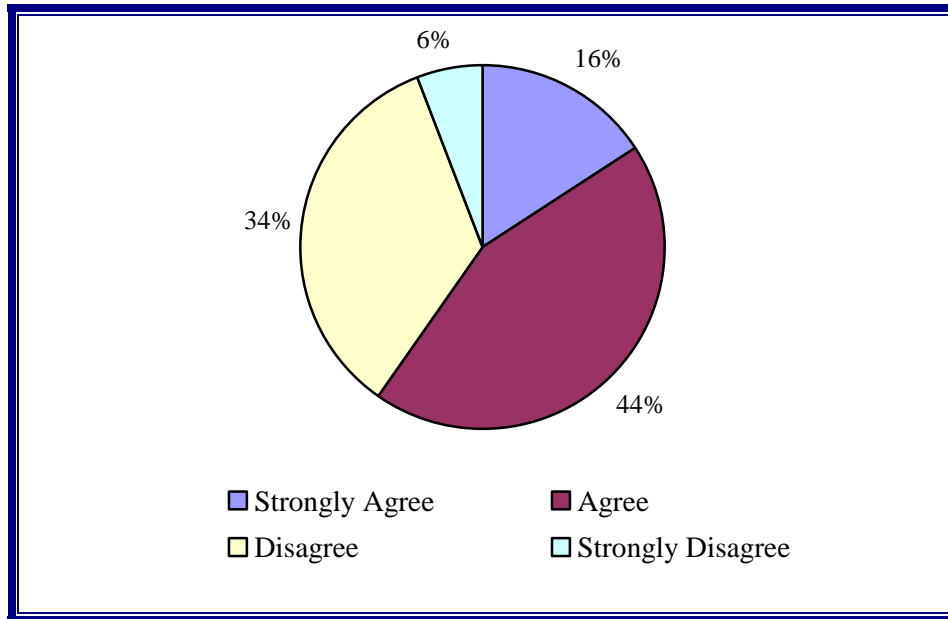


Figure 7. People close to me are upset about my smoking.

Smoking with other Smokers. One-fourth (25%) of current cigarette users reported they usually only smoke cigarettes when they are with other people who are also smoking cigarettes. Among adults 18 to 24 years of age who are current cigarette users, more than one-third (36%) usually only smoke when they are with others who are smoking.

Tobacco use by Friends. One-third (34%) of all adults under the age of 30 said that at least one-half of their friends use tobacco products. Twenty-one percent of adults under 30 who currently do not smoke cigarettes said at least one-half of their friends use tobacco products. In contrast, about 67% of current cigarette users under 30 said at least one-half of their friends also use tobacco products. Specifically, the percentage of friends who use tobacco products among non-smokers and smokers, respectively, were as follows: *none* (14% vs. 7%), *a few* (54% vs. 19%), *less than half* (10% vs. 7%), *about half* (12% vs. 34%), and *most or all* (10% vs. 34%).

Tobacco & Alcohol. The relationship between smoking and alcohol use showed that for 61% of all current cigarette users, their cigarette smoking is not usually associated with also drinking alcohol, and 19% of current cigarette users said they do not drink alcohol. Yet, 20% of current cigarette users ($N_w = 77,000$) said they usually smoke only when they also drink alcohol.

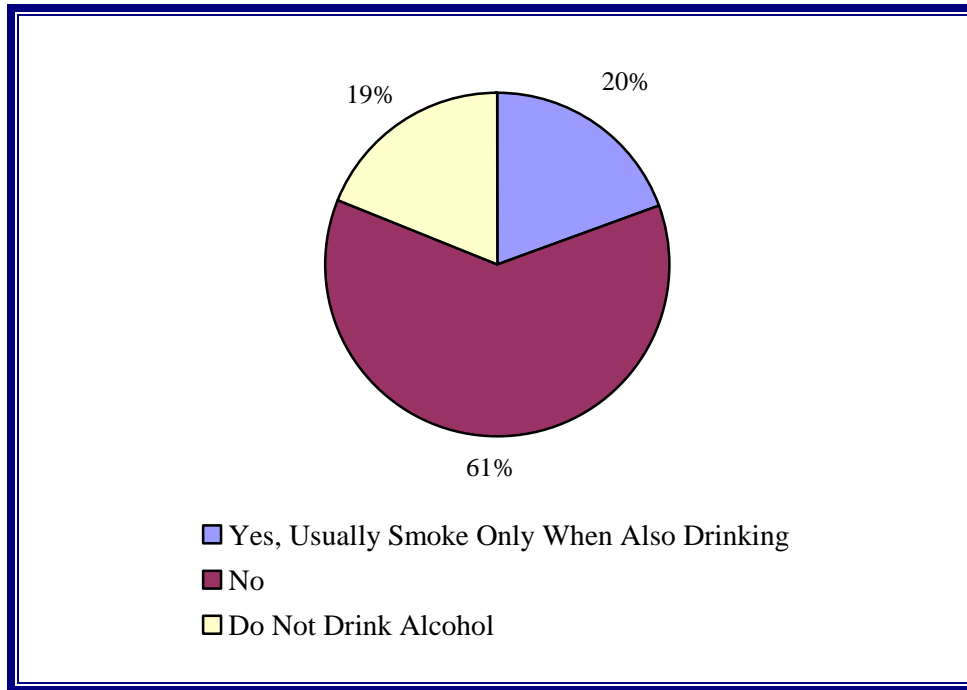


Figure 8. Usually smoke cigarettes only when also drinking alcohol.

Part 2:

Other Tobacco Products

- ✦ **Smokeless Tobacco:** About 3% of adult Iowans have used smokeless tobacco during the past 30 days, and 19% of adult Iowans have ever used smokeless tobacco.
- ✦ **Cigars:** Approximately 4% have smoked cigars during the past 30 days, and slightly less than one-half (47%) of adult Iowans have ever smoked cigars.
- ✦ **Tobacco in Pipes:** Less than 1% of adult Iowans have smoked tobacco using a pipe during the past 30 days, but 20% of adult Iowans have ever smoked tobacco using a pipe.

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Smokeless Tobacco

Slightly less than 3% of adults ($N_w = 59,000$) currently use smokeless tobacco. In 2006, approximately one-fifth (19%) of all adults have ever tried a smokeless tobacco product such as chew or snuff. By a 12:1 ratio, men were more likely than women to have used smokeless tobacco. Most of those who have ever used smokeless tobacco products have quit with only 14% of them having used in the past 30 days. An estimated 34,000 of those adults who currently use smokeless tobacco (i.e., 57% of current users) would like to quit using chewing tobacco or snuff. The 2006 prevalence rates were similar to those observed in 2004 for current (3%) and ever (20%) use of smokeless tobacco.

Table 8 Have You Ever Used or Tried Smokeless Tobacco Products Such as Chewing Tobacco or Snuff? (% All Adults)			
	Number	Overall %	Valid %
Yes	430,000	19.0	19.1
No	1,819,000	80.3	80.9
Don't Know	0	0.0	—
No Response	16,000	0.7	—

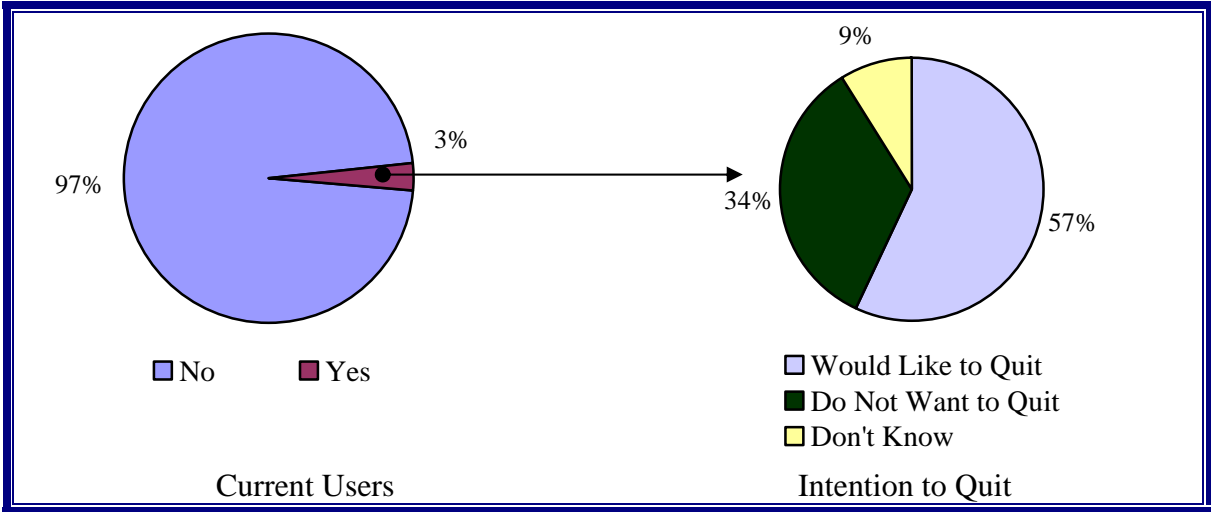


Figure 9. Current smokeless tobacco use and intention to quit.



For additional information see Tables C-1 and C-2 in Appendix C.

Cigars

In total, 4% of adults currently smoke cigars. Of these 96,000 adult cigar users, an estimated 24,000 would like to quit smoking cigars. About one-half (47%) of adults have smoked a cigar during their lifetime, and approximately 9% of those who have ever smoked cigars have smoked cigars in the past 30 days. The 2006 prevalence rates were similar to those observed in 2004 for current (5%) and ever (47%) use of cigars.

Table 9			
Ever Smoked Cigar, Even One or Two Puffs?			
	Number	Overall %	Valid %
Yes	1,061,000	46.8	47.3
No	1,184,000	52.3	52.7
Don't Know	4,000	0.2	—
No Response	16,000	0.7	—

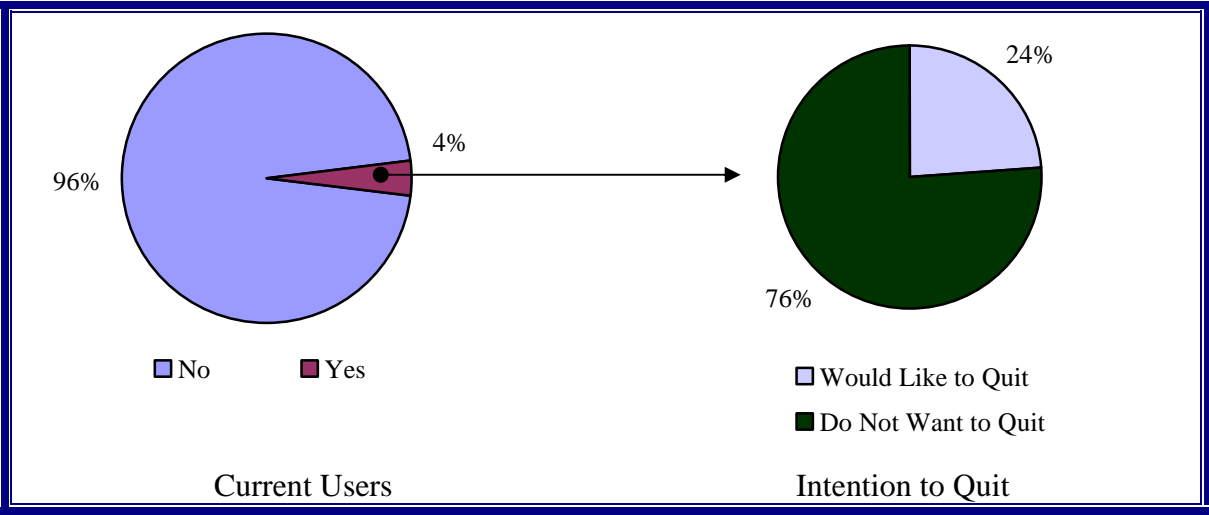


Figure 10. Current cigar use and intention to quit.



For additional information see Tables C-3 and C-4 in Appendix C.

Smoke Tobacco in Pipe

Less than 1% of adult Iowans ($N_w = 18,000$) currently smoke tobacco in pipes. About one-fifth (20%) of all adults have smoked tobacco in a pipe during their lifetime, but only 4% of those who have ever used are currently smoking tobacco in pipes. Because of the small number of actual survey respondents who currently smoke tobacco in pipes, the data on the proportion who would like to quit could not be reliably estimated. The 2006 prevalence rates were similar to those observed in 2004 for current (1%) and ever (22%) use of pipes to smoke tobacco.

Table 10 Ever Smoked Tobacco in a Pipe, Even One or Two Puffs?			
	Number	Overall %	Valid %
Yes	451,000	19.9	20.1
No	1,792,000	79.1	79.9
Don't Know	4,000	0.2	—
No Response	19,000	0.8	—



For additional information see Tables C-5 and C-6 in Appendix C.

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Part 3:

Cessation Beliefs & Behaviors

- ✦ **Quit Smoking (Current Smokers):** Approximately two-thirds (69%) of current cigarette users expect to some day quit smoking cigarettes, and 72% of current cigarette users would like to quit smoking. About one-half (50%) of current cigarette users are seriously considering stopping smoking within the next 6 months and 18% are planning to quit within the next 30 days.
- ✦ **Nicotine Replacement and Medications:** Among former smokers who have stopped smoking cigarettes during the past 5 years, 28% used the nicotine patch, nicotine gum, or some other medication to help them stop smoking. Among current cigarette users who tried to quit during the past 12 months, 33% used the nicotine patch, nicotine gum, or some other medication to help them with their last quit attempt.
- ✦ **Quitline Iowa:** In 2006, about 20% of all adult Iowans had heard of Quitline Iowa as compared to 6% in 2004. Of current smokers, 27% had heard of Quitline Iowa and 6% had called it. By comparison, in 2004 only 7% of current smokers had heard of Quitline Iowa and less than 1% of all current or former cigarette users combined had ever called Quitline Iowa.
- ✦ **Health Care Interactions:** Nearly two-thirds (64%) of current cigarette users who had been to the doctor in the past year were advised by the doctor, nurse or both to quit smoking. About one-fourth (26%) of current cigarette users who had been to the dentist in the past year were advised by the dentist or dental hygienist to quit smoking.
- ✦ **Stop Using Tobacco All Together:** Three-fourths (74%) of adult Iowans who are currently using one or more tobacco products (i.e., cigarettes, smokeless tobacco, cigars, smoking tobacco using pipes) would like to quit using tobacco products all together. Of former smokers, 7% quit smoking cigarettes during the past year.
- ✦ **Health Insurance Coverage:** Of those who had some kind of health care coverage (including government plans), nearly 60% did not know whether the costs of nicotine replacement, smoking cessation classes or counseling, or some other help with quitting would be covered.

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Years Since Last Smoked & Age When Quit (Former Smokers)

Approximately two-thirds (69%) of former cigarette users stopped smoking 10 or more years ago, and 7% quit in the past year. Nearly one-half (48%) of former cigarette users were between the ages of 25 and 44 when they stopped smoking cigarettes. Among those who have stopped smoking cigarettes during the past 5 years, 28% used the nicotine patch, nicotine gum, or some other medication to help them stop smoking and 4% used other assistance such as classes or counseling (see Appendix D for details).

Former cigarette smokers were asked how they planned their quit attempt that successfully allowed them to stop smoking. Among those who could recall, 62% said they did not plan the quit attempt in advance but they “just did it.” For about one-fifth of former smokers, the planning involved a few days or less. Specifically, 4% planned the quit attempt earlier that same day, 2% planned it the day before they quit, and 12% planned it a few days before hand. Ten percent planned the attempt for a few weeks and 9% planned for a few months.

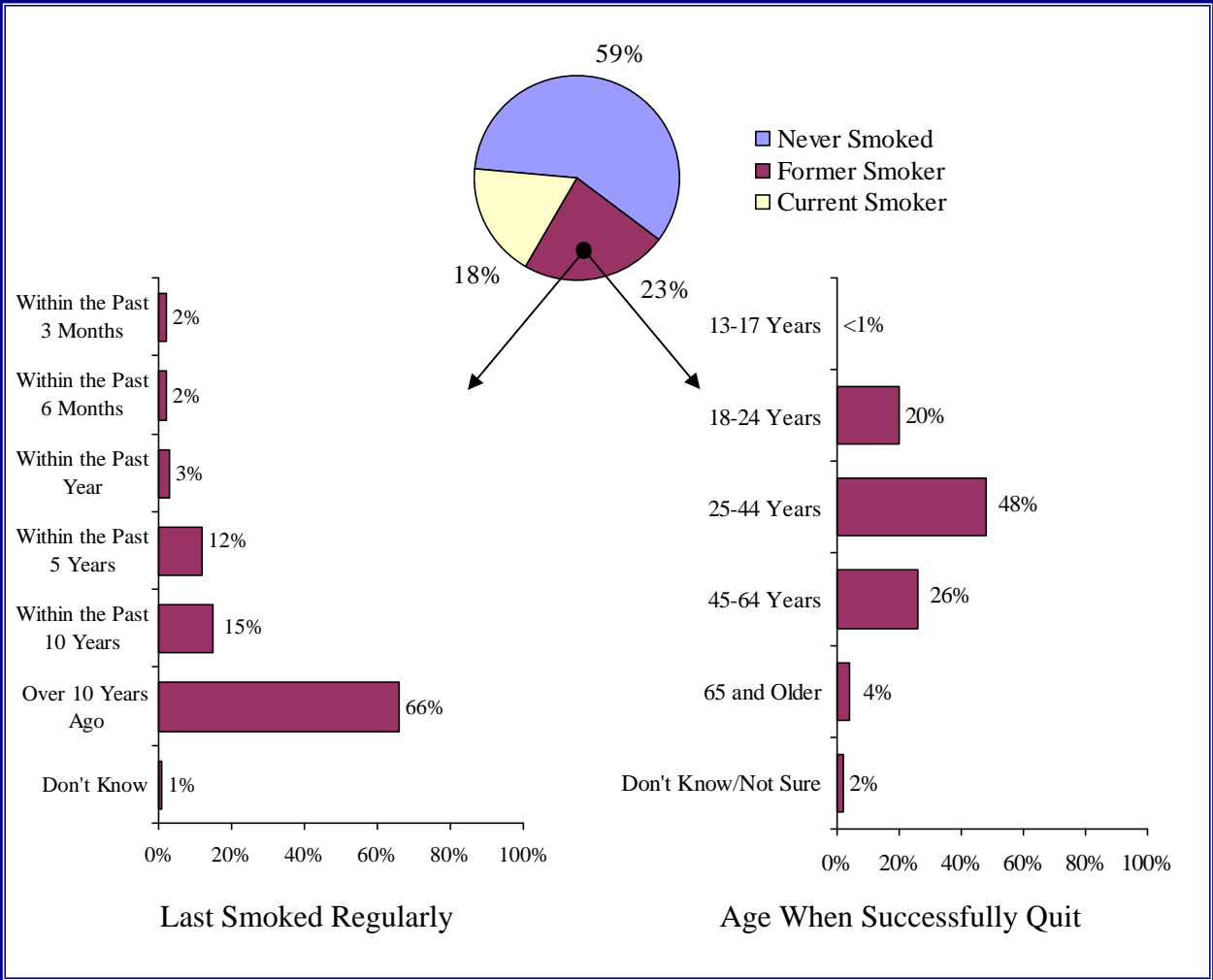


Figure 11. Characteristics of the successful quit attempt by former smokers.

Desire to Quit Using All Tobacco Products

Three-fourths (74%) of adult Iowans who are currently using one or more tobacco products would like to quit using tobacco all together. This would include stopping smoking cigarettes, cigars, tobacco in a pipe, and using smokeless tobacco.

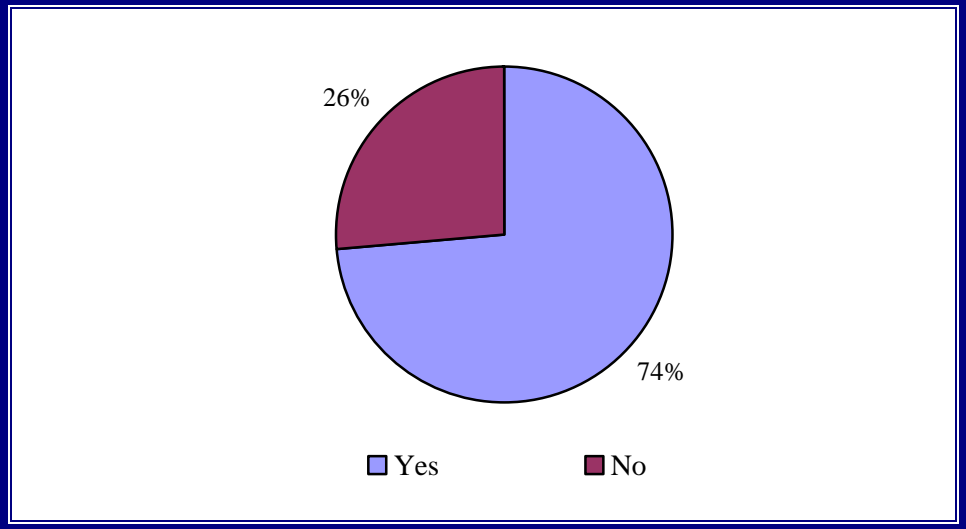


Figure 12. Percent of current tobacco users who would like to quit using tobacco.



For additional information see Table D-1 in Appendix D.

Current Cigarette Users Beliefs about Quitting

Approximately two-thirds (69%) of current cigarette users expect to some day quit smoking cigarettes, and 72% of current cigarette users would like to quit smoking. When current cigarette users were asked how likely they thought they would be to succeed if they decided to give up smoking altogether, 43% thought they would be *very likely* to succeed and an additional 34% thought they would be *somewhat likely* to succeed.

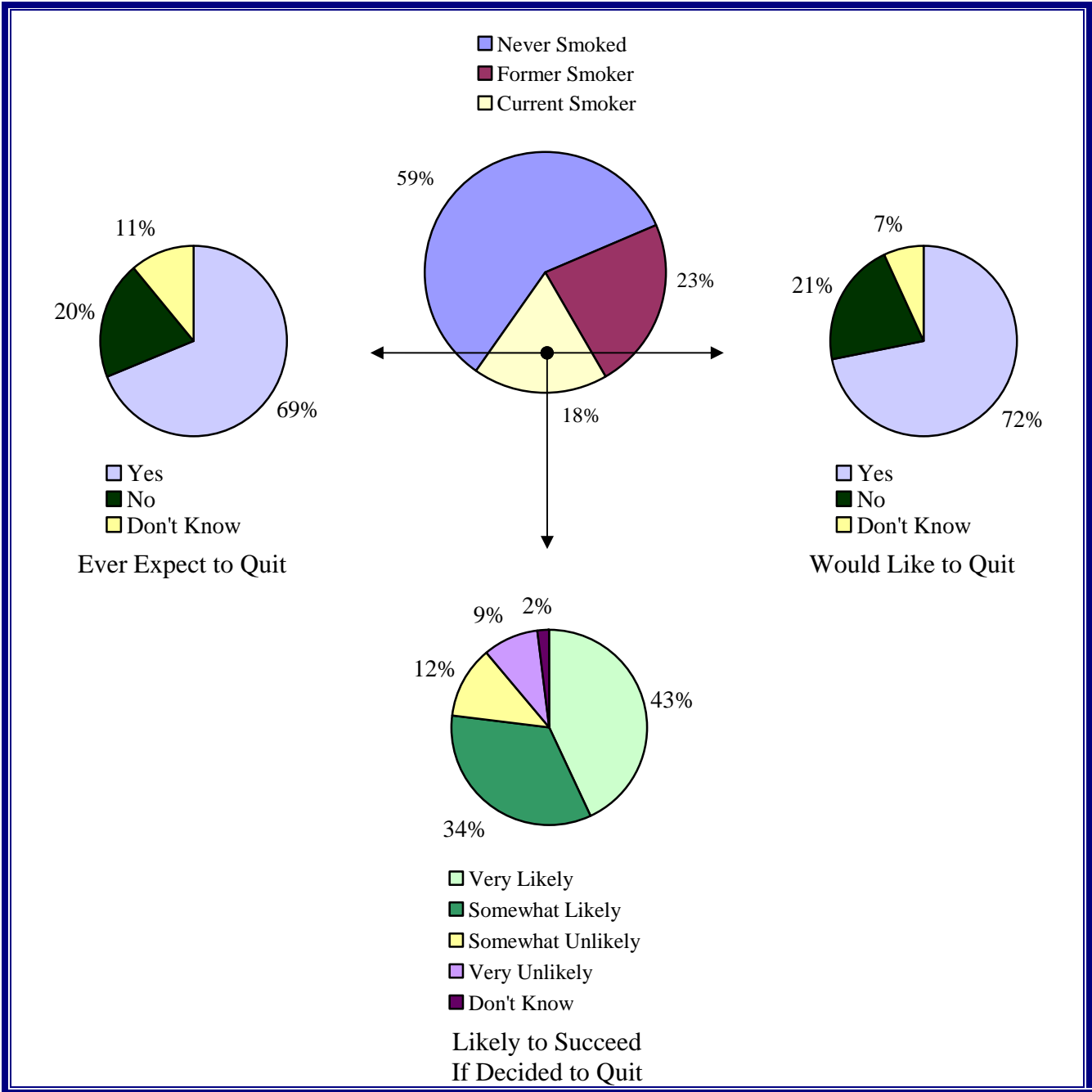


Figure 13. Beliefs among current cigarette users about quitting smoking.

Past Quit Attempts

Approximately one-fifth (22%) of current cigarette smokers have never tried to stop smoking. However, most current smokers said they thought they would be at least somewhat likely to succeed if they decided to stop smoking altogether; these expectations are inconsistent with past efforts. For instance, 71% of current cigarette users successfully stopped smoking for one day or longer at least once and then resumed their cigarette use. During the past 12 months, 43% of current smokers were successful in stopping smoking for one day or longer but have once again resumed their cigarette use.

One-third (33%, $N_w = 55,000$) of those current cigarette users who tried to quit during the past 12 months used the nicotine patch, nicotine gum, or some other medication to help them with their last quit attempt, and 6% of them ($N_w = 11,000$) used some other assistance such as classes or counseling (see Appendix D for details).

The mean age of current cigarette users at the last quit attempt was 36.6 years old. When current cigarette users last tried to quit smoking, 28% were 18-24 years old, 38% were 25-44 years old, 28% were 45-64 years old, 4% were 65 or older, and 1% did not know their age.

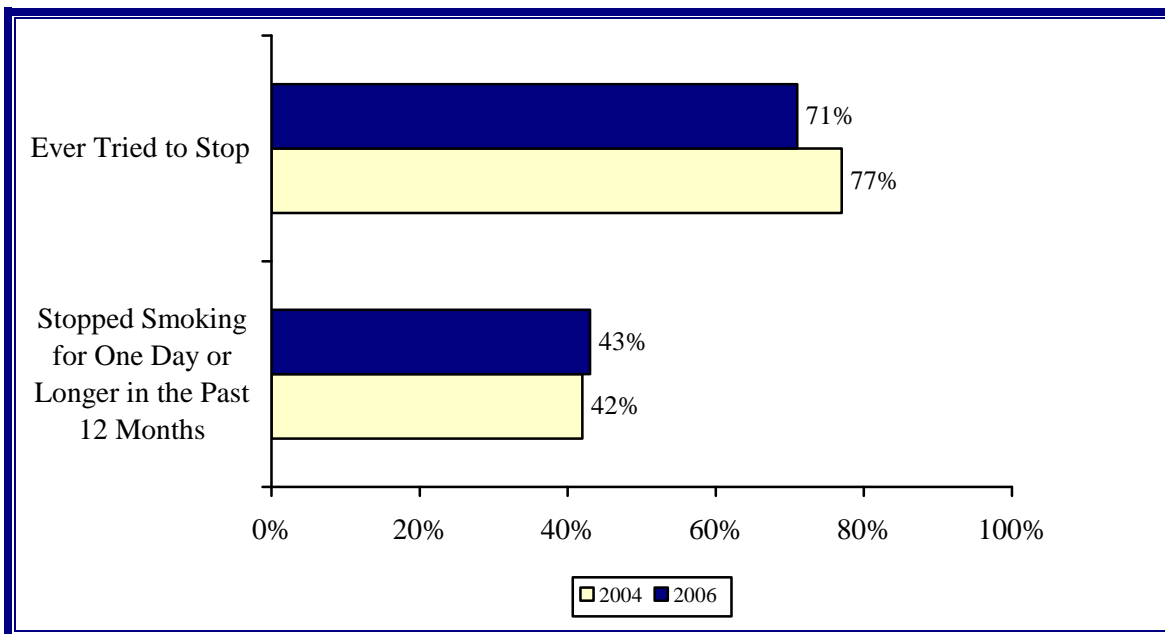


Figure 14. Past quit attempts by current cigarette users.

Current cigarette smokers were asked how they planned their last quit attempt. Among those who could recall, 48% said they did not plan the quit attempt in advance but they “just did it.” For about one-fourth of current smokers, the planning involved a few days or fewer. Specifically, 4% planned the quit attempt earlier that same day, 5% planned it the day before they quit, and 19% planned it a few days before hand. About 18% planned the attempt for a few weeks and 6% planned for a few months.

Considering Quitting

Nearly one-fifth (18%, $N_w = 70,000$) of all current cigarette users were planning to stop smoking within the next 30 days, and about one-half (50%) of current cigarette users ($N_w = 190,000$) were seriously considering stopping smoking within the next six months. There were no statistically significant differences by gender, age group, or country type in terms of the proportion of current smokers who were considering stopping smoking in the next six months and of those who were planning to quit in the next 30 days.

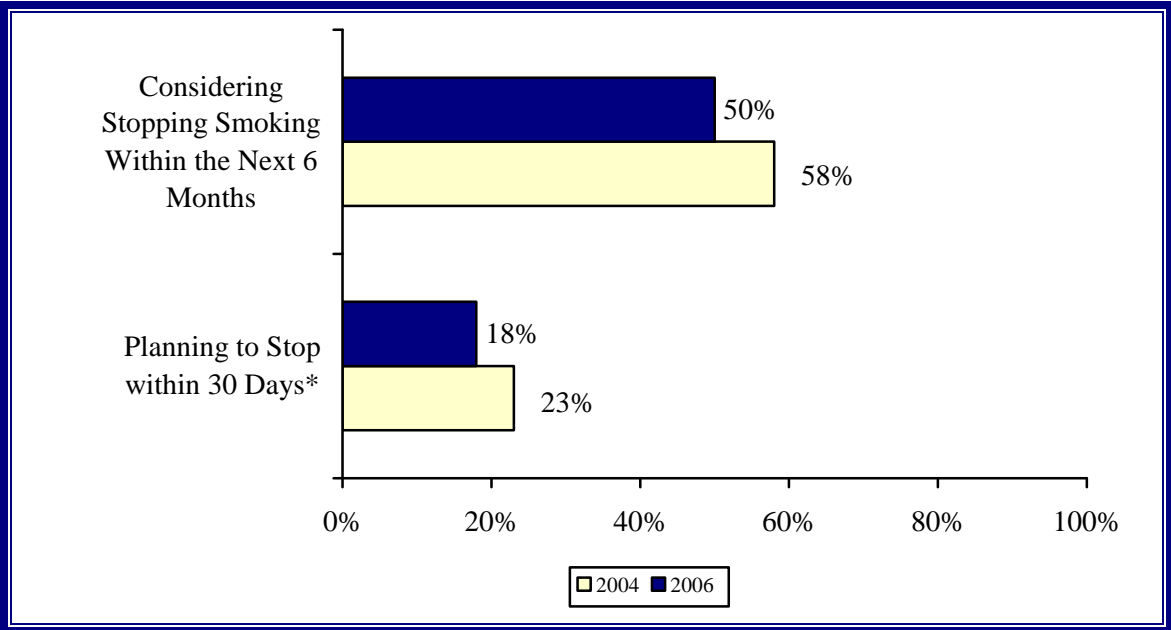


Figure 15. Consideration of future quit attempt among current cigarette users.

* In the 2004, 44.8% was the valid percent of those who said they were planning to quit during the next 30 days; however, this question was asked only of those considering quitting in the next 6 months (i.e., 45% of those seriously considering quitting are planning to do so in the next 30 days); however, for comparability with 2006 data the value from 2004 was recalculated to represent the valid percent from among *all* current cigarette users who were planning to quit within the next 30 days (viz., 23%).

Cessation Summary

In total, 74% of tobacco users would like to quit using tobacco products all together. Among current cigarette users, 72% would like to quit smoking; however, only 18% of current cigarette users are planning to stop smoking within the next 30 days.

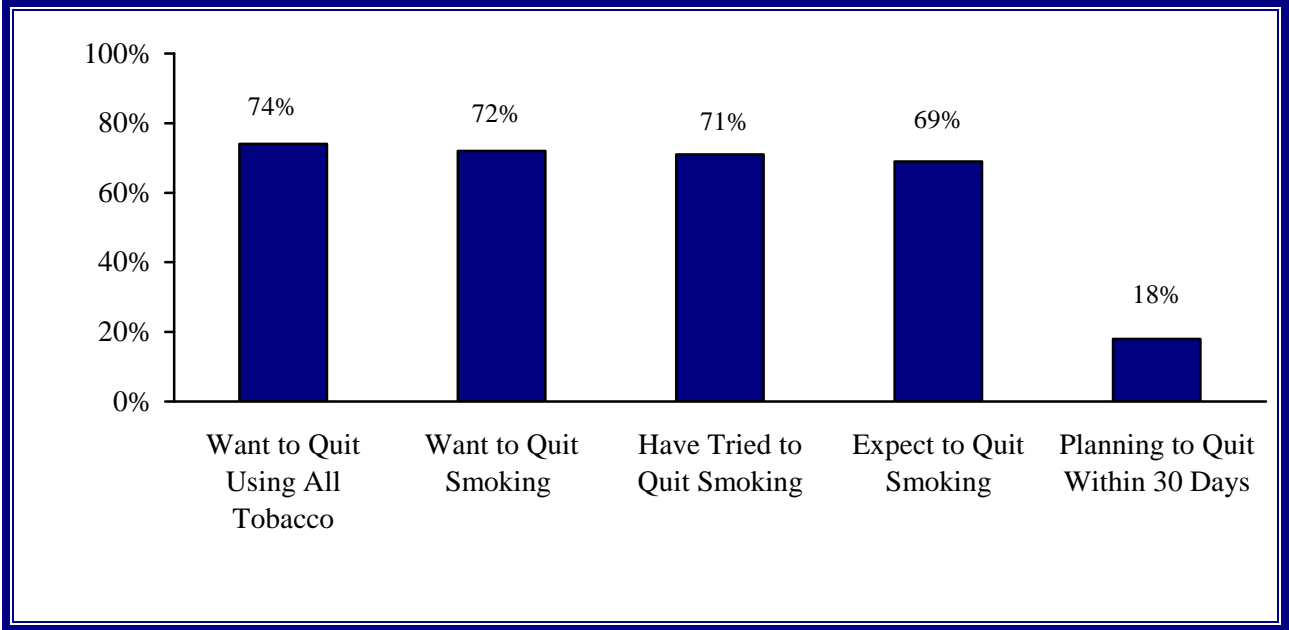


Figure 16. Summary of cessation beliefs, practices, and expectations (% of current users).

Interest in Resources to Stop Smoking

Current cigarette users were asked, if they decided to give up smoking altogether, how interested they would be in nine types of resources that might be used to help them stop smoking. The only type of resources that a majority (57%) of cigarette users were at least somewhat interested in using was nicotine replacement (i.e., nicotine patch or gum) or some other medication. At least 40% indicated at least some interest in hypnosis, attending a stop smoking clinic or class, and using self-help materials, books or videos.

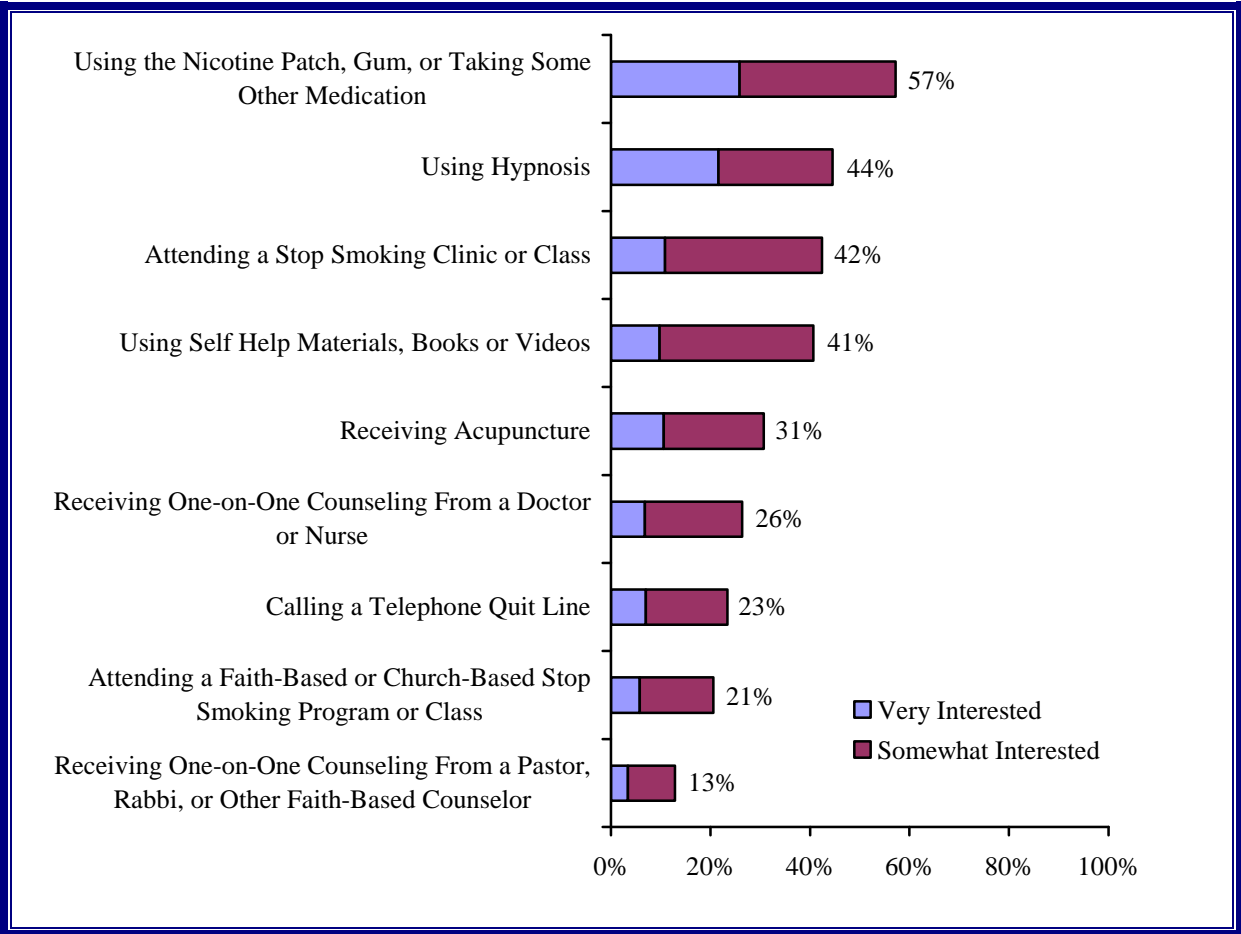


Figure 17. Percentages of current smokers who would be “Very Interested” or “Somewhat Interested” in these resources if they decided to give up smoking altogether.



For additional information see Table D-2 in Appendix D.

Quitline Iowa

Quitline Iowa: In 2006, about 20% of all adult Iowans had heard of Quitline Iowa as compared to 6% in 2004. Three-fourths (74%) of those who had heard of Quitline Iowa said they had seen or heard an advertisement about it on TV, radio, the Internet, or somewhere else. Among current cigarette users, 27% had heard of Quitline Iowa and 72% had seen or heard an advertisement for Quitline Iowa. Approximately 6% of current cigarette users ($N_w = 6,000$) who had heard of Quitline Iowa said that they have called it at least once for help. Similarly, about 5% of former smokers ($N_w = 9,000$) who had heard of Quitline Iowa said that they had called at least once for help to quit smoking. Among these adults Iowans who want to quit using tobacco products all together, 28% had heard of Quitline Iowa.

In sum, 27% of current smokers had heard of Quitline Iowa, and 6% had called it in 2006. By comparison, in 2004, only 7% of current smokers had heard of Quitline Iowa, and less than 1% of all current or former cigarette users combined had ever called Quitline Iowa.

Table 11 Quitline Iowa is a Telephone Based Smoking Cessation Hotline that Offers Services such as Phone Counseling Smoking Cessation Information and Referrals. Have You Ever Heard of Quitline Iowa?					
	Number	Overall %	Valid %	Current Users Overall %	Current Users Valid %
Yes	440,000	19.4	20.4	25.4	26.9
No	1,716,000	75.7	79.6	69.1	73.1
Don't Know	16,000	0.7	—	0.5	—
No Response	94,000	4.1	—	5.0	—

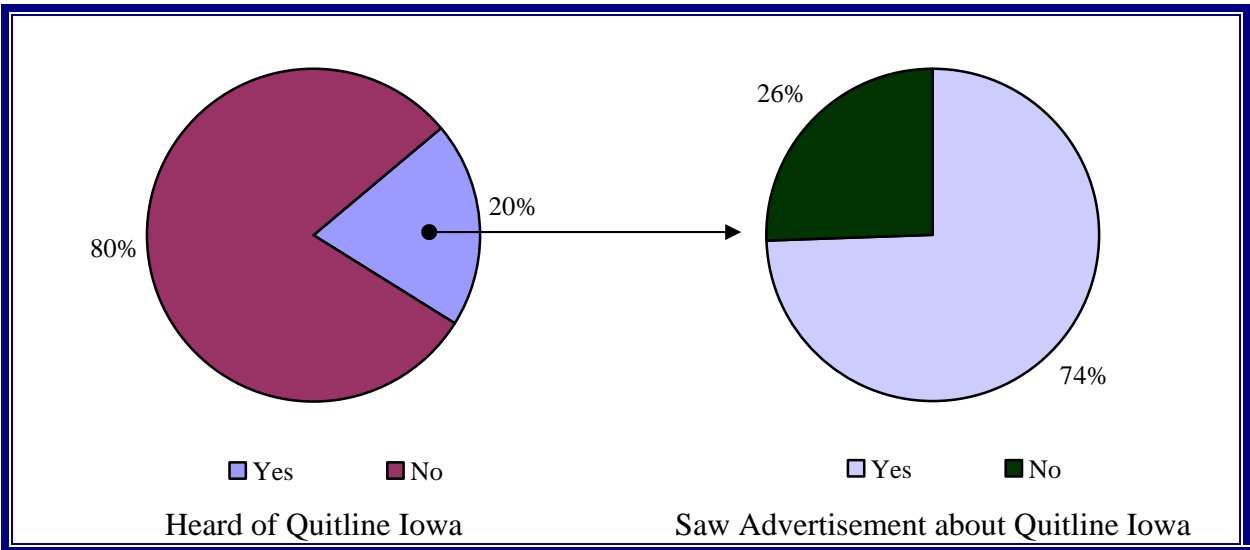


Figure 18. Familiarity of Iowans with Quitline Iowa.

Interaction with Health Care Providers

All Adults. In the past 12 months, 79% of all adults were seen by a doctor, nurse or other health care professional to receive care for themselves. Of those who did so, 33% (N_w = 587,000) were not asked if they smoke cigarettes nor were they advised to quit smoking. No data were available as to whether or not the health care provider had asked about their cigarette use in previous visits with the health care providers. Among the non-smokers who were asked whether they used cigarettes, 73% were asked by a doctor, 30% by a nurse, 2% by some other health care professional, and 4% did not know who it was that asked them. An additional 2% spontaneously reported during the interview that they were asked this question on an admission form, and less than 1% spontaneously reported that their insurance company asked them this information.

Current Cigarette Users. In the past 12 months, 40% of current cigarette users were seen by a doctor, nurse or other health care professional to receive care for themselves. Nearly two-thirds (64%) of those who did so were advised by the doctor, nurse or both to quit smoking. (In 2004, 53% had been advised to quit). A prescription for a patch, nicotine gum, nasal spray, inhaler, or pills such as Zyban was given to 30% (N_w = 46,000) of those advised to quit smoking. Setting a specific date to stop smoking was suggested to 24% (N_w = 38,000) of those advised to quit smoking. Use of a smoking cessation class, program, quit line, or counseling was suggested to 18% (N_w = 28,000) of those advised to quit smoking. Booklets, videos, or other materials to help them quit smoking were given to 29% (N_w = 45,000) of those advised to quit smoking.

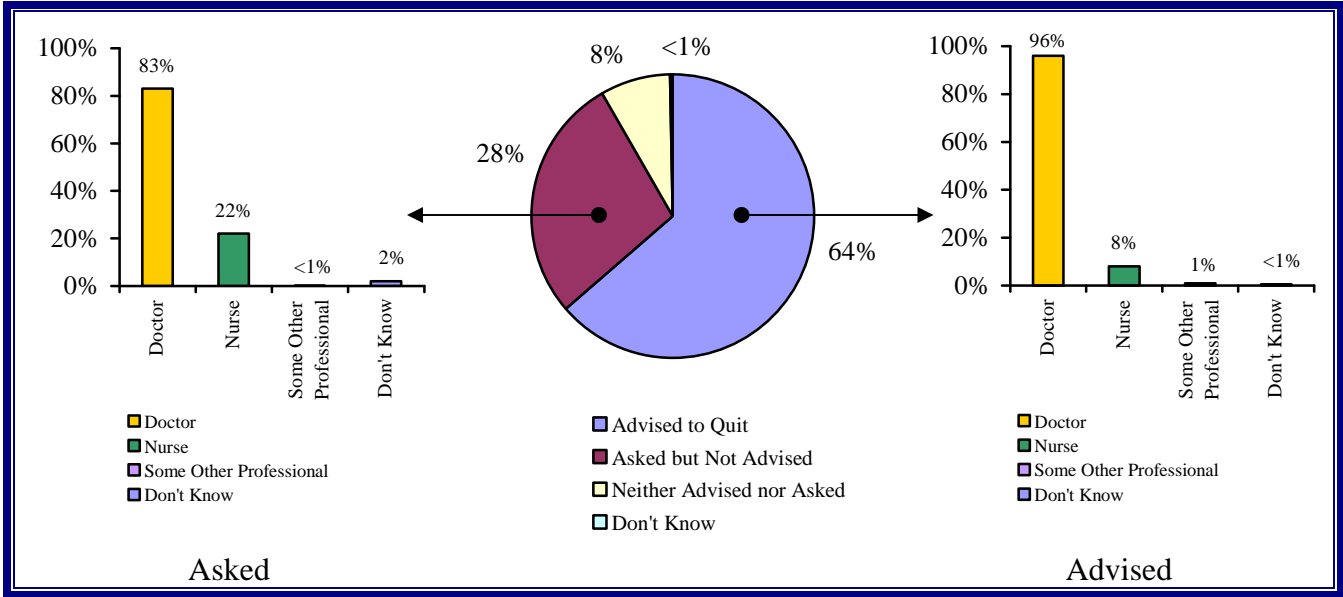


Figure 19. Advised to quit or asked about smoking at doctor visit. (% of current smokers)

Interactions with Oral-Health Care Providers

All Adults. Three-fourths (75%) of all adults were seen by a dentist or dental hygienist during the past 12 months. Current cigarette users were significantly less likely than non-users to have visited the dentist during the past 12 months (62% vs. 78%, respectively).

Current Cigarette Users. Those adults who currently smoke cigarettes and who had been to the dentist during the past 12 months were asked if the dentist or dental hygienist advised them to quit smoking. About one-fourth (26%) said they were advised to quit smoking; this advice typically came from the dentist. Current cigarette users who were not advised to quit smoking were asked if the dentist or dental hygienist asked them if they smoked. About one-third (34%) of all current cigarette users who had been to the dentist during the past 12 months said that they were asked if they smoked cigarettes. Among those current cigarette users who were asked about their smoking, they most often were asked by the dentist.

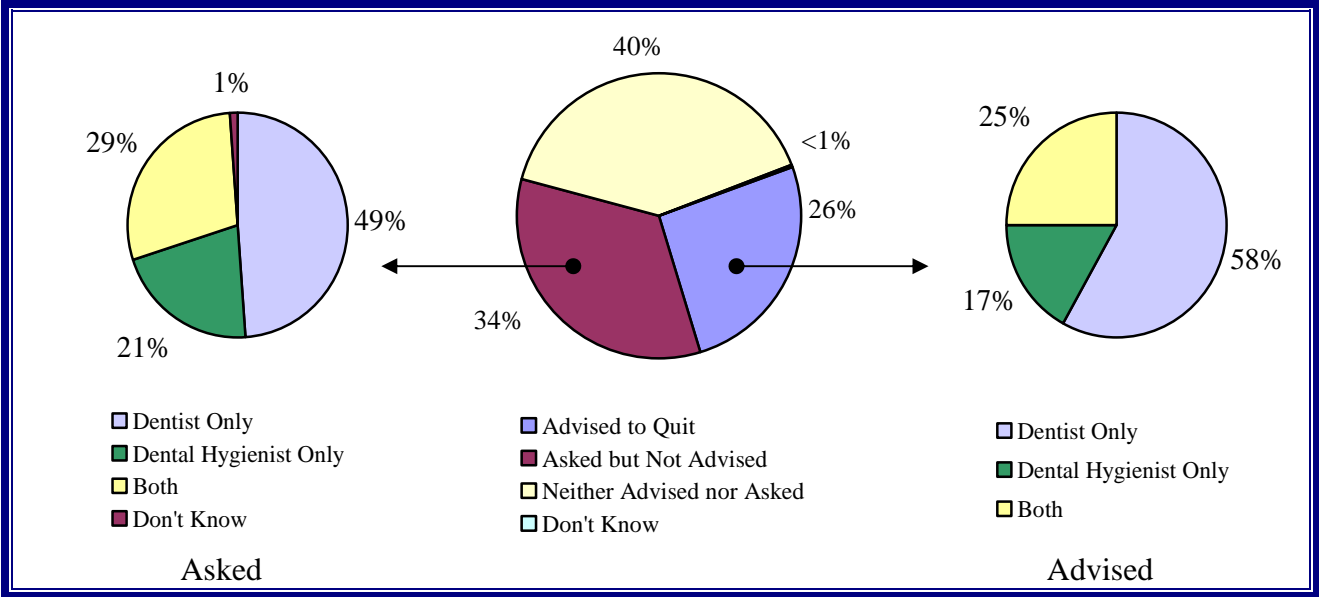


Figure 20. Advised to quit or asked about smoking at dentist visit. (% of current smokers)

Health Insurance Coverage

Most (89%) adult Iowans said they had health care coverage of some kind, including health insurance plans, prepaid plans, or government plans (e.g., Medicaid, Medicare). Of those who had some kind of health care coverage (including government plans), 59% did not know whether the costs of nicotine replacement, smoking cessation classes or counseling, or some other help with quitting would be covered. Three-fourths (74%) of current cigarette users have some form of health care coverage, but only 20% said it covered nicotine replacement, smoking cessation classes or counseling, and other types of assistance to help one quit smoking. Slightly less than one-half (46%) of cigarette users with health care coverage did not know whether it would be covered; one-third (34%) said these medications, classes, and other types of assistance were not covered.

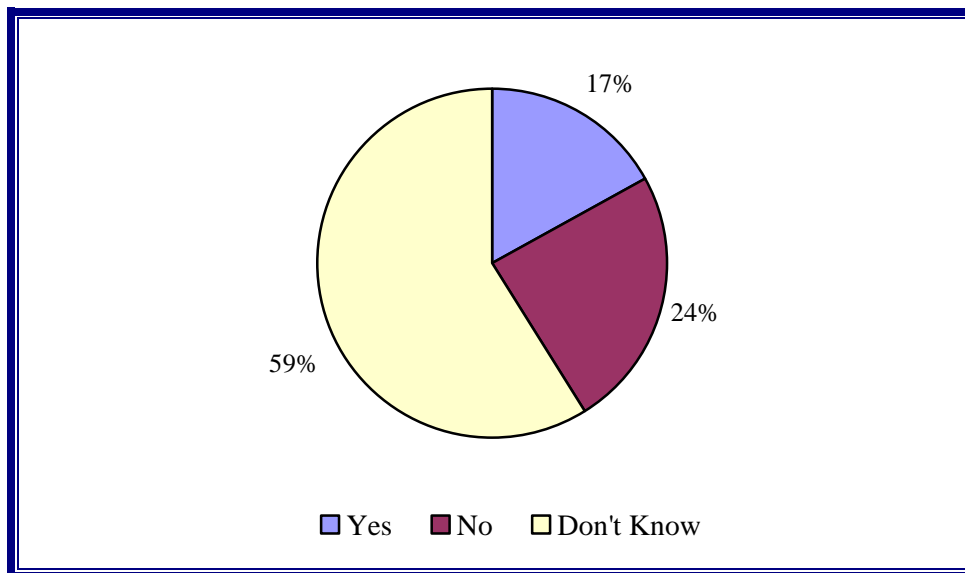


Figure 21. Health insurance coverage for smoking cessation. (% among all adults with insurance)



For additional information see Tables D-3 and D-4 in Appendix D.

Employer Programs

Approximately one-fourth (24%) of adult Iowans who were employed for wages indicated that within the past 12 months their employer had offered stop smoking programs or other help to employees who wanted to quit smoking. Slightly fewer (21%) of current cigarette users employed for wages said their employer had offered stop smoking programs or any other help for employees to quit smoking during the past 12 months.

Table 12 Within the Past 12 Months, Has Your Employer Offered Any Stop Smoking Program or Any Other Help to Employees Who Want to Quit Smoking?					
	Number	Overall %	Valid %	Current Overall %	Current Valid %
Yes	301,000	13.3	23.5	14.7	20.8
No	981,000	43.3	76.5	55.9	79.2
Don't Know	173,000	7.6	—	3.3	—
No Response	810,000	35.8	—	26.1	—

Part 4: *Special Populations*

- ✦ **Activity-Limiting Conditions:** Among adults with chronic activity-limiting conditions, 22% believed the condition was the result of breathing second-hand smoke. Among past or current cigarette users with chronic activity-limiting conditions, 33% believed the condition was the result of their own smoking of cigarettes. There were no statistically significant differences in the prevalence rates of current cigarette use on any of three measures related to activity limiting conditions that were used in this study.
- ✦ **Lower Income Households:** Adult Iowans who were living in households at or below the poverty guidelines were two and one-half times more likely than Iowans with incomes above this level to currently smoke cigarettes (44% vs. 17%, respectively). Adult Iowans living in households below 200% of the poverty level were significantly more likely than other Iowans with incomes above this level to currently smoke cigarettes (27% vs. 16%, respectively).
- ✦ **Child Living in Household:** Among current cigarette smokers, 48% had one or more children living in their household.
- ✦ **Child to Parent Communication:** Nearly three-fourths (72%) of current cigarette users with children between the ages of 5 and 17 said their children have encouraged them to quit smoking.
- ✦ **Parent to Child Communication:** During the past 6 months, 61% of parents have told their child they cannot use tobacco.

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Activity-Limiting Conditions

Overview of Activity-Limiting Conditions. During the past 12 months, 5% ($N_w = 118,000$) adult Iowans were told by a health care provider that because of a chronic health problem they should use special equipment such as a home or portable oxygen tank, cane, special bed, special telephone, wheelchair or power chair. Fourteen percent ($N_w = 304,000$) of adult Iowans said they were limited in some way because of physical, mental, or emotional problems. About one-half (52%, $N_w = 159,000$) of these Iowans had a physical, mental, or emotional condition that has lasted for six or more months and substantially limited their physical activities, prevented them from working, or caused difficulty in taking care of themselves.

Attribution of Smoking Causation. Among adults with chronic (i.e., has 6 months or longer) activity-limiting conditions, 22% believed the condition was the result of breathing second-hand smoke. Among past or current cigarette users with chronic activity-limiting conditions, 33% ($N_w = 30,000$) believed the condition was the result of their own smoking of cigarettes.

Activity-Limiting Conditions & Smoking. There were no statistically significant differences in the prevalence rates of current cigarette use on any of three measures related to activity-limiting conditions. For descriptive purposes, the rates of current cigarette use for those with versus without the limitation were as follows: (a) limited in any way in any activity because of physical, mental, or emotional problems (19% vs. 18%); (b) told to use special equipment during the past 12 months (21% vs. 18%); and (c) at least one chronic substantially activity-limiting condition lasting for at least six months (23% vs. 17%).

Lower Income Households

Two measures of lower income households were used in the study. The first corresponded to the 2006 federal poverty guidelines, and the second corresponded to the 200% poverty level.¹ An estimated 5% ($N_w = 116,000$) of adult Iowans were living in households at or below the poverty guidelines, 82% were above, and 13% did not provide all the necessary information to calculate their status. An estimated 22% ($N_w = 508,000$) of adult Iowans were living in households at or below 200% of the poverty level, 62% were above, and 16% did not provide all the necessary information to calculate their status.

Adult Iowans who were living in households at or below the poverty guidelines were two and one-half times more likely than Iowans with incomes above this level to currently smoke cigarettes. Specifically, the prevalence rate for current cigarette use was significantly greater among adults in households below the poverty level than those living above the poverty level (44% vs. 17%, respectively). The prevalence rate for current cigarette use was significantly greater among adults in households at or below the 200% poverty level than those living above this income level (27% vs. 16%, respectively).

Table 13 Current Cigarette Use by Income Level				
	N	Prevalence	95% CI	Cigarette Smokers per 20 Adults within this Income Level
All People At or Below 200% Poverty Guideline	137,000	27%	21.2-33.7	
At or Below the Poverty Guideline	50,000	44%	30.0-58.5	
Below 200% of the Poverty Guideline But Above the Poverty Guideline	87,000	22%	16.1-29.5	
People Above 200% Poverty Guideline	218,000	16%	12.8-18.7	

Note. Because of the small number of respondents in the lower income levels, the confidence intervals (95% CI) for these groups are large. One can be 95% confident that the actual prevalence rate for the population of people in the demographic subgroup is included within this range of values.

Legend

= Smoker

= Non-Smoker

¹ In both cases, the size of the family unit (i.e., the number of adults and children who live in the household) was established during the interview. Through a series of yes or no questions (e.g., is it less than \$25,000), all respondents were classified into one of eight income categories. Using the household size and total household income, each respondent could then be classified as being a member of a household that was at or below the poverty guidelines and/or below the 200% poverty guideline using the poverty guidelines updated periodically in the Federal Register by the U.S. Department of Health and Human Services under the authority of 42 U.S.C. 9902(2). When necessary, a follow-up question was asked of respondents to determine if the annual household income was at or below the poverty guideline. For example, the cut-point for a family of three was \$17,000 so those respondents in the income category of \$15,000 to \$19,999 were asked if their total household income was \$17,000 or less.

Children in Household

Child in Household. Overall, 42% of adult Iowans reported there were one or more children ages 17 or younger living in their household. Among current cigarette smokers, 48% ($N_w = 195,000$) had one or more children living in their household. Current cigarette users living in households with children were asked about the smoking practices in their home and cars. About 37% of these cigarette users said that on one or more days during the past week someone smoked cigarettes, cigars, or pipes inside the home; 38% of these cigarette users allow smoking in at least some places inside the home or there are no rules about smoking; and 79% of these cigarette users allow smoking at least sometimes in some cars or there are no rules about smoking in cars.

Children’s Attitudes about Parental Smoking. Nearly three-fourths (72%) of current cigarette users with children between the ages of 5 and 17 said their children have encouraged them to quit smoking. Likewise, more than two-thirds (69%) said their children are upset about their smoking (see Figure 22).

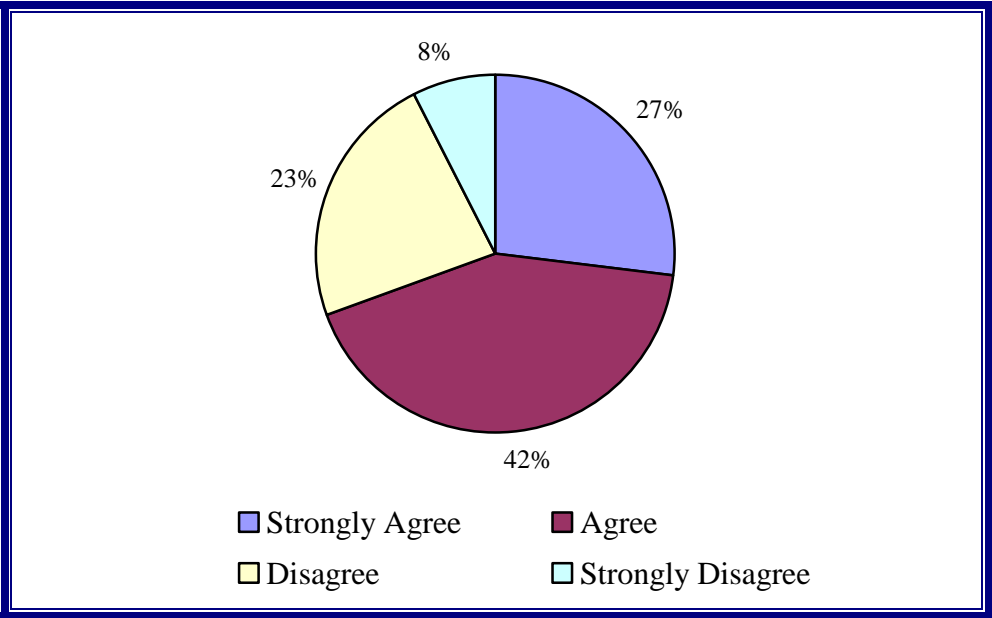


Figure 22. My children are upset about my smoking.

Parental Involvement

Description of Child. Parents with children between the ages of 5 and 17 living in the household were asked a series of questions describing their relationship with respect to rules and tobacco use.¹ The age distribution of the children who were the focus of these questions was as follows: 37% were 5-9 years old, 33% were 10-12 years old, and 30% were 13-17 years old. The mean age of the children was 10.6 years old.

Parent-Child Talks about Tobacco. Nearly one-third (32%) of parents said they have not talked to their child at all during the past 6 months about what he or she can and cannot do when it comes to tobacco. During the past 6 months, 13% of parents have had one talk, 14% two talks, 39% three or more talks about what the child can and cannot do. About 2% of parents said they *didn't know* or were *not sure* how many, if any, talks they have had on this topic. A majority (61%) of parents have told their child during the past 6 months that they cannot use tobacco, but 38% have not told their child this during the past 6 months. About 2% of parents said they *didn't know* or were *not sure* if they had told their child he or she cannot use tobacco. There was no statistically significant difference in the percentage of boys (65%) and girls (57%) who were told they could not use tobacco.

Beliefs about the Child's Tobacco Use. Only 1% of parents suspect or are certain their child smokes. Most (93%) are certain their child does not smoke and 6% don't think their child smokes. Less than 1% said they did not know whether or not their child smokes. When considering responses only from parents about teenage children, 2% said their teenager smokes, 1% suspect their teenager smokes, 1% don't know whether or not their teenager smokes, 17% don't think their teenager smokes, and 79% said they know their teenager does not smoke.

When asked how much they would like it or dislike it if they found out their child was currently smoking cigarettes, about 98% said they would *dislike it a lot* and about 2% would *dislike it some*. Less than 1% said they would *neither like nor dislike it* or that they would *like it a lot*.

Parental Monitoring. For parents of children 5 to 17 years old, only 3% did not have a certain time the child had to be home on school nights and 4% on weekend nights. For parents of teenagers under 18 years old, only 5% did not have a certain time they had to be home on school nights and 6% on weekend nights. Too few parents reported the children did not have curfews to permit reliable statistical comparisons of the effect of parental monitoring on prevalence rates of cigarette use.

¹ When more than one child was in this age range, the respondents were asked to answer based on the child who was nearest to the age of 10. If there were two children equidistant from 10, they were asked to answer based on the older child. The relationship of the respondent to the child was as follows: father or step-father (43%), mother or step-mother (41%), grandfather (1%), grandmother (2%), brother (4%), sister (7%), other relative (2%), non-relative (1%), and no response (less than 1%). The data presented in this report are based exclusively on responses from fathers and mothers.

Part 5:
Health Status, Attitudes & Behaviors

- ✦ **Health Status:** Adults who have never smoked had significantly higher levels of self-reported general health status than did those who were former or current smokers.
- ✦ **Breathing Second-Hand Smoke:** The vast majority (95%) of adult Iowans think breathing smoke from other people's cigarettes is harmful. Specifically, 57% said breathing smoke from other people's cigarettes is *very harmful* and another 38% said it is *somewhat harmful*.
- ✦ **Protection from Second-Hand Smoke:** The vast majority (90%) of adult Iowans agree that people should be protected from second-hand smoke. Specifically, about one-third (34%) of adult Iowans *strongly agree* and an additional 56% *agree* that people should be protected from second-hand smoke.

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General Health Status

General Health. Perceived levels of general health were calculated using a 5-point scale from *poor* (1) to *excellent* (5). Those adults who have never smoked had significantly higher levels of self-reported general health than did those who had ever smoked cigarettes, including both former and current smokers. There was no statistically significant difference in self-reported health status between former and current cigarette smokers.

Table 14 General Health (% Within Demographic Group)							
	Mean	95% CI	Excellent	Very Good	Good	Fair	Poor
All Adults	3.64	3.59 - 3.70	19.0	40.5	28.7	9.3	2.5
Never Smoked Cigarettes	3.80	3.73 - 3.87	23.1	42.5	26.5	6.8	1.1
Ever Smoked Cigarettes	3.41	3.33 - 3.50	13.0	37.6	31.9	13.0	4.6
Former Cigarette Smokers	3.38	3.28 - 3.49	14.9	33.7	31.1	15.6	4.7
Current Cigarette Smokers	3.46	3.31 - 3.60	10.5	42.8	32.9	9.5	4.3

Note. “Never” includes everyone who did not report smoking at least 100 cigarettes during their lifetime. “Ever” represents all adults who have smoked 100 or more cigarettes during their lifetime. “Former” represents persons who have ever smoked at least 100 cigarettes but have not smoked a cigarette during the past 30 days. “Current” represents persons who have ever smoked at least 100 cigarettes and report smoking at least one cigarette during the past 30 days. Valid percents are shown. Higher scores indicate better levels of health ranging from 1 for “poor” to 5 for “excellent”

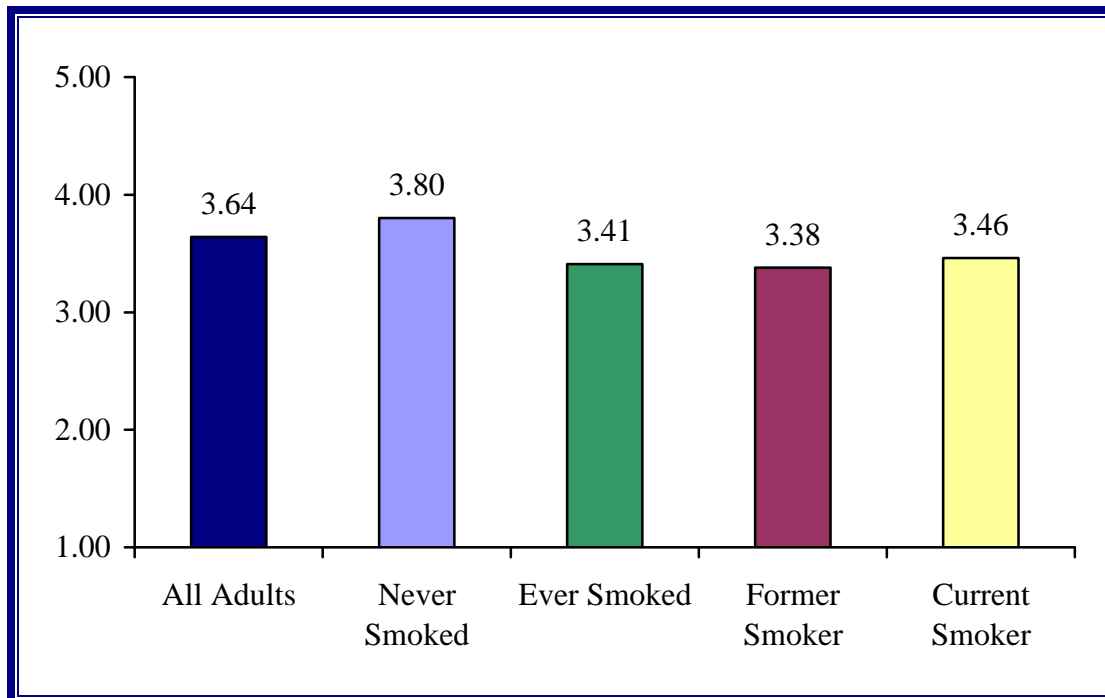


Figure 23. Self-reported mean levels of general health status. (Higher scores indicate better levels of health ranging from 1 for “poor” to 5 for “excellent”).



For additional information see Tables E-1 and E-2 in Appendix E.

Medical Conditions

Medical Conditions. The proportions of all adult Iowans, ever cigarette users, and current cigarette users who reported having ever been told by a doctor or other health professional they had one or more of seven medical conditions are shown in Table 15. Never smokers reported lower rates for all conditions.

Table 15 Have You Ever Been Told by a Doctor or Other Health Professional that You Have One or More of These Conditions?					
	All Iowans %	Never Smoked %	Ever Smoked %	Former Smoker %	Current Smoker %
Asthma	12.0	11.5	12.9	11.2	15.0
Bronchitis	20.9	17.4	26.1	23.6	29.2
Emphysema	2.4	0.8	4.7	5.3	3.9
Diabetes	6.9	5.9	8.3	12.3	3.2
Heart Disease	7.2	4.5	11.2	14.1	7.5
Colon Cancer	0.7	0.5	1.0	1.8	0.1
Lung Cancer	0.5	0.1	1.1	1.5	0.7

Note. Valid percents are shown.

Beliefs about Addiction

There was a general agreement (97%) among adult Iowans concerning the physically addictive nature of smoking. Fewer than 3% of adult Iowans do not believe that smoking cigarettes is physically addictive.

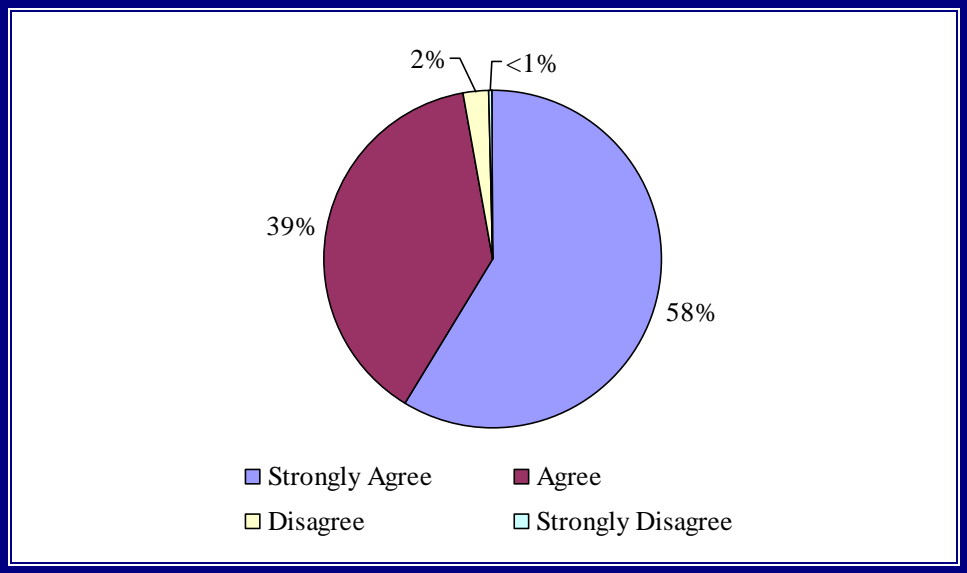


Figure 24. Smoking is physically addictive.



For additional information see Table E-3 in Appendix E.

Beliefs about the Health Impacts of Smoking

Smoking-Related Death. Three percent of adult Iowans ($N_w = 69,000$) reported having an immediate family member such as a spouse, parent, sibling, or child die from a tobacco-related disease in the past 12 months.

Health Conditions. About 81% of Iowans *disagreed* or *strongly disagreed* there were *not* health benefits for quitting smoking, even among smokers who have smoked a pack of cigarettes a day for more than 20 years (see Figure 25). Adult Iowans were asked whether or not they thought smoking cigarettes was a cause of six health conditions (see Figure 26). At least three-fourths of Iowans said they thought smoking cigarettes was a cause for lung cancer (96%), low birth weight babies (85%), heart attacks (78%), and strokes (75%). There was considerable diversity of opinion about whether smoking cigarettes was a cause of colon cancer and impotence.

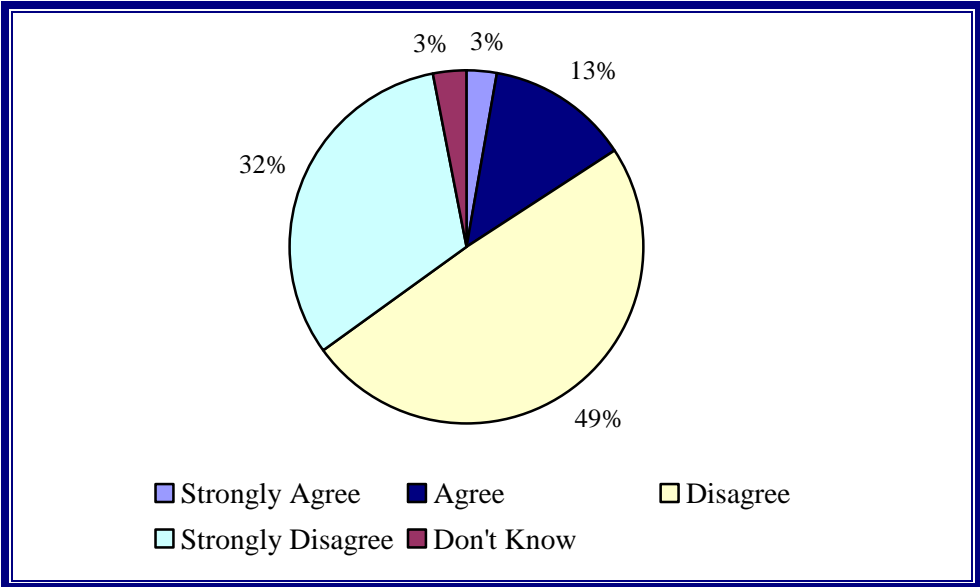


Figure 25. If a person has smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to quitting smoking.



For additional information see Table E-4 in Appendix E.

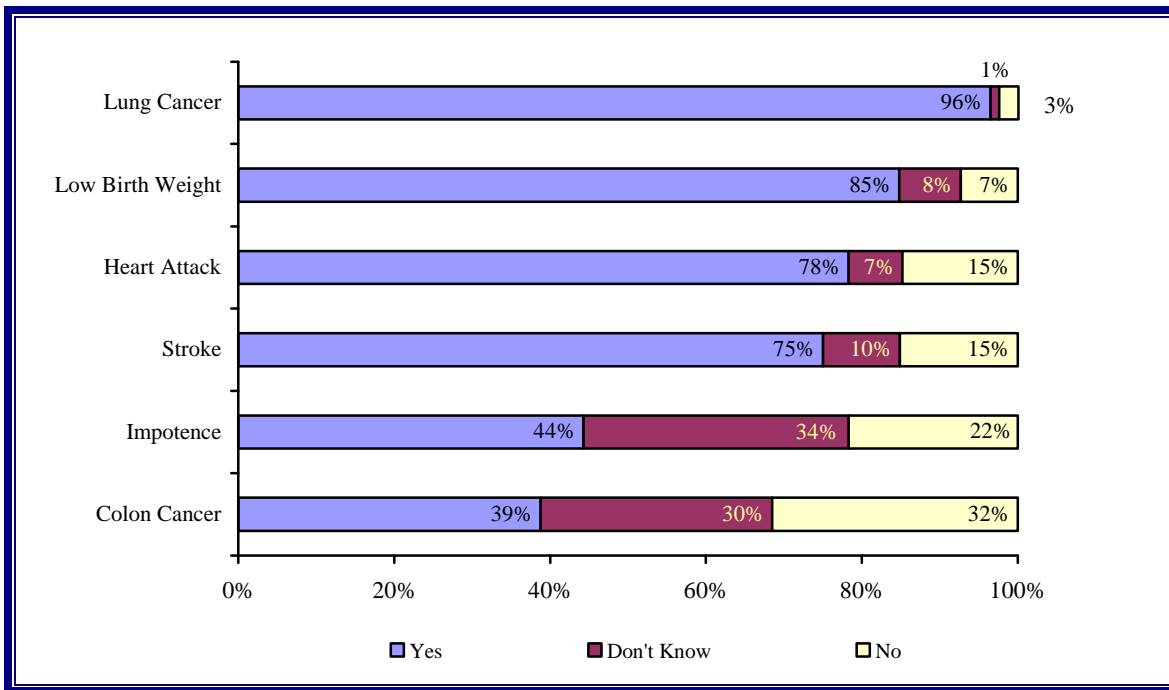


Figure 26. Belief that smoking cigarettes is a cause of health conditions.

Light Cigarettes. Eighty percent of all adult Iowans said smoking “light cigarettes” is no safer than smoking other cigarettes. This opinion was held equally among non-cigarette users and current cigarette users. Slightly more than one-tenth of all adults (12%) thought smoking light cigarettes was safer than smoking other cigarettes (11% among non-cigarette users vs. 14% among current cigarette users). Slightly less than one-tenth (8%) of all adults *did not know* whether smoking light cigarettes was safer than smoking other cigarettes (9% among non-cigarette users vs. 6% among current cigarette users).



For additional information see Table E-5 in Appendix E.

Beliefs about the Health Impacts of Second-Hand Smoke

The vast majority of adult Iowans think breathing smoke from other people's cigarettes is *very harmful* (57%) or *somewhat harmful* (38%) to one's health (see Figure 27). Adult Iowans were asked whether or not they thought breathing smoke from other people's cigarettes causes five types of health problems. About 90% believed breathing second-hand smoke causes respiratory problems in children (92%) and lung cancer (87%), and about three-fourths (72%) believed breathing second-hand smoke causes heart disease. Many adult Iowans said they *did not know* or were *not sure* whether breathing second-hand smoke causes colon cancer¹ or SIDS (47% and 43%, respectively). The overwhelming majority (98%) expressed agreement that smoking by a pregnant woman may harm the baby (see Figure 29).

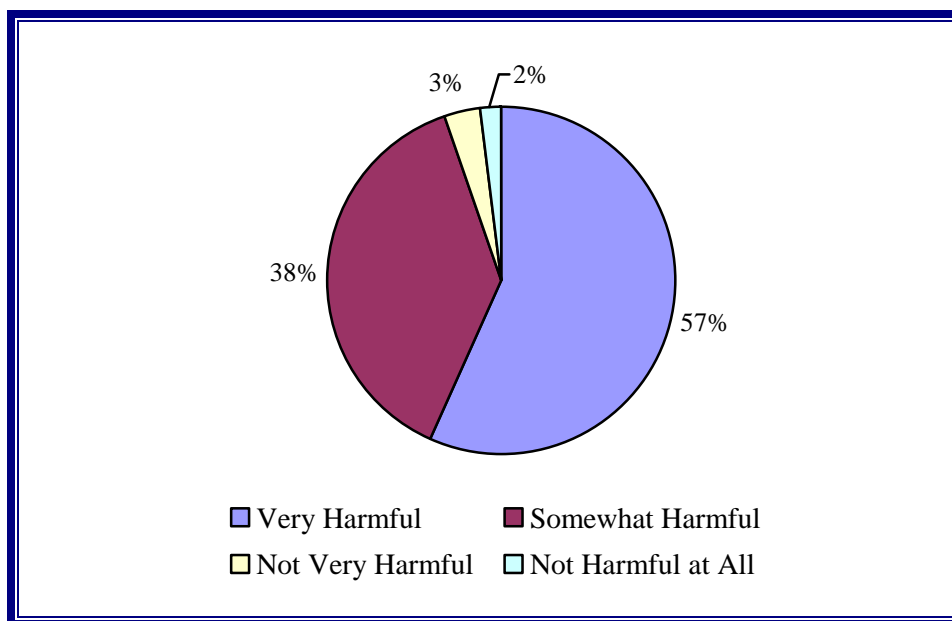


Figure 27. Do you think that breathing the smoke from other people's cigarettes is *very*, *somewhat*, *not very*, or *not at all harmful* to one's health?



For additional information see Table E-6 in Appendix E.

¹ The CDC includes colon cancer in the questionnaire to give an estimation of "over-reporting" of health impacts; 25% of adult Iowans said breathing smoke from other people's cigarettes causes colon cancer.

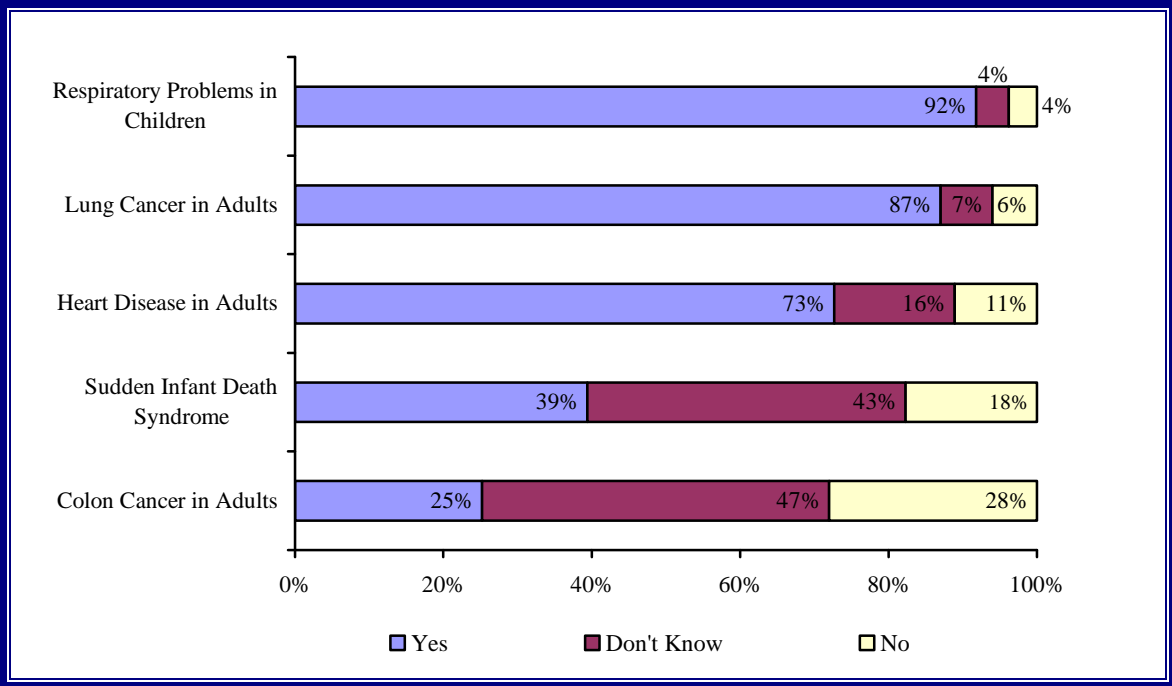


Figure 28. Would you say that breathing smoke from other people's cigarettes causes lung cancer, heart disease, colon cancer in adults, and respiratory problems or SIDS in children?

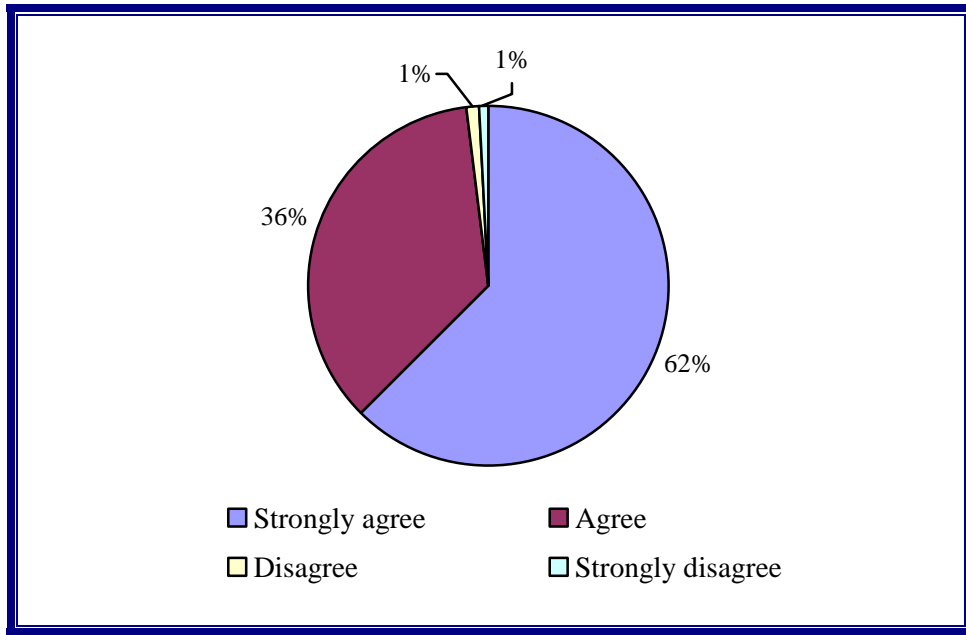


Figure 29. Smoking by a pregnant woman may harm the baby.



For additional information see Tables E-7 and E-8 in Appendix E.

Protection from Second-Hand Smoke

Attitude about Protection from Second-Hand Smoke. About one-third (34%) of adult Iowans *strongly agree* and an additional 56% *agree* that people should be protected from second-hand smoke. Women (40%) were significantly more likely than men (28%) to *strongly agree* that people should be protected from second-hand smoke.

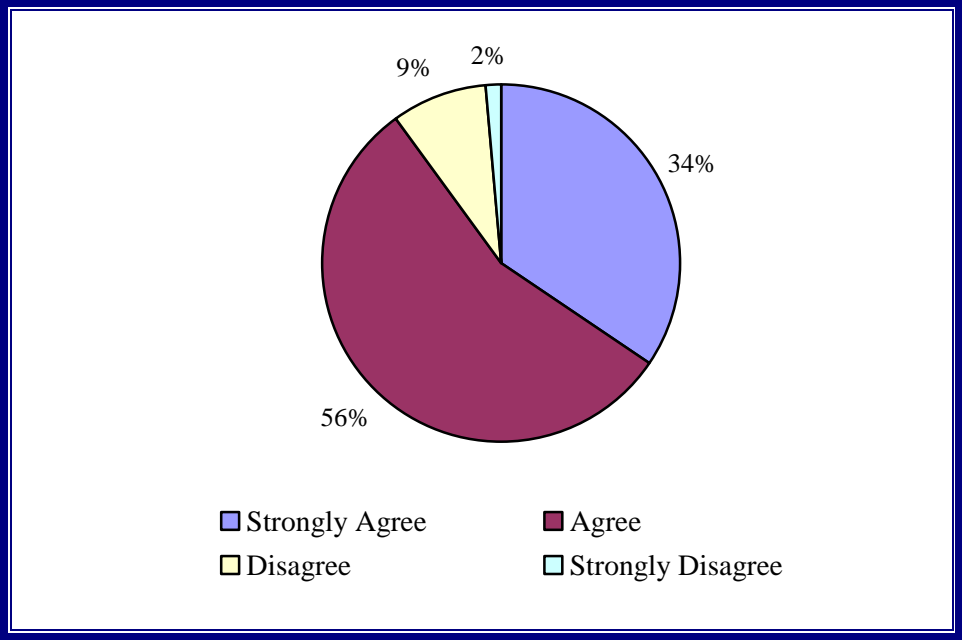


Figure 30. People should be protected from second-hand smoke.

Assertive Behavior. In the past 12 months, 27% of adult Iowans have asked someone not to smoke around them so they would not have to breathe second-hand smoke. Men and women were equally as likely to have asked someone not to smoke around them. Asking someone not to smoke around them was most common among adults under the age of 45 and least common among adults aged 65 and older. Adults in urban and mostly areas were more likely than adults in rural areas to have asked someone not to smoke around them in the past 12 months.



For additional information see Table E-9 to E-11 in Appendix E.

Smoker Living in Household. Twenty-nine percent of adults ($N_w = 657,000$) live in households where at least one adult member currently smokes cigarettes, cigars, or tobacco in pipes. Eleven percent ($N_w = 202,000$) of those adults who themselves do not smoke tobacco live in a household where another adult member uses some form of smoking tobacco.

Smoking Policy in the Home. Smoking is not allowed anywhere inside the homes of approximately three-fourths (77%) of adult Iowans. Smoking is not allowed anywhere inside the home among 52% of current cigarette, cigar, or pipe tobacco users. Smoking is allowed everywhere in the home among only 10% of current cigarette, cigar, or pipe tobacco users.

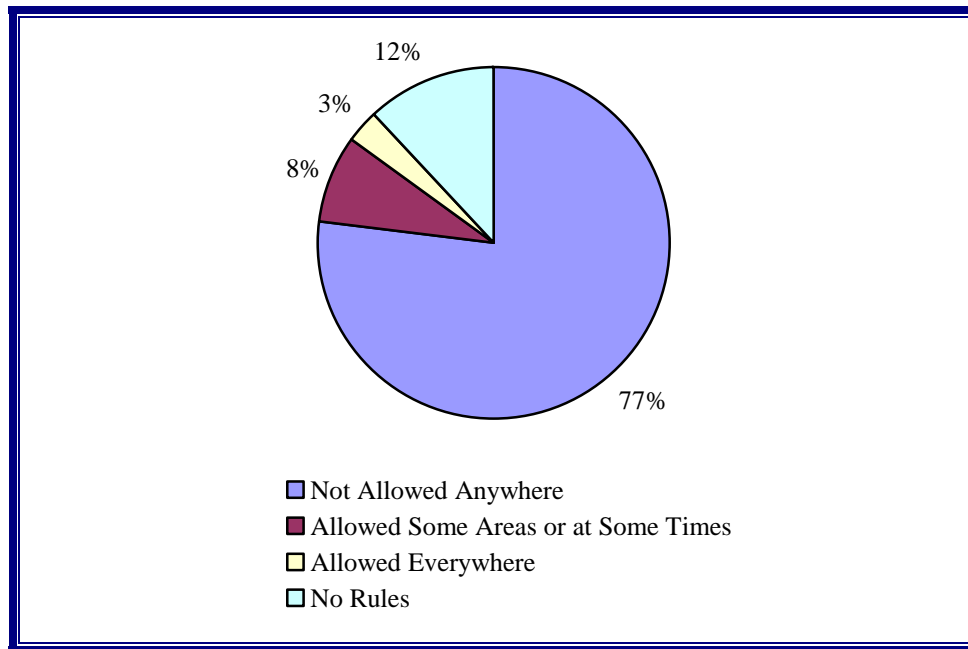


Figure 31. Smoking policy in the home. (% of all adults)

Exposure to Smoke in Home. Approximately 14% of all adult Iowans indicated someone has smoked cigarettes, cigars, or pipes somewhere inside their home during the past seven days. About 5% of those who do not smoke cigarettes, cigars, or tobacco in pipes, as compared to 47% of those who do smoke, said that someone smoked inside their home during the past week.



For additional information see Table E-12 in Appendix E.

Smoking Policy in the Car. More than two-thirds (67%) of adult Iowans with cars reported smoking was never allowed anywhere inside any car. Smoking was never allowed in any car by 78% of those who do not smoke cigarettes, cigars, or tobacco in pipes. In contrast, only 21% of those who use cigarettes, cigars, or smoke tobacco in pipes never allow smoking in any car.

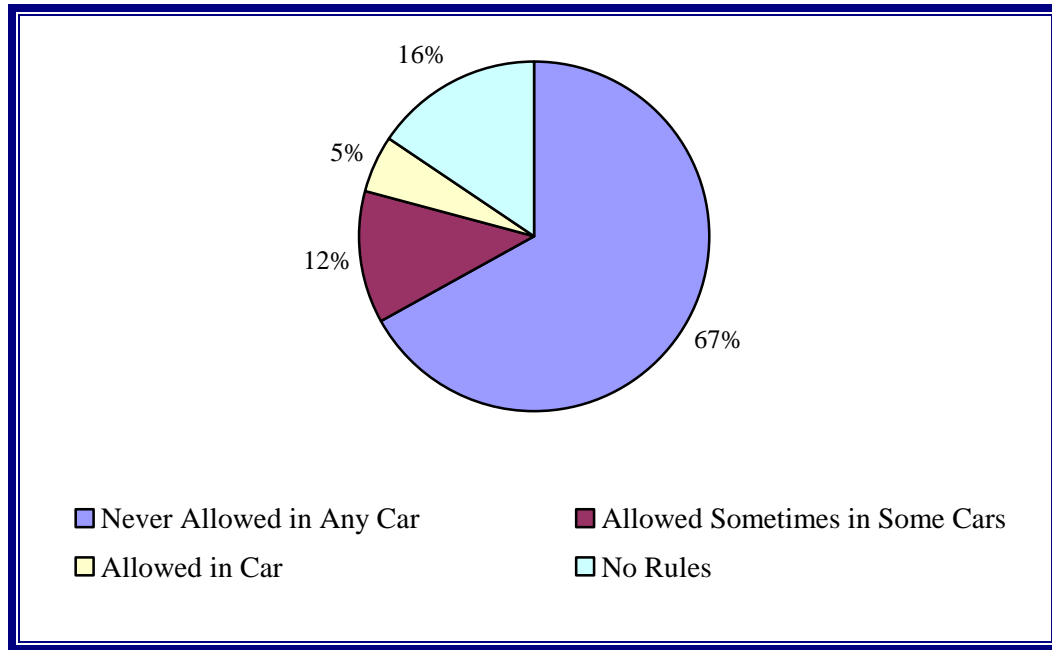


Figure 32. Smoking policy in the car. (% of all adults)

Exposure to Smoke in Car. Approximately 21% of all adult Iowans indicated that during the past 7 days they had been in a car in which someone was smoking. During the past 7 days, 11% ($N_w = 196,000$) of adults who themselves do not currently smoke cigarettes, cigars, or tobacco in pipes, traveled in a car in which someone was smoking.



For additional information see Tables E-13 and E-14 in Appendix E.

Smoking Policy at Work. Among those adults who were employed for wages, 82% spent most of their time indoors while at work. For three-fourths (77%) of these workers, smoking was not allowed in work areas, and for 81% smoking was not allowed in non-work areas. Non-work areas were defined as public or common areas such as lobbies, restrooms, and lunchrooms.

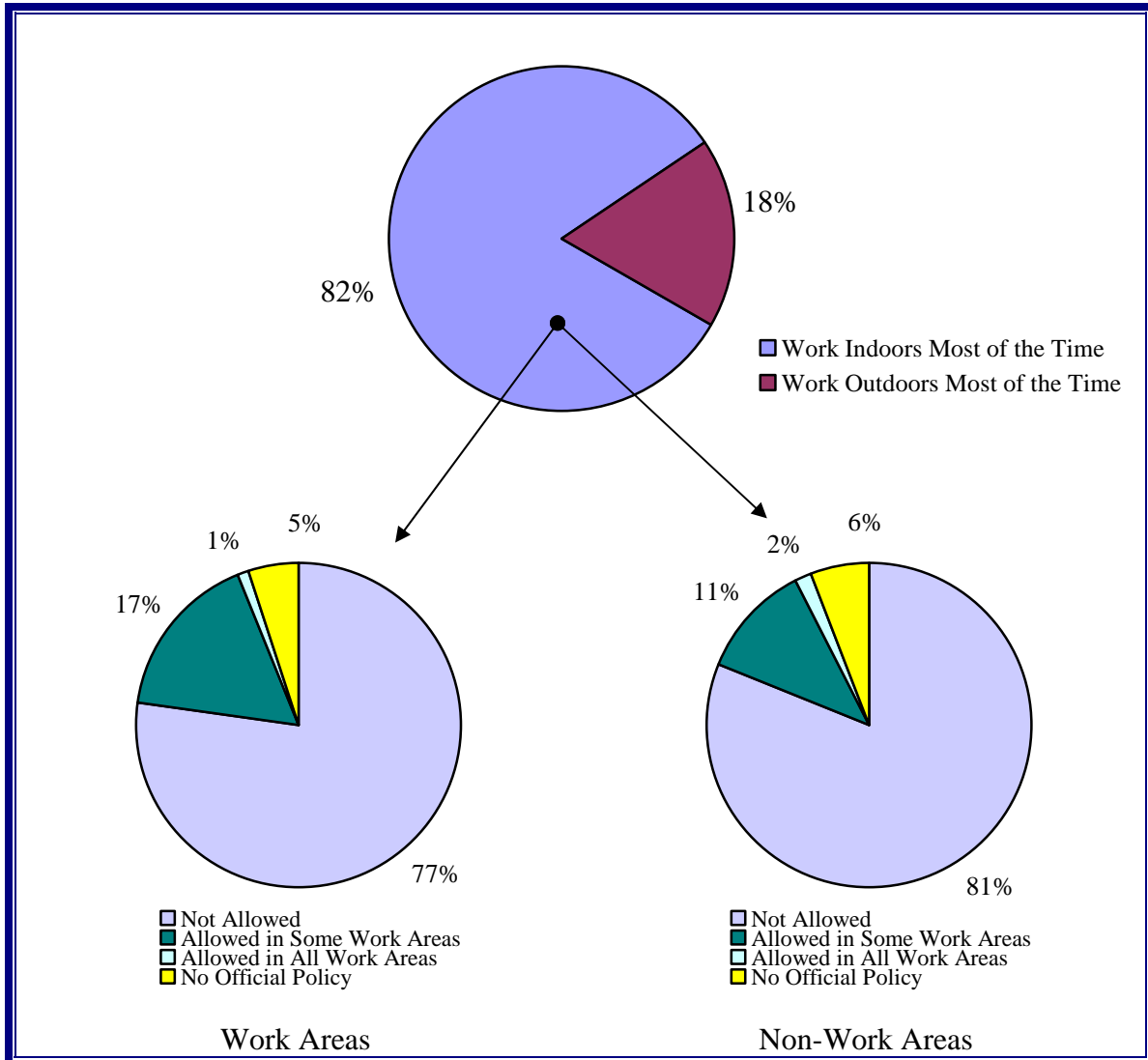


Figure 33. Smoking policies for work and non-work areas at place of employment.

Exposure to Smoke at Work (Indoor Workers). About 12% ($N_w = 160,000$) of those adults who spend most of their work time indoors reported someone has smoked in their work area during the past seven days.



For additional information see Tables E-15 to E-18 in Appendix E.

Smoking Policy by Company Size. Approximately two-thirds (68%) of adults employed for wages (including self-employment) worked for a company with at least 50 employees. Slightly less than one-half of the adult Iowans working for smaller employers (48%) as compared to 88% of their counterparts working for companies with more than 50 employees said that there was an official smoking policy at work.

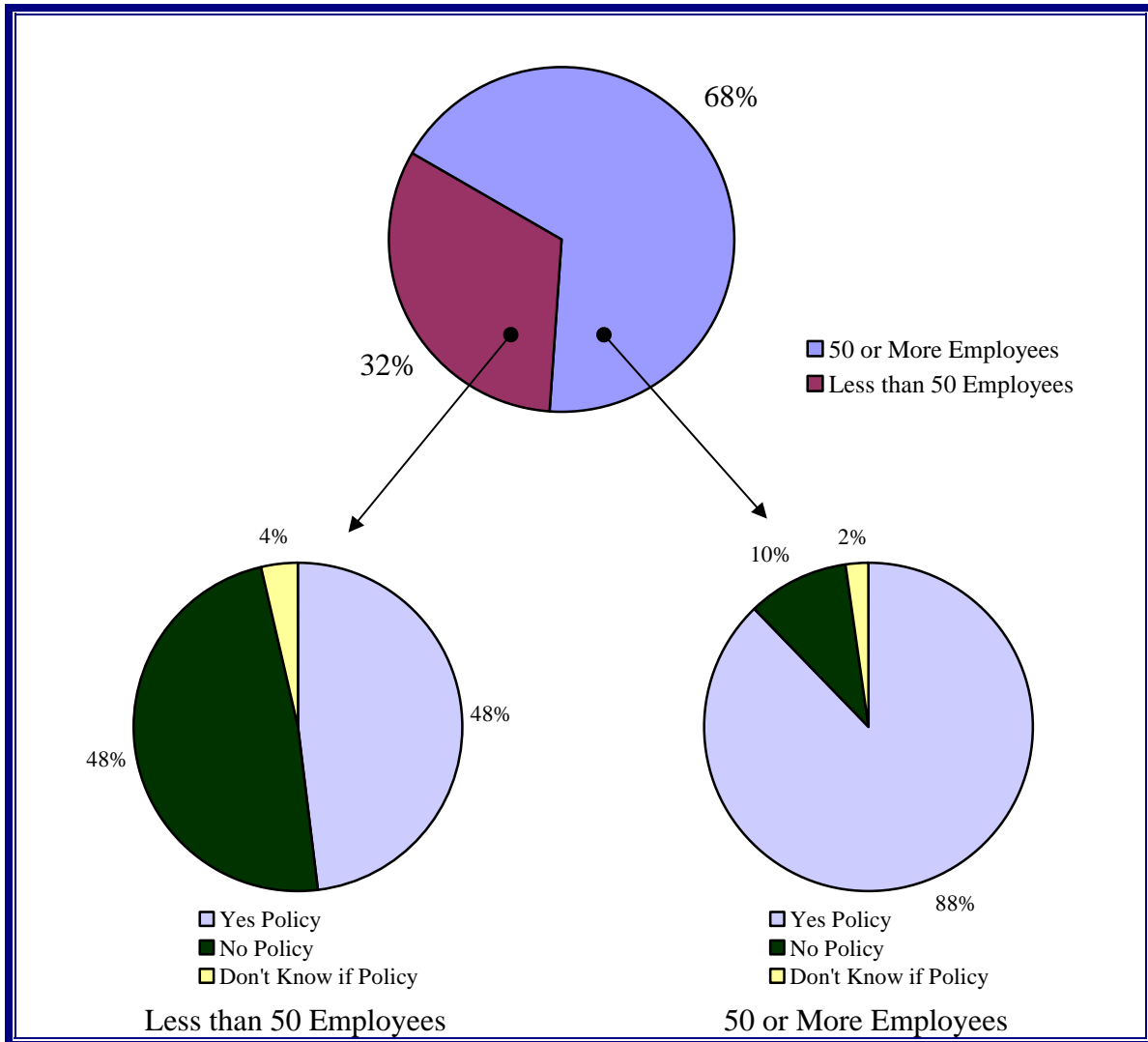


Figure 34. Smoking policies at place of employment by company size.

Satisfaction with Smoking Policy at Work. About 14% of adult workers wanted a stronger smoking policy, but most (85%) did not want a change in their company’s smoking policy. Among non-cigarette smokers, 16% would prefer a stronger policy, less than 1% wanted a weaker policy, and 84% preferred no change. Among current cigarette smokers, 4% would prefer a stronger policy, 6% a weaker policy, and 90% no change.



For additional information see Tables E-19 and E-20 in Appendix E.

Part 6: ***Smoking Policies***

- ✦ **Local Ordinances:** At present, the state law in Iowa does not require restaurants to be smoke-free and prevents local governments from passing ordinances that prohibit smoking in restaurants. A slight majority (54%) of adults said the law should be changed to allow local ordinances prohibiting smoking in restaurants, 41% thought the law should stay as it is, and 5% said they were *not sure*.

- ✦ **Smoking Policies in Restaurants:** Two-thirds (65%) of adult Iowans said smoking should not be allowed at all in the indoor dining areas of restaurants. An additional one-third (34%) said smoking should be restricted to certain areas within the indoor dining areas of restaurants. Only 1% said smoking should be allowed in all areas.

- ✦ **Anticipated Effect of Smoking Ban in Restaurants:** When asked what effect a total ban on smoking in restaurants would have on their frequency of eating out, 85% of all adult Iowans (87% for non-smokers and 78% for smokers) said it would make no difference.

- ✦ **Smoking Policies in Bars & Cocktail Lounges:** One-third (32%) of adult Iowans said smoking should not be allowed at all in bars and cocktail lounges. An additional 51% said smoking should be allowed in some areas and prohibited in other areas of bars and cocktail lounges.

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Smoking in Restaurants Establishments

Local Ordinances. At present, the state law in Iowa does not require restaurants to be smoke-free and prevents local governments from passing ordinances that prohibit smoking in restaurants. Iowans were asked whether the law should stay as it is or be changed to allow this. A slight majority (54%) said the law should be changed to allow local ordinances prohibiting smoking in restaurants, 41% said the law should stay the same, and 5% said they were *not sure*. Non-smokers (61%) were much more likely than were smokers (18%) to say the law should allow local ordinances to prohibit smoking in restaurants (see Figure 36).

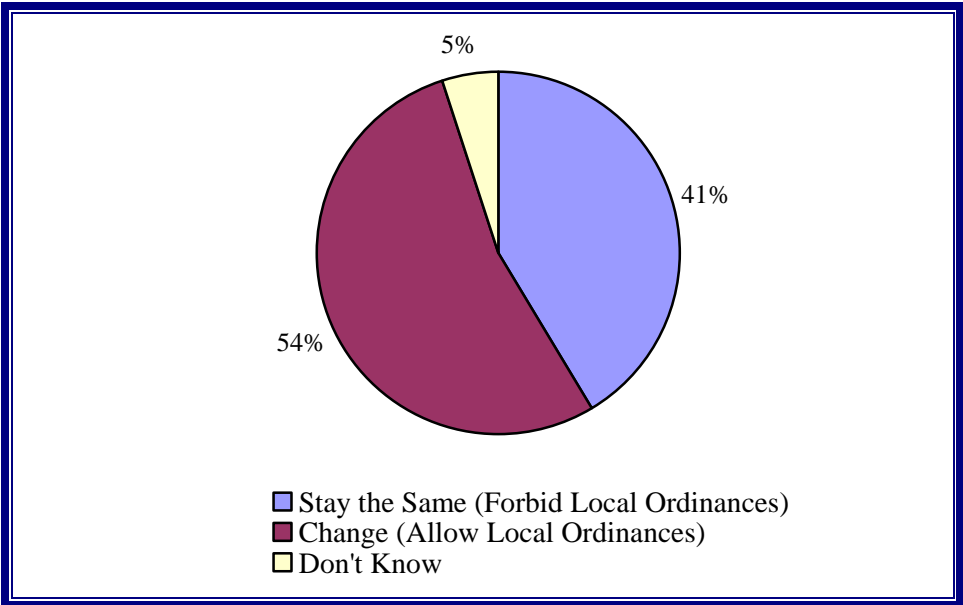


Figure 35. Opinion about state regulation of local ordinances governing no-smoking policies.



For additional information see Table F-1 in Appendix F.

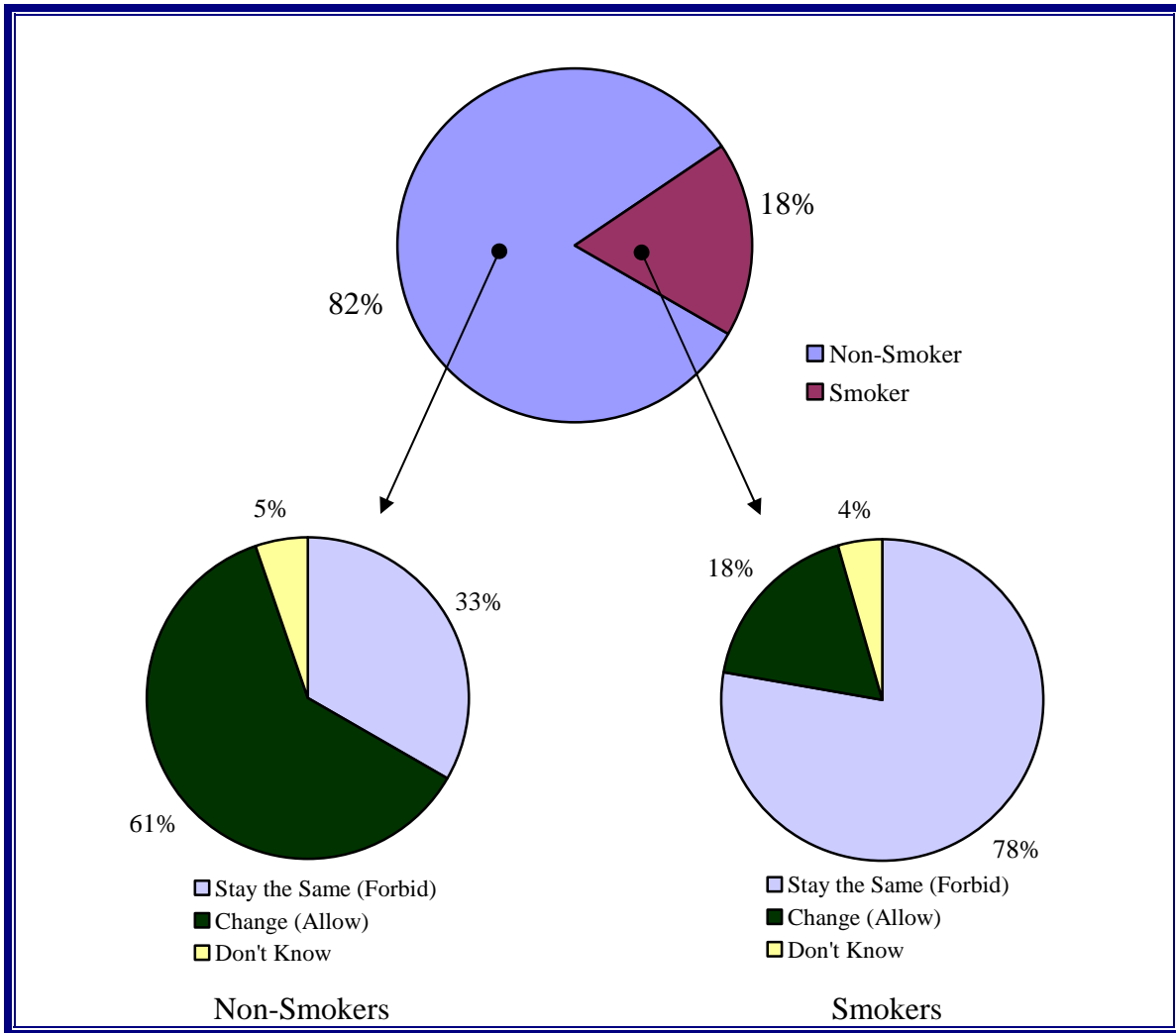


Figure 36. Opinions of non-smokers and smokers about state regulation of local ordinances governing no-smoking policies.



For additional information see Table F-1 in Appendix F.

Opinions about Smoking Restrictions in Restaurants. Nearly two-thirds (65%) of adult Iowans said they thought smoking should not be allowed at all in the indoor dining areas of restaurants. An additional one-third (34%) said smoking should be restricted to certain areas within the indoor dining areas of restaurants. Only 1% said smoking should be allowed in all areas.

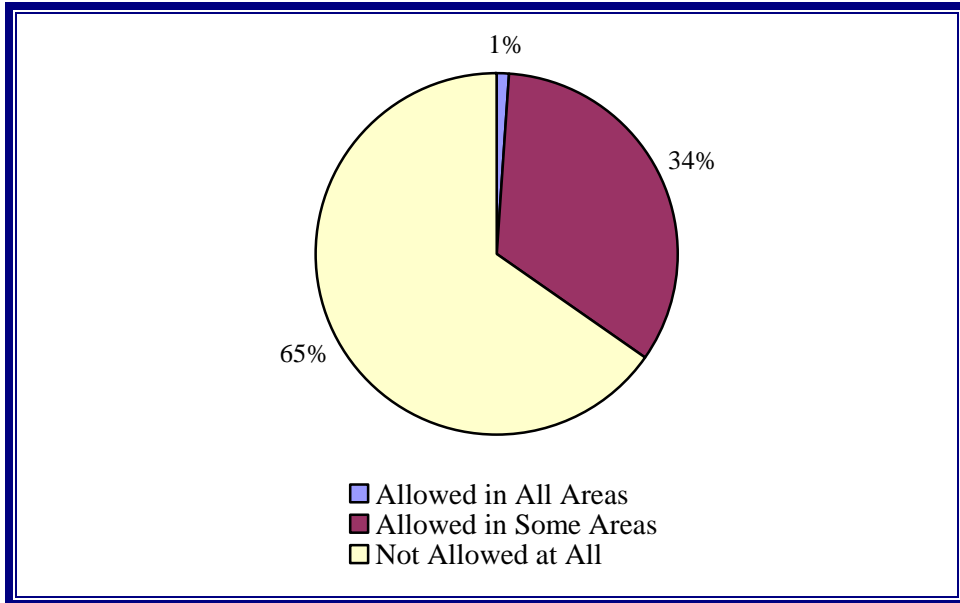


Figure 37. Opinions about smoking restrictions in the indoor dining areas of restaurants.



For additional information see Table F-3 in Appendix F.

Effect of Smoking Policies on Eating Out. When asked what effect a total ban on smoking in restaurants would have on their frequency of eating out, 85% of all adult Iowans (87% for non-smokers and 78% for smokers) said it would make no difference. About 4% of all adult Iowans said they would eat out less frequently, while 11% said they would eat out more frequently. Two similar indicators of the effect of smoking policies on out-to-eat behavior are shown in Figure 39. Among those who frequented restaurants more than once per week, 20% of them had not gone to a particular restaurant in the past year because smoking was permitted; whereas, 9% of them had not gone to a particular restaurant in the past year because smoking was prohibited.

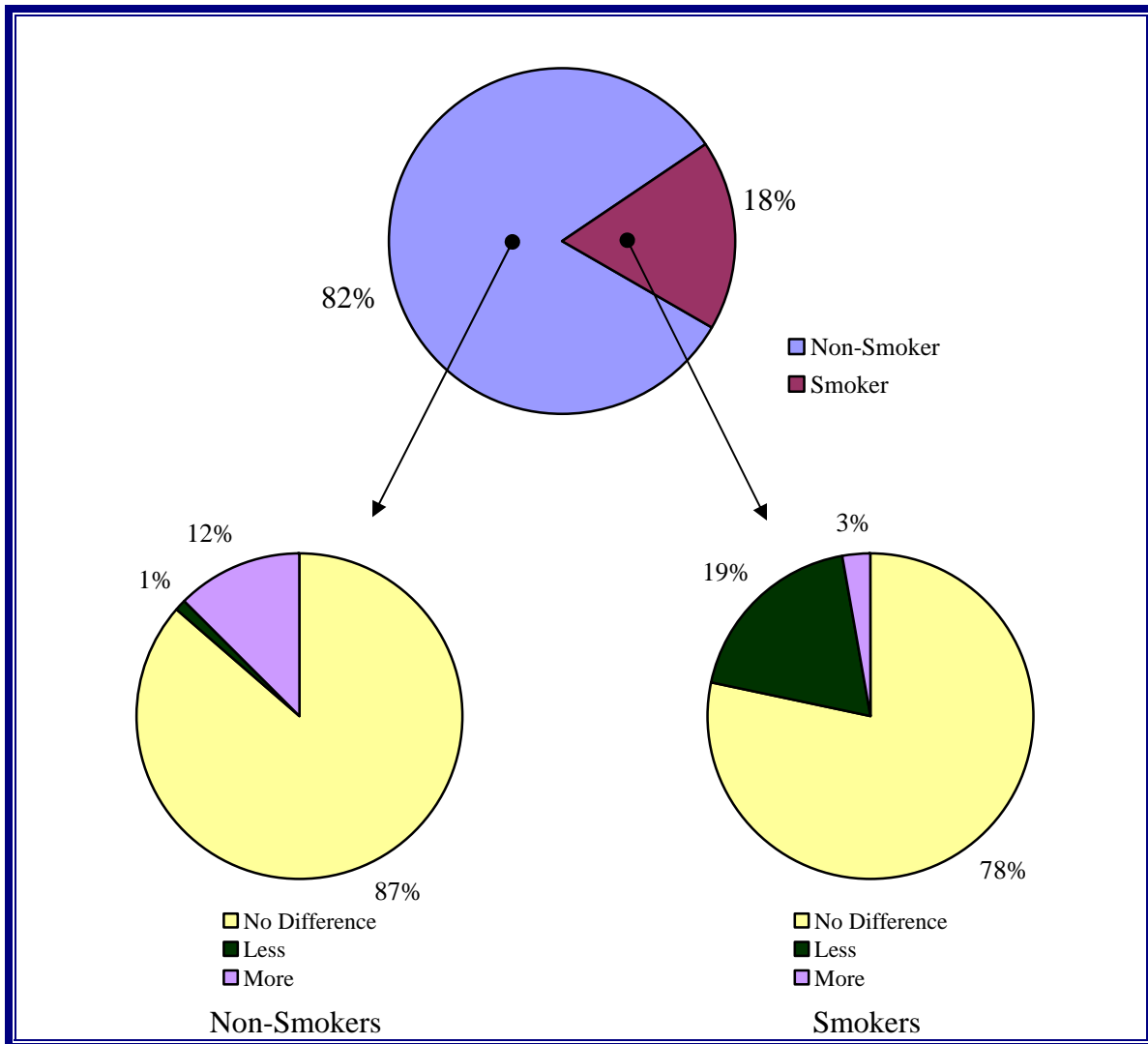


Figure 38. Expectations about how a total smoking ban in restaurants would affect eating out behavior among non-smokers and smokers.

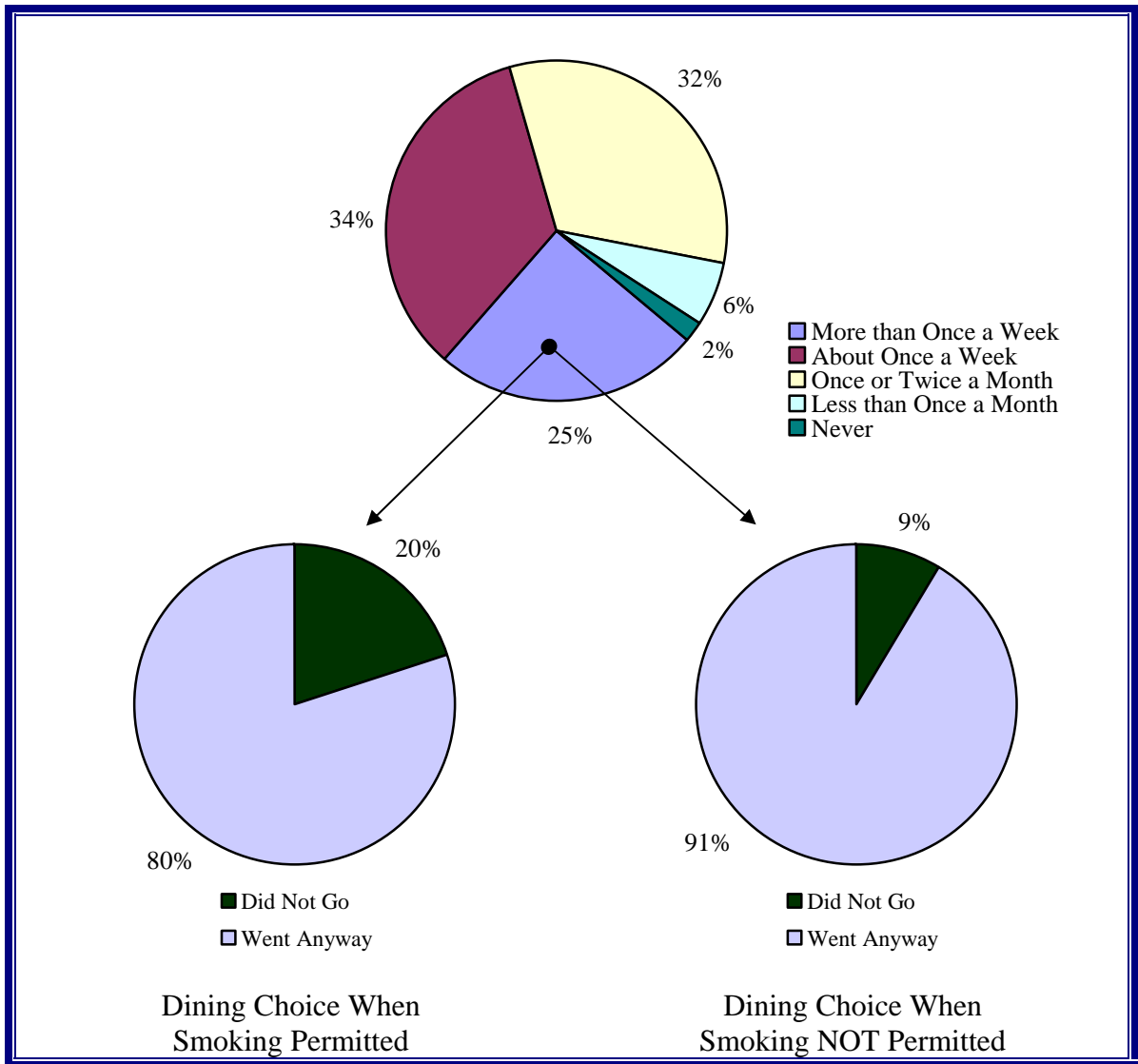


Figure 39. Frequency of eating out and effect of restaurant smoking policy on dining choice for those who eat out more than once per week.



For additional information see Table F-2 in Appendix F.

Smoking in Drinking Establishments

One-third (32%) of adult Iowans said smoking should not be allowed at all in bars and cocktail lounges. An additional 51% said smoking should be allowed in some areas and prohibited in other areas of bars and cocktail lounges. Adults who do not currently smoke cigarettes were significantly more likely than current cigarette users to say smoking should not be allowed at all in bars and cocktail lounges (38% vs. 6%). Likewise, 10% of non-smokers versus 45% of cigarette smokers said that smoking should be allowed in all areas of bars and cocktail lounges.

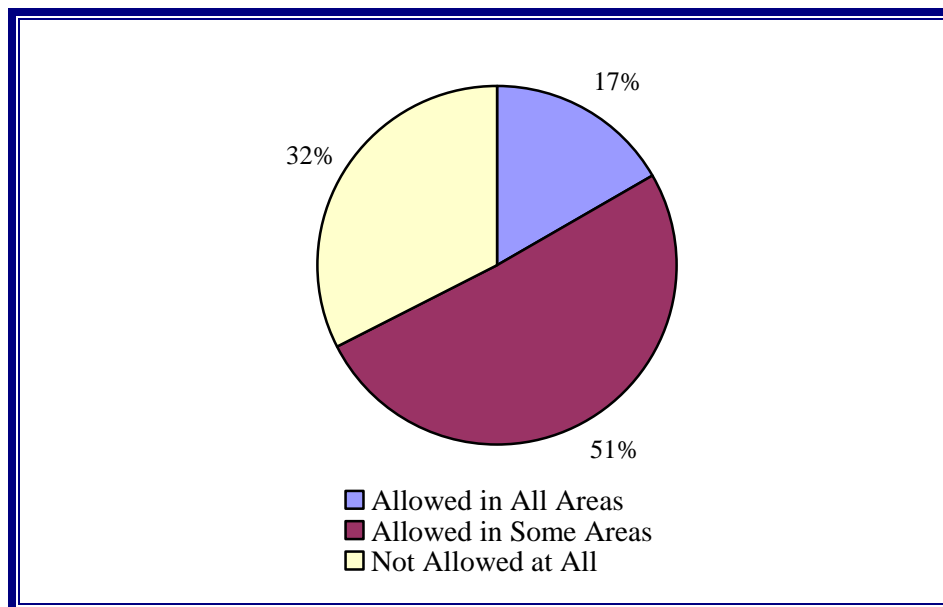


Figure 40. Opinions about smoking restrictions in bars and cocktail lounges.



For additional information see Table F-3 in Appendix F.

Smoking in Other Public Places

Casinos. About 17% of adult Iowans said they would visit casinos more often if the casinos were smoke-free. Current cigarette users were significantly less likely than non-smokers to say they would visit casinos more often if the casinos were smoke-free (5% vs. 20%).

Other Indoor Public Places. Approximately three-fourths of adult Iowans said smoking should not be allowed at indoor sporting events (75%), indoor malls (78%), or inside public buildings (71%).

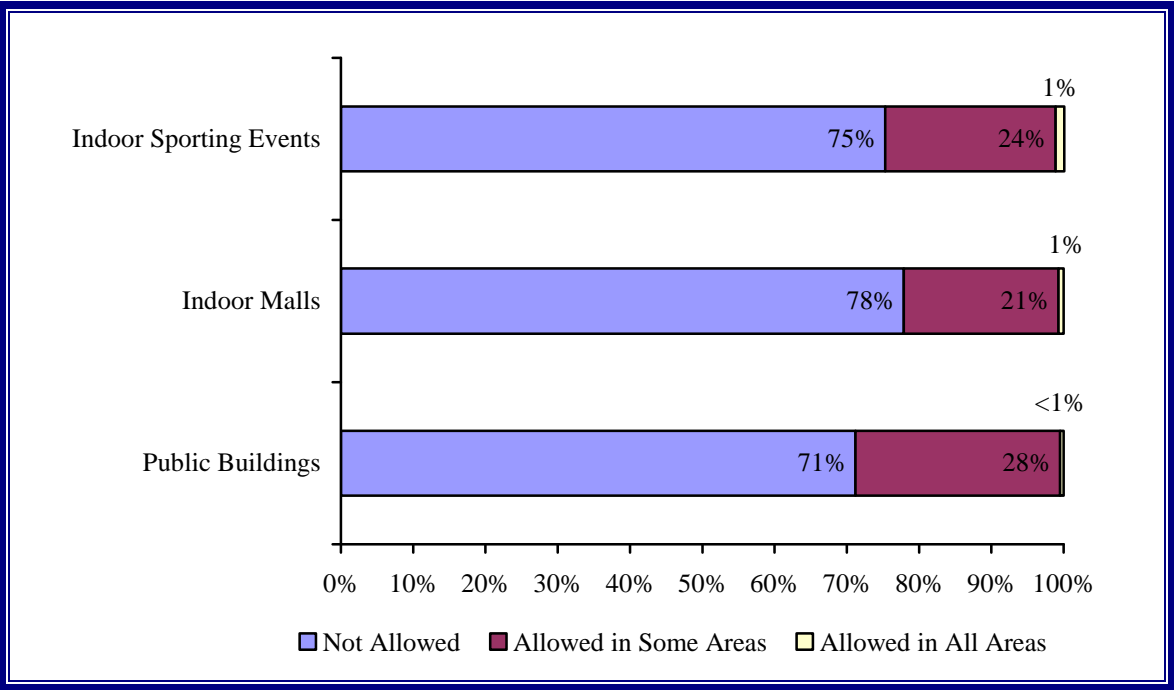


Figure 41. Beliefs about smoking in other public places.

Outdoor Public Places. Approximately one-third of adults *strongly agreed* (10%) or *agreed* (25%) smoking should not be allowed in outdoor public areas, but the majority *strongly disagreed* (49%) or *disagreed* (12%) with prohibiting smoking in outdoor public places. About 4% of adult were *not sure* about allowing or not allowing smoking in outdoor public places.

K-12 Schools. More than 90% of adult Iowans *agree* (44%) or *strongly agree* (49%) tobacco use by adults should not be allowed anywhere indoors or outdoors on K-12 school grounds or at any school events.



For additional information see Table F-3 to F-6 in Appendix F.

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Part 7: *Taxes & Sales*

- ✦ **Current Cigarette Tax:** When asked how much the current tax on a pack of cigarettes in Iowa was, only 2% gave an answer within 5 cents (plus or minus) of the actual 2006 tax rate of 36 cents per pack, and only 4% said it was less than 50 cents.
- ✦ **Increase Tax on Cigarettes:** Adult Iowans were asked, “Do you think the amount of tax on the purchase of cigarettes should be increased, stay the same, or be decreased?” The responses were: 47% be increased, 33% stay the same, 13% be decreased, and 6% said they *did not know*.
- ✦ **Use of Tax Revenue:** If Iowa were to increase the tax on cigarettes, there was strong support that at least some of the money should be used for tobacco control, prevention, or education (89%). Likewise, 85% supported using at least some of the money for other public health programs.
- ✦ **Support for Additional Tax:** Approximately 35% of adult Iowans said they were willing to support a cigarette tax increase of one dollar or more per pack.
- ✦ **Cigarette Sales:** Among current cigarette users, 11% reported regularly buying cigarettes in neighboring states, 1% on Indian reservations, and less than 1% on the Internet.

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Cigarette Tax

Knowledge of Current Tax Level. In 2006, the state cigarette tax per pack was 36 cents. When asked how much tax there is now on a pack of cigarettes in Iowa, only 4% correctly said it was less than 50 cents and only 2% gave an answer within 5 cents (plus or minus) of the actual 2006 tax rate. Approximately 84% of all adult Iowans and 79% of current cigarette users said they *did not know* the amount of tax per pack of cigarettes.

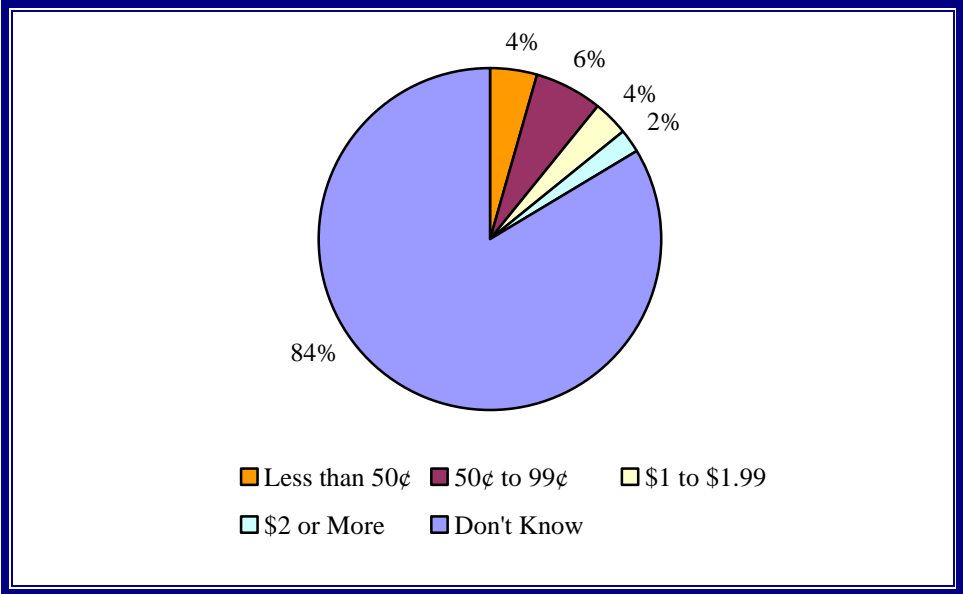


Figure 42. Beliefs about the cigarette tax per pack in Iowa in 2006.

Support for Additional Tax. Iowans were asked a series of questions about their opinion of changing the tax on cigarettes. The first question was, “Do you think the amount of tax on the purchase of cigarettes should be increased, stay the same, or be decreased?” Following this question, survey respondents were asked several questions about the possible effects an increase in the cigarette tax might have, and then how they thought any additional revenue from the tax should be spent. Finally, respondents were asked, “How much additional tax, if any, on a pack of cigarettes would you be willing to support?”

On the first general question, 47% said the tax should be increased (see Figure 43); and, on the subsequent question, a slight majority (52%) of adult Iowans said they would support at least some tax increase on cigarette purchases. More than one-third said they were willing to support a tax increase of one dollar or more. Specifically, 15% supported an increase of \$1 to \$1.99 per pack, 7% an increase of \$2.00 per pack, and 14% an increase of more than \$2.00 per pack. An additional one-sixth of Iowans said they were willing to support a tax of less than \$1.00 per pack. Specifically, 10% supported an increase of 50 to 99 cents and 6% an increase of less than 50 cents per pack (See Figure 44).

More than one-half (56%) of non-smokers as compared to 6% of cigarette users said the tax should be increased. In contrast, one-half (50%) of cigarette users as compared to 5% of non-smokers said the tax should be decreased.

About one-fourth of Iowans (24%) said they did not support any tax increase on cigarettes, and 8% said they supported decreasing the current cigarette tax. One-sixth (16%) of Iowans said they *did not know* or were *not sure* they supported any additional tax increase on cigarettes. Women were nearly twice as likely as men to say they were *not sure* they supported any additional tax on cigarettes (21% vs. 11%, respectively). Nearly one-third of Iowans in rural counties said either they were *not sure* they supported any additional tax increase (18%) or thought the tax should be decreased (14%).



For additional information see Table G-1 to G-6 in Appendix G.

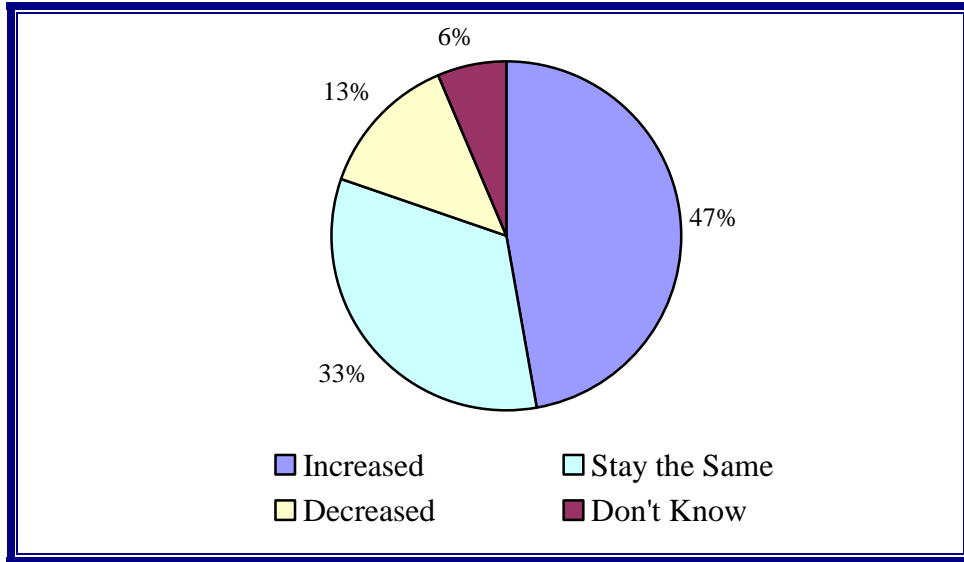


Figure 43. Support for cigarette tax changes in Iowa.

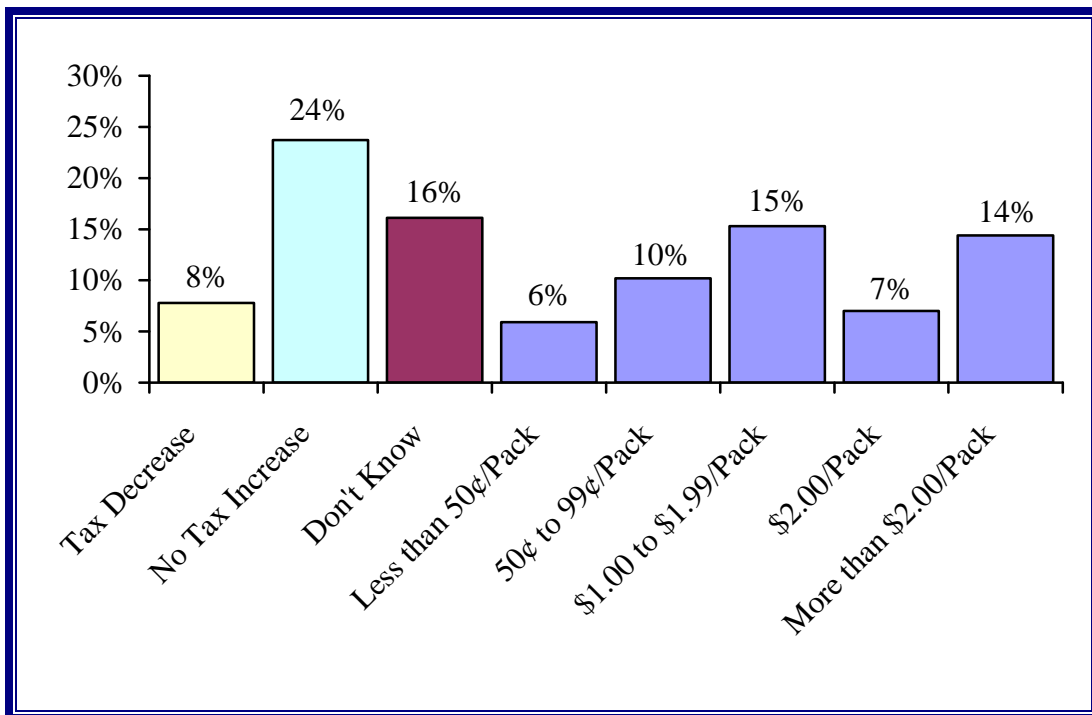


Figure 44. How much additional tax, if any, on a pack of cigarettes would you be willing to support?



For additional information see Tables G-1 to G-6 in Appendix G.

Use of Additional Tax Revenue. Iowans were asked, “If Iowa were to increase the tax on cigarettes, how should the potential additional revenue be used?” There was strong support that at least some of the money should be used for tobacco control, prevention, or education (89%), as well as using at least some of that money for other public health programs (85%). Slightly less than two-thirds (64%) supported using at least some of the money wherever the state had the greatest need.

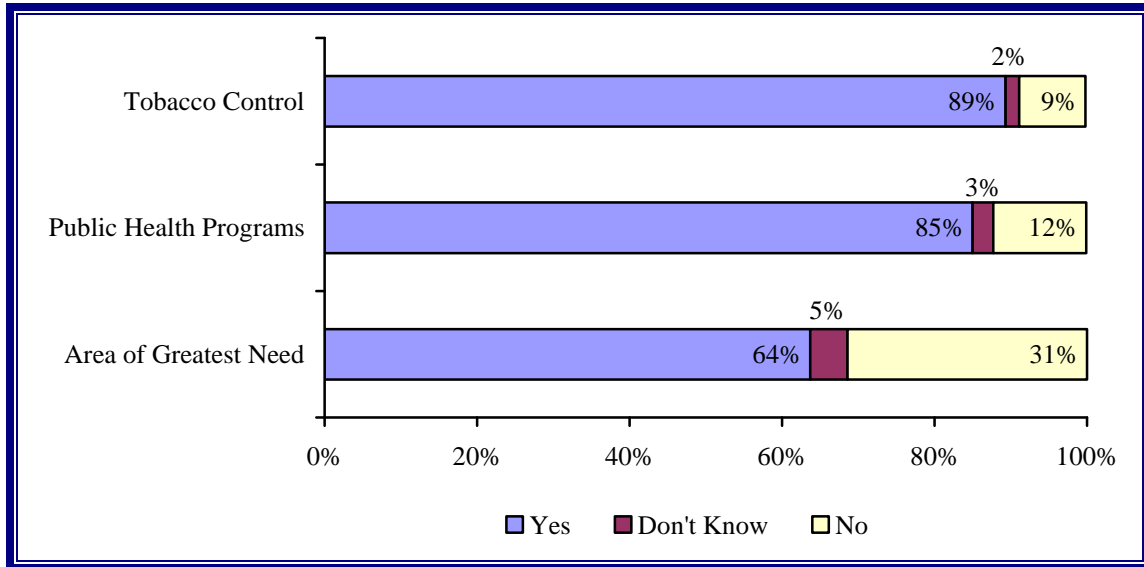


Figure 45. Use of potential tax revenue if Iowa were to increase tax on cigarettes.



For additional information see Table G-7 in Appendix G.

Anticipated Effects of Tax Increase. Iowans were asked what effect, if any, they would expect an increase in cigarette tax to have on five possible outcomes. Slightly less than one half (48%) thought a tax increase would reduce the number of cigarette smokers. Slightly more than one half thought a tax increase would reduce the number of cigarettes smoked (54%) and reduce smoking by children under 18 years old (52%). A majority of Iowans thought a tax increase would increase cigarette purchases from other states or Indian reservations (58%) and over the Internet (59%).

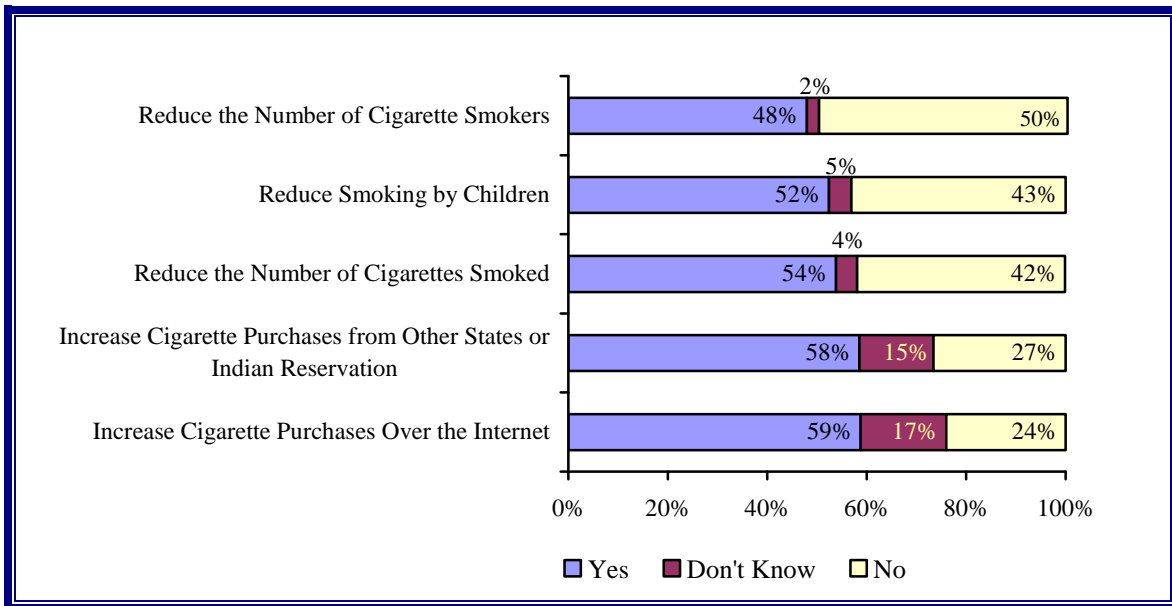


Figure 46. What effect on smoking, if any, would you expect a cigarette tax increase to have?



For additional information see Table G-8 in Appendix G.

Cigarette Sales

Non-taxed Cigarette Purchases. Current cigarette users were asked whether they regularly buy cigarettes in neighboring states, on Indian reservations, or on the Internet. Among current cigarette users, 11% ($N_w = 44,000$) reported regularly buying cigarettes in neighboring states, 1% ($N_w = 5,000$) on Indian reservations, and less than 1% ($N_w = 2,000$) on the Internet.

Purchases on Behalf of Minors. Less than 1% ($N_w = 17,000$) of adult Iowans said that during the past 12 months they bought or gave cigarettes, chewing tobacco, or any other tobacco product to someone under the age of 18.

Sales to Minors. When asked how important it is that communities prevent stores from selling tobacco products to children under 18 years old, 91% said it was *very important* and an additional 8% said it was *somewhat important*.



For additional information see Table G-9 in Appendix G.

Part 8:
Sponsorship, Promotion, & Media Exposure

- ✦ **Promotional Items:** Three-fourths (76%) of Iowans thought that tobacco companies should not be allowed to include coupons that can be used to obtain promotional items (e.g., hats, jackets) appealing to teenagers.

- ✦ ***Just Eliminate Lies (JEL):*** Although the JEL campaign is targeted toward youth, adult Iowans were asked whether they have ever seen or heard the slogan “Just Eliminate Lies” or “JEL” used in any anti-smoking advertising. About one-half (52%) of adult Iowans said they recalled having seen or heard the JEL slogan in an at least one anti-smoking advertisement.

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Sponsorship of Events and Promotional Items

Tobacco Company Sponsorship. When asked whether tobacco companies should be allowed to sponsor concerts and sporting events such as athletics, rodeos, and auto races, 46% said *yes*, 44% said *no*, and 9% said they *didn't know* or were *unsure*. Current cigarette users were two and one-half times more likely to think tobacco companies should (69%) as opposed to should not (27%) be allowed to sponsor these types of events.

Promotional Items Appealing to Teenagers. Only 18% of all adult Iowans thought tobacco companies should be allowed to include coupons in cigarette packs that can be used to obtain promotional items such as hats, tee shirts, jackets, or caps that may be appealing to teenagers. Three-fourths (76%) thought tobacco companies should not be allowed to include these types of coupons. About 7% of Iowans said they *didn't know* or were *not sure* about whether or not coupons like these should be allowed. Among current cigarette users, 34% thought these coupons should be allowed versus 63% who did not think they should be allowed.

Adult Ownership of Promotional Items. About one-tenth of adult Iowans (11%) have a piece of clothing or other item with a tobacco brand or logo on it. Among adults living in households with one or more children under the age of 17, about 13% own clothing or another item with a tobacco brand or logo on it. More than one-third (36%) of current cigarette users have clothing or another item with a tobacco brand or logo on it.



For additional information see Tables H-1 and H-2 in Appendix H.

Media Exposure

TV, Radio, & Billboards. Respondents were asked how many commercials they had seen on TV or heard on the radio about not smoking during the past seven days. Among those who could recall, 52% said they had seen at least one commercial on TV and 26% had heard at least one commercial on the radio about not smoking. In reference to billboard messages, 34% said they had seen at least one billboard with a message about not smoking during the past seven days.

Just Eliminate Lies (JEL). Although the JEL campaign is targeted toward youth, adult Iowans were asked whether they have ever seen or heard the slogan “Just Eliminate Lies” or “JEL” used in any anti-smoking advertising. About one-half (52%) of adult Iowans said they recalled having seen or heard the JEL slogan in an at least one anti-smoking advertisement.



For additional information see Tables H-3 to H-5 in Appendix H.

Summary & Conclusions

For the 2006 Iowa Adult Tobacco Use Survey, telephone interviews were conducted with 1,950 adult Iowans from April 22 through July 8, 2006. The findings of this survey are useful in assessing progress made by the state and the Division of Tobacco Use Prevention and Control towards accomplishing their goals to reduce tobacco use among adult Iowans.

Cigarette use has been declining. Over the past four years, prevalence estimates of current cigarette use have declined from 23% in 2002, to 20% in 2004, and to 18% in 2006. Cigarette smoking was more common among Iowans who are younger and of lower income. Although few people start smoking cigarettes after reaching the age of 25, the prevalence of current cigarette use among young adult Iowans age 18 through 24 was 34%, nearly double the rate for all adults.

In 2006, one-fifth of all adult Iowans had heard of Quitline Iowa as compared to 6% in 2004. More than two-thirds of adults who currently smoke cigarettes expect to quit smoking some day, but less than one-fifth of current cigarette users are planning to quit within the next 30 days.

Although public opinion favors protecting people from second-hand smoke and a majority of Iowans believe that breathing second-hand smoke is very harmful to one's health, there is diversity of opinion related to smoking policies in bars and restaurants. Only one-third thought smoking should not be allowed at all in the indoor areas of bars and cocktail lounges. Approximately two-thirds of Iowans thought smoking should not be allowed at all in the indoor dining areas of restaurants. At present, the state law in Iowa does not require restaurants to be smoke-free and prevents local governments from passing ordinances that prohibit smoking in restaurants. The opinions of Iowans were divided about whether Iowa should change its law to allow local ordinances to be passed that prohibit smoking in restaurants, although a slight majority did support this change.

Presently, the topic of raising the cigarette tax is being widely discussed. At the time this study was conducted, the vast majority of Iowans did not know that the 2006 tax rate was 36 per pack. Despite this lack of knowledge, one-third of Iowans thought the tax should stay the same and about one-half thought it should be increased. In terms of how much, if at all, the tax should be increased approximately one-third of adult Iowans said they would support a tax increase of \$1 or more per pack.

In summary, fewer adult Iowans are smoking, most smokers want to quit, most adults are generally aware of the harmful health effects from using tobacco and breathing second-hand smoke. Yet, there are varied opinions as to how to protect people from second-hand smoke in public places.

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Glossary

CI 95% (or 95% CI): Statistical expression referring to the 95 percent confidence interval. One can be 95 percent certain that the population percent is contained within this range. Confidence intervals where the population parameter is close to 0% and 100% are less precise than are intervals of estimates of parameters in the middle of the distribution range.

Current use: Smoked at least 100 cigarettes during one's lifetime *and* having smoked at least one cigarette during the past 30 days. For other forms of tobacco, current use is any use of the product during the past 30 days regardless of the number of times used during one's lifetime.

Ever use: Smoked at least 100 cigarettes during one's lifetime. For other forms of tobacco, ever use is defined as having used the tobacco product at least once during one's lifetime.

Recent use: Smoked at least 100 cigarettes during one's lifetime *and* smoked at least one cigarette during the past 12 months. For other forms of tobacco, recent use is any use of the product during the past 12 months regardless of the number of times used during one's lifetime.

Former smoker: One who has smoked at least 100 cigarettes during one's lifetime and is not a current cigarette smoker.

N_w : Estimated number of adult Iowans based on case weights used for statistical aggregation and analysis.

Nested: In questionnaire construction, the idea of nesting is akin to a decision tree where questions are asked only for respondents for whom the questions are relevant as determined by a prior response. For example, questions concerning the number of cigarettes smoked on an average day and number of days smoked in the past month might be nested under a question asking whether the person has smoked in the past month.

Pairwise: All possible pairs of comparisons are made for a given statistical analysis. If there are three groups (A, B, & C), then the three pair-wise comparisons are A vs. B, A vs. C, and B vs. C.

Population: All adults 18 and older living in non-institutionalized settings within Iowa who are accessible by landline telephone service.

Unweighted percent: Percentage based on the distribution of responses given by respondents without case weights being applied (i.e., the denominator is the number of survey respondents).

Valid percent: Percentage using a denominator containing only those meeting prior conditions (e.g., only those who ever used tobacco, rather than all adults).

Weighted percent: Percentage based on the distribution of responses given by respondents when case weights being applied to correct for sample representativeness (i.e., the denominator has been rescaled to be equal to the total population of adults in Iowa).

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APPENDIX A
TECHNICAL NOTES

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Instrument and Computer Programming

Iowa adults living in households with at least one residential telephone line were interviewed via Computer Assisted Telephone Interviewing (CATI) at the Center for Social and Behavioral Research, University of Northern Iowa from April 22 through July 8, 2006 using the CDC Recommended Adult Tobacco Survey with modifications to include additional questions of interest to the State. The computer programming of the survey instrument was performed by a CDC subcontractor.

Sampling Plan

Although Iowa is a rural state, there is considerable variability across the state in terms of rural versus urban composition. The 2006 Iowa sampling plan divided the state according to four types of counties based on total population with the goal of completing 450 interviews in each stratum. With this four-level rural-urban categorization, counties were classified based on the population size of the largest place within the county as follows: rural (largest place less than 2,500), mostly rural (largest place 2,500-6,999), mostly urban (largest place 7,000-49,999), or urban (largest place 50,000 or more). The list of counties included within each county type is shown in Table A-1. The purpose of this stratification was to preclude the state's nine most populous counties from dominating the sample and thereby limited the ability of the analysis to describe any urban/rural differences with statistical confidence. A random sample of possible residential telephone numbers for the stratified state was drawn by the CDC's sample vendor and provided to the CSBR. Interviewers dialed the numbers and determined whether or not each was attached to a private, non-institutionalized, residence and, if so, then randomly selected an adult within the household to interview.

Table A-1
Counties by Stratum

Rural	Mostly Rural	Mostly Urban	Urban
Adair	Allamakee	Boone	Black Hawk
Adams	Appanoose	Bremer	Dubuque
Audubon	Benton	Buena Vista	Johnson
Butler	Buchanan	Carroll	Linn
Calhoun	Cedar	Cass	Polk
Clayton	Cherokee	Cerro Gordo	Pottawattamie
Decatur	Chickasaw	Clay	Scott
Fremont	Clarke	Clinton	Story
Guthrie	Davis	Crawford	Woodbury
Ida	Delaware	Dallas	
Keokuk	Dickinson	Des Moines	
Louisa	Emmet	Floyd	
Pocahontas	Fayette	Hamilton	
Ringgold	Franklin	Henry	
Sac	Greene	Jasper	
Taylor	Grundy	Jefferson	
Van Buren	Hancock	Lee	
Wayne	Hardin	Mahaska	
Worth	Harrison	Marion	
	Howard	Marshall	
	Humboldt	Muscatine	
	Iowa	Plymouth	
	Jackson	Poweshiek	
	Jones	Union	
	Kossuth	Wapello	
	Lucas	Warren	
	Lyon	Washington	
	Madison	Webster	
	Mills	Winneshiek	
	Mitchell		
	Monona		
	Monroe		
	Montgomery		
	O'Brien		
	Osceola		
	Page		
	Palo Alto		
	Shelby		
	Sioux		
	Tama		
	Winnebago		
	Wright		

Sample Management and Efficiency

Dial attempts were made on 7,204 telephone numbers from April 22 through July 8, 2006. A minimum of 15 attempts was made to contact each selected household and/or selected respondent before making a final disposition of the number. The overall state goal of 1,800 interviews was exceeded as data were obtained for 1,950 adults. This includes 100 partial completes in which the respondent completed the core questions but did not answer at least one or more of the state-added questions included in the second portion of the instrument. Using American Association for Public Opinion Research (AAPOR 2004) standard definitions for call outcome rates yielded the following: cooperation rate (Cooperation Rate 4): 70%; refusal rate (Refusal Rate 1) 16%; and response rate (Response Rate 4): 45%.

Table A-2 Call Disposition Record	
Completions	1,950
Refusals	825
Eligible, unable to communicate	71
Eligible, non-interview	387
Not eligible	2,151
Unknown	1,820
Total attempted	7,204

Note: Includes 100 partial completes.

Data Analysis

Prior to analysis, case weights were calculated by CDC (through its vendor) and appended to the data set. The case weights were based on the number of adults in the household, number of phone lines into the household, and respondent age, gender, and race. Except when describing the sample or as otherwise noted, the findings are expressed using case weights so that the results are statistically representative of the adult Iowa population. The sum of the weights equals the number of adult Iowans based on the 2006 Claritas, Inc. estimates of the population of adult Iowans. With the exception of the initial table describing the characteristics of the sample, all values and percents reflect the weighted estimates. The estimated population value is sometimes denoted with “N_w” in the narrative and referred to simply as “number” in the tables.

Statistical analyses were conducted using SUDAAN, a statistical analysis program that adjusts standard errors and inferential statistical test values to properly account for the complex sampling design and application of case weights. Inferring subgroup differences in means or point estimates should be based on the results of appropriate inferential statistical tests. When tests were conducted to assess statistically significant differences, the standard practice of using the 95% confidence level was used and the results of these tests were displayed in table form along with confidence interval estimates. Generally, the 95% confidence interval is determined by the point estimate +/- twice the standard error; the exact value multiplied by the standard error varies based on the number of degrees of freedom, which is in part a function of sample size. In tables that provide subgroup means, pairwise comparisons are reported between genders, age groups, and county types.

Reporting of Results

In many tables, there are two percentages reported – “overall percent” and “valid percent.” The difference between these two percentages is based on the denominator used in the calculations. The denominator for “overall percent” is all respondents; these values are useful in determining the percentage of all adult Iowans who reported a particular behavior (e.g., ever smoking 100 or more cigarettes) or held a certain attitude (e.g., people should be protected from second hand smoke). The denominator for “valid percent” excludes those respondents who (a) responded “don’t know” or “Not sure” to a question (denoted in some tables with *DK*), or (b) chose not to answer a question or were not asked the question due to nested questions, skips within the instrument, partial completion of interview, and so forth (denoted in tables with *NR* for No Response). These “valid percent” values are useful in determining the percentage of the subset of respondents (e.g., current cigarette smokers). In some cases, another column “don’t know percent” is reported in which cases “don’t know” responses are included in the denominator along with the valid responses. Unless otherwise noted, the values in tables and narrative represented weighted percentages.

In the narrative proper, percentages have typically been rounded to the nearest whole percentage point using the odd-even convention when the value included 5 tenths (e.g., 16.5% rounds to 16% vs. 17.5% rounds to 18%). Although this decreases the likelihood that the sum of subgroup estimates appears to exceed 100%, there were still a few instances where the sum of the percentages associated with slices in the pie charts *appears* to exceed 100%. In the tables, the population estimates of the number of adults were rounded to the nearest 1,000. Note that these population estimates are based on weights of all 1,950 survey respondents, so for questions near the end of the survey instrument where there were more missing data, these population estimates may be slightly lower than would have been obtained in the absence of the missing data due to partial completion of the survey instrument.

APPENDIX B

PART 1: CIGARETTE USE

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Table B-1								
Ever Smoker (100+): By Gender, Age Group and County Type								
Demographic	Ever Smoker (100+)			Ever Smoker (100+)				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	40.8	37.9-43.8	925,000					
Men	46.7	42.0-51.5	514,000	Gender Differences: Yes				
Women	35.2	31.7-38.9	411,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	35.9	24.7-48.8	113,000	18-24		No	Yes	No
25-44	30.1	25.7-34.8	233,000	25-44	No		Yes	Yes
45-64	50.0	45.5-54.5	361,000	45-64	Yes	Yes		No
65+	48.9	44.2-53.6	215,000	65+	No	Yes	No	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	47.1	42.0-52.3	68,000	R		No	Yes	Yes
Mostly Rural	43.8	38.7-49.0	206,000	MR	No		No	No
Mostly Urban	39.7	34.6-45.1	262,000	MU	Yes	No		No
Urban	39.2	34.2-44.5	389,000	U	Yes	No	No	

Table B-2								
Recent Smoker: By Gender, Age Group and County Type								
Demographic	Recent Smoker			Recent Smoker				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	19.4	17.0-22.1	440,000					
Men	21.8	18.0-26.2	240,000	Gender Differences: No				
Women	17.2	14.3-20.5	200,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	34.1	23.1-47.0	107,000	18-24		Yes	No	Yes
25-44	17.7	14.3-21.8	137,000	25-44	Yes		No	Yes
45-64	23.0	19.2-27.3	166,000	45-64	No	No		Yes
65+	6.2	4.3-9.0	28,000	65+	Yes	Yes	Yes	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	20.9	16.8-25.7	30,000	R		No	No	No
Mostly Rural	20.7	16.6-25.6	98,000	MR	No		No	No
Mostly Urban	20.2	15.9-25.3	133,000	MU	No	No		No
Urban	18.1	14.1-23.0	180,000	U	No	No	No	

Table B-3					
Current Smoker (Past Month): By Gender, Age Group and County Type					
Demographic	Current Smoker (Past Month)			Current Smoker (Past Month)	
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level	
All Adults	17.9	15.5-20.6	406,000		
Men	19.9	16.1-24.3	219,000		
Women	16.0	13.3-19.3	187,000	Gender Differences:	No
Age Group				Age Group	18-24 25-44 45-64 65+
18-24	34.1	23.1-47.0	107,000	18-24	Yes No Yes
25-44	15.8	12.6-19.6	122,000	25-44	Yes No Yes
45-64	20.9	17.2-25.1	151,000	45-64	No No Yes
65+	5.3	3.5-7.8	23,000	65+	Yes Yes Yes
County Type				County Type	Rural Mostly Rural Mostly Urban Urban
Rural	19.0	15.1-23.7	27,000	R	No No No
Mostly Rural	19.3	15.3-24.0	91,000	MR	No No No
Mostly Urban	18.9	14.7-24.0	125,000	MU	No No No
Urban	16.5	12.6-21.2	163,000	U	No No No

Table B-4					
Former Smoker: By Gender, Age Group and County Type					
Demographic	Former Smoker			Former Smoker	
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level	
All Adults	22.9	20.7-25.2	519,000		
Men	26.8	23.3-30.7	295,000		
Women	19.2	16.6-22.0	224,000	Gender Differences:	Yes
Age Group				Age Group	18-24 25-44 45-64 65+
18-24	1.8	0.4 -7.0	6,000	18-24	Yes Yes Yes
25-44	14.3	11.1-18.2	110,000	25-44	Yes Yes Yes
45-64	29.1	25.3-33.2	210,000	45-64	Yes Yes Yes
65+	43.6	39.0-48.4	192,000	65+	Yes Yes Yes
County Type				County Type	Rural Mostly Rural Mostly Urban Urban
Rural	28.1	23.9-32.7	40,000	R	No Yes No
Mostly Rural	24.5	20.5-29.0	115,000	MR	No No No
Mostly Urban	20.8	17.3-24.9	137,000	MU	Yes No No
Urban	22.7	19.1-26.8	226,000	U	No No No

Note. "Former smoker" includes everyone who has ever smoked 100 or more cigarettes but now reports to smoke "not at all" and has gone without smoking for at least 30 days.

Table B-5 How Old Were You When You First Started Smoking Cigarettes? (% of Ever Smokers)						
	Number	% of All Smokers	Number Male Smokers	% of Male Smokers	Number Female Smokers	% of Female Smokers
12 Years or Younger	52,000	5.9	32,000	6.6	20,000	5.0
13-17 Years	403,000	45.8	237,000	48.7	166,000	42.2
18-24 Years	382,000	43.4	202,000	41.5	180,000	45.7
25-44 Years	42,000	4.8	16,000	3.2	27,000	6.8
45 or Older	1,000	0.2	0	0.0	1,000	0.4

Note. The table represents valid percents and excludes the 1.4% of ever cigarette users who responded: "Don't know" or "Never smoked regularly" or chose not to answer the question.

B-6 How Old Were You When You First Started Smoking Cigarettes? (% of Ever Smokers Within Age Categories)					
	12 Years or Younger	13-17 Years	18-24 Years	25-44 Years	45 Years or Older
18-24 Years	15.4	58.0	26.6	-	-
25-44 Years	3.9	56.0	35.3	4.8	-
45-64 Years	4.2	43.4	48.6	3.8	0.0
65 Years and Older	5.9	32.1	51.9	9.3	0.7

Table B-7							
Started Smoking Cigarettes Regularly: By Gender, Age Group and County Type							
Demographic	Started Smoking Cigarettes Regularly		Started Smoking Cigarettes Regularly				
	Mean	95% CI	Statistically Significant Demographic Differences at 95% Confidence Level				
All Current Smokers	17.6	17.3-18.0	Gender Differences: Yes				
Men	17.1	16.7-17.5					
Women	18.2	17.6-18.8					
Age Group			Age Group	18-24	25-44	45-64	65+
18-24	15.3	14.3-16.3	18-24		Yes	Yes	Yes
25-44	17.3	16.6-17.9	25-44	Yes		No	Yes
45-64	17.7	17.3-18.2	45-64	Yes	No		Yes
65+	19.1	18.3-20.0	65+	Yes	Yes	Yes	
County Type			County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	17.5	16.8-18.2	R		No	No	No
Mostly Rural	17.5	16.9-18.1	MR	No		No	No
Mostly Urban	17.8	17.2-18.4	MU	No	No		No
Urban	17.6	16.9-18.2	U	No	No	No	

Table B-8								
Ever Smoked Everyday (Among All Adults): By Gender, Age Group and County Type								
Demographic	Ever Smoked Everyday (All Adults)			Ever Smoked Everyday (All Adults)				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	36.7	33.9-39.6	832,000	Gender Differences: Yes				
Men	41.7	37.1-46.4	459,000					
Women	32.0	28.6-35.6	373,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	33.9	23.0-46.8	109,000	18-24		No	No	No
25-44	25.3	21.3-29.8	196,000	25-44	No		Yes	Yes
45-64	46.0	41.6-50.5	332,000	45-64	No	Yes		No
65+	44.1	39.4-48.8	194,000	65+	No	Yes	No	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	42.5	37.5-47.7	61,000	R		No	Yes	No
Mostly Rural	38.2	33.3-43.4	180,000	MR	No		No	No
Mostly Urban	35.2	30.3-40.4	232,000	MU	Yes	No		No
Urban	36.2	31.3-41.4	359,000	U	No	No	No	

Table B-9								
Have <u>Ever</u> Smoked Cigarettes Every Day (Among Current Smokers):								
By Gender, Age Group and County Type								
Demographic	Smoke Cigarettes Every Day (Among Current Smokers)			Smoke Cigarettes Every Day (Among Current Smokers)				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	95.1	89.4-97.8	386,000	Gender Differences: No				
Men	94.2	83.3-98.2	206,000					
Women	96.1	90.4-98.5	180,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	94.2	74.4-98.9	101,000	18-24		No	No	No
25-44	91.2	77.5-96.9	111,000	25-44	No		No	No
45-64	98.4	89.8-99.8	149,000	45-64	No	No		No
65+	97.0	87.8-99.3	22,000	65+	No	No	No	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	97.8	91.6-99.5	27,000	R		No	No	No
Mostly Rural	96.3	86.7-99.0	87,000	MR	No		No	No
Mostly Urban	92.7	77.0-98.0	116,000	MU	No	No		No
Urban	95.8	83.7-99.0	157,000	U	No	No	No	

Table B-10							
Days Smoked in Past 30 Days (Among Current Smokers):							
By Gender, Age Group and County Type							
Demographic	Days Smoked in Past 30 Days (Among Current Smokers)		Days Smoked in Past 30 Days (Among Current Smokers)				
	Mean	95% CI	Statistically Significant Demographic Differences at 95% Confidence Level				
All Current Smokers	27.4	26.3-28.5	Gender Differences: No				
Men	27.8	26.2-29.3					
Women	26.9	25.4-28.4					
Age Group			Age Group	18-24	25-44	45-64	65+
18-24	27.3	24.2-30.3	18-24		No	No	No
25-44	26.6	24.6-28.5	25-44	No		No	No
45-64	28.1	26.9-29.2	45-64	No	No		No
65+	27.1	24.6-29.6	65+	No	No	No	
County Type			County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	27.6	25.9-29.3	R		No	No	No
Mostly Rural	28.1	26.9-29.4	MR	No		No	No
Mostly Urban	27.0	24.6-29.5	MU	No	No		No
Urban	27.2	25.3-29.0	U	No	No	No	

Table B-11							
Number of Cigarettes Smoked in Past 30 Days (Among Current Smokers): By Gender, Age Group and County Type							
Demographic	Number of Cigarettes Smoked in Past 30 Days (Among Current Smokers)		Number of Cigarettes Smoked in Past 30 Days (Among Current Smokers)				
	Mean	95% CI	Statistically Significant Demographic Differences at 95% Confidence Level				
All Current Smokers	15.8	14.4-17.3					
Men	16.6	14.6-18.6					
Women	14.9	12.7-17.1					
Age Group			Age Group	18-24	25-44	45-64	65+
18-24	14.4	11.1-17.6	18-24		No	No	No
25-44	14.1	12.0-16.2	25-44	No		Yes	No
45-64	18.2	15.7-20.8	45-64	No	Yes		No
65+	15.9	11.4-20.4	65+	No	No	No	
County Type			County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	15.1	12.7-17.5	R		No	No	No
Mostly Rural	17.8	15.5-20.2	MR	No		No	No
Mostly Urban	15.3	12.4-18.2	MU	No	No		No
Urban	15.3	12.8-17.8	U	No	No	No	

Table B-12								
Smoke at Least 1 Pack Per Day (Among Current Smokers): By Gender, Age Group and County Type								
Demographic	Smoked at Least 1 Pack Per Day (Among Current Smokers)			Smoked at Least 1 Pack Per Day (Among Current Smokers)				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	45.1	37.4-53.0	181,000					
Men	52.5	40.8-64.0	113,000					
Women	36.6	27.1-47.1	68,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	40.2	22.0-61.6	43,000	18-24		No	No	No
25-44	36.2	25.7-48.2	43,000	25-44	No		Yes	No
45-64	55.2	44.1-65.8	82,000	45-64	No	Yes		No
65+	45.1	26.0-65.6	10,000	65+	No	No	No	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	44.4	32.0-57.6	12,000	R		No	No	No
Mostly Rural	50.9	38.4-63.3	46,000	MR	No		No	No
Mostly Urban	43.5	30.1-57.9	52,000	MU	No	No		No
Urban	43.1	29.7-57.6	70,000	U	No	No	No	

Table B-13 How Soon After You Wake Up Do You Have Your First Cigarette? (% Among Those Smoking During the Past Month)		
	Number	% Among Current Smokers
Within 5 Minutes	67,000	16.9
6 to 30 Minutes	127,000	31.8
31 to 60 Minutes	80,000	20.2
After 60 Minutes	124,000	31.1

Note. Percents shown are valid percents.

Table B-14 Smoke Cigarette Within 5 Minutes Of Waking (Among Current Smokers): By Gender, Age Group and County Type								
Demographic	Smoke Cigarette Within 5 Minutes of Waking (Among Current Smokers)			Smoke Cigarette Within 5 Minutes of Waking (Among Current Smokers)				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	16.9	12.2-22.9	67,000					
Men	13.0	8.4-19.6	28,000					
Women	21.6	13.8-32.0	39,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	13.1	4.3-33.4	14,000	18-24		No	No	No
25-44	8.5	4.6-15.1	10,000	25-44	No		Yes	No
45-64	26.8	19.0-36.5	40,000	45-64	No	Yes		No
65+	14.5	4.4-38.2	3,000	65+	No	No	No	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	21.2	11.9-34.7	6,000	R		No	No	No
Mostly Rural	24.1	15.5-35.5	22,000	MR	No		No	Yes
Mostly Urban	20.6	10.8-35.8	24,000	MU	No	No		No
Urban	9.5	4.8-18.0	16,000	U	No	Yes	No	

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APPENDIX C

***PART 2: OTHER
TOBACCO PRODUCTS***

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Table C-1 Do You Currently Use Chewing Tobacco or Snuff Every Day, Some Days, or Not At All?			
	Number	Overall % All Adults	% Ever Users
Every Day	30,000	1.3	7.1
Some Days	29,000	1.3	6.7
Not At All	371,000	16.4	86.2
Don't Know	0	0.0	—
No Response	1,835,000	81.0	—

Table C-2 Ever Used or Tried Smokeless Tobacco: By Gender, Age Group and County Type								
Demographic	Ever Used or Tried Smokeless Tobacco			Ever Used or Tried Smokeless Tobacco				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	19.1	16.8-21.7	430,000					
Men	36.1	31.6-40.7	393,000	Gender Differences: Yes				
Women	3.2	2.2-4.6	37,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	14.1	7.2-25.7	44,000	18-24		Yes	No	No
25-44	26.3	21.9-31.1	203,000	25-44	Yes		Yes	Yes
45-64	18.6	15.2-22.6	133,000	45-64	No	Yes		Yes
65+	11.7	8.9-15.2	51,000	65+	No	Yes	Yes	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	23.5	19.2-28.3	33,000	R		No	Yes	No
Mostly Rural	22.5	18.2-27.5	105,000	MR	No		Yes	No
Mostly Urban	16.4	12.8-20.6	107,000	MU	Yes	Yes		No
Urban	18.8	14.8-23.5	185,000	U	No	No	No	

Table C-3 Currently Smoke Cigars			
	Number	Overall %	Ever Users %
Every day	8,000	0.4	0.8
Some days	88,000	3.9	8.3
Not at all	964,000	42.5	90.9
Don't Know	<1,000	<0.1	—
No Response	1,205,000	53.2	—

Table C-4 Ever Smoked Cigars: By Gender, Age Group And County Type								
Demographic	Ever Smoked Cigars			Ever Smoked Cigars				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	47.2	44.1-50.3	1,061,000	Gender Differences: Yes				
Men	73.6	68.7-78.0	802,000					
Women	22.3	19.3-25.6	259,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	41.3	29.0-54.8	130,000	18-24	No	No	No	No
25-44	48.1	43.0-53.2	371,000	25-44	No	No	No	Yes
45-64	54.0	49.4-58.4	386,000	45-64	No	No	No	Yes
65+	39.7	35.1-44.6	172,000	65+	No	Yes	Yes	No
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	52.4	47.2-57.5	75,000	R	No	No	Yes	No
Mostly Rural	49.3	44.1-54.5	230,000	MR	No	No	No	No
Mostly Urban	42.7	37.5-48.0	278,000	MU	Yes	No	No	No
Urban	48.4	43.0-53.9	478,000	U	No	No	No	No

Table C-5 Currently Smoke a Pipe			
	Number	Overall %	Ever Users %
Every day	5,000	0.2	1.0
Some days	13,000	0.6	3.0
Not at all	433,000	19.1	96.0
Don't Know	0	0.0	—
No Response	1,815,000	80.1	—

Table C-6 Ever Smoked Tobacco in a Pipe: By Gender, Age Group and County Type								
Demographic	Ever Smoked Tobacco in a Pipe			Ever Smoked Tobacco in a Pipe				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	20.1	17.8-22.5	451,000	Gender Differences: Yes				
Men	36.2	31.9-40.7	394,000					
Women	4.9	3.5-6.8	57,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	12.2	5.6-24.5	38,000	18-24	No	No	Yes	Yes
25-44	9.9	7.21-13.4	76,000	25-44	No		Yes	Yes
45-64	29.1	25.2-33.3	208,000	45-64	Yes	Yes		No
65+	29.5	25.2-34.3	128,000	65+	Yes	Yes	No	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	24.5	20.4-29.1	35,000	R		Yes	No	No
Mostly Rural	18.6	15.0-22.7	86,000	MR	Yes		No	No
Mostly Urban	21.3	17.6-25.5	139,000	MU	No	No		No
Urban	19.3	15.4-23.9	191,000	U	No	No	No	

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APPENDIX D

PART 3: CESSATION BELIEFS & BEHAVIORS

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Smoking Cessation Beliefs and Behaviors

All former smokers who had quit smoking cigarettes in the past 5 years were asked if they used the nicotine patch, nicotine gum, or any other medication to help them quit. Current smokers who had made a quit attempt during the past 12 months were asked this same question. Both groups were asked a follow-up question later in the questionnaire about the specific types of nicotine replacement or medication they used. A total of 74 respondents (former and current smokers combined) were supposed to be asked these follow-ups, but due to an error in the programming provided to the State and CSBR to be used in collecting data only 36 of the 74 respondents were actually asked these follow-up questions. Therefore, these findings may not generalize to the subpopulation they are intended to represent, and population estimates of the number of people who used each type of therapy or medication are not provided.

Among former smokers who quit within the past 5 years *and* current smokers who made a quit attempt during the past 12 months and who used nicotine replacement or medication when they quit smoking or tried to quit smoking, the percent of these smokers who reported using each therapy or medication were as follows: (a) nicotine gum (31%); (b) nicotine patch (48%); (c) nicotine nasal spray (0%); (d) nicotine lozenge (15%); (d) inhaler (5%); (e) bupropion, Wellbutrin, or Zyban (20%); and (f) other (5%).¹

At least 91,000 adult Iowans or 10% of all those who have ever smoked cigarettes are estimated to have ever used a nicotine skin patch, gum, inhaler, or nasal spray; because of the programming error, this estimate is artificially low as many of the eligible respondents were not asked this question. The actual value is likely considerably higher.

All former smokers who had quit smoking cigarettes in the past 5 years were asked if they used any other assistance such as classes or counseling to help them quit. Current smokers who had made a quit attempt during the past 12 months were asked this same question. Both groups were asked a follow-up question later in the questionnaire about the specific types of other assistance they used. A total of 12 respondents (former and current smokers combined) were supposed to be asked these follow-ups, but due to an error in the programming provided to the State to be used in collecting data only 5 of the 12 respondents were actually asked these follow-up questions. Therefore, these findings may not generalize to the subpopulation they are intended to represent, and population estimates of the number of people who used each type of class, counseling, or other assistance.

Among former smokers who quit within the past 5 years *and* current smokers who made a quit attempt during the past 12 months and who used classes or counseling when they quit smoking or tried to quit smoking, the percent of these smokers who reported using each type of intervention were as follows: (a) stop smoking clinic or class (60%); (b) telephone quit line (57%); (c) one-on-one counseling from a doctor or nurse (0%); (d) self-help material, books, or videos (41%); (e) acupuncture (19%); (f) hypnosis (38%); and (g) other (0%).¹

¹ Because of the programming error, these findings may not generalize to the subpopulation they are intended to represent, and population estimates of the number of people who used each type of therapy or medication are not provided.

Table D-1 Would You Like to Quit Using Tobacco?			
	Number	Overall %	Valid %
Yes	324,000	14.3	73.5
No	117,000	5.2	26.5
Don't Know	19,000	0.9	—
No Response	1,806,000	79.7	—

Note. In this context, tobacco includes all tobacco products including cigarettes, smokeless tobacco, cigars, and smoking tobacco in pipe.

Table D-2				
Would You Be Very Interested, Somewhat Interested, or Not At All Interested in...				
	Very Interested	Somewhat Interested	Not At All Interested	Don't Know/No Response
Using the Nicotine Patch, Gum, or Taking Some Other Medication				
Number	101,000	122,000	166,000	1,877,000
Overall %	4.5	5.4	7.3	82.9
Valid %	25.9	31.3	42.8	—
Using Hypnosis				
Number	84,000	89,000	215,000	1,878,000
Overall %	3.7	3.9	9.5	82.9
Valid %	21.6	22.9	55.5	—
Attending a Stop Smoking Clinic or Class				
Number	43,000	124,000	226,000	1,872,000
Overall %	1.9	5.5	10.0	82.6
Valid %	10.9	31.5	57.6	—
Using Self Help Materials, Books or Videos				
Number	38,000	121,000	233,000	1,873,000
Overall %	1.7	5.3	10.3	82.7
Valid %	9.8	30.9	59.3	—
Receiving Acupuncture				
Number	40,000	75,000	258,000	1,893,000
Overall %	1.7	3.3	11.4	83.6
Valid %	10.6	20.1	69.2	—
Receiving One-on-One Counseling From a Doctor or Nurse				
Number	26,000	76,000	285,000	1,879,000
Overall %	1.2	3.3	12.6	82.9
Valid %	6.8	19.6	73.6	—
Calling a Telephone Quit Line				
Number	27,000	64,000	299,000	1,875,000
Overall %	1.2	2.8	13.2	82.8
Valid %	7.0	16.4	76.6	—
Attending a Faith-Based or Church-Based Stop Smoking Program or Class				
Number	23,000	58,000	312,000	1,872,000
Overall %	1.0	2.6	13.8	82.6
Valid %	5.8	14.8	79.4	—
Receiving One-on-One Counseling From a Pastor, Rabbi, or Other Faith-Based Counselor				
Number	13,000	37,000	342,000	1,873,000
Overall %	0.6	1.6	15.1	82.9
Valid %	3.4	9.5	87.1	—

Table D-3 Do You Have Health Insurance that Pays for the Costs of Nicotine Replacement, Smoking Cessation Classes or Counseling, or Some Other Help with Quitting?			
	Number	Overall %	All Adults with Insurance %
Yes Covered	349,000	15.4	17.4
Not Covered	472,000	20.9	23.5
Don't know if Covered	1,188,000	52.4	59.1
No Health Insurance	235,000	10.4	—
No Response	21,000	0.9	—

Table D-4 Is at Least Some of Your Insurance Paid for by...			
	Number	Overall %	Valid %
You or Your Family?			
Yes	1,718,000	75.8	86.0
No	279,000	12.3	14.0
Don't Know	15,000	0.6	—
No Response	253,000	11.2	—
Employer or Union?			
Yes	1,327,000	58.6	67.1
No	652,000	28.8	32.9
Don't Know	33,000	1.5	—
No Response	253,000	11.2	—
Medicaid?			
Yes	222,000	9.8	11.4
No	1,723,000	76.1	88.6
Don't Know	66,000	2.9	—
No Response	253,000	11.2	—
Medicare?			
Yes	500,000	22.1	25.9
No	1,431,000	63.2	74.1
Don't Know	82,000	3.6	—
No Response	253,000	11.2	—
Military Health Care?			
Yes	114,000	5.0	5.7
No	1,887,000	83.3	94.3
Don't Know	11,000	0.5	—
No Response	253,000	11.2	—

Table D-4 (Continued)			
Is at Least Some of Your Insurance Paid for by...			
	Number	Overall %	Valid %
Public Assistance?			
Yes	37,000	1.6	1.9
No	1,956,000	86.4	98.1
Don't Know	19,000	0.8	—
No Response	253,000	11.2	—
Other?			
Yes	3,000	0.1	0.1
No	1,939,000	85.6	97.4
Insurance Company*	49,000	2.1	2.4
Don't Know	21,000	0.9	—
No Response	254,000	11.2	—

Note: * Respondents replied with name of their insurance company.

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APPENDIX E

PART 5: HEALTH STATUS, ATTITUDES & BEHAVIORS

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Table E-1 General Health: By Gender, Age Group and County Type							
Demographic	General Health Status		General Health Status				
	Mean	95% CI	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	3.64	3.59-3.70	Gender Differences: No				
Men	3.66	3.58-3.74					
Women	3.63	3.55-3.71					
Age Group			Age Group	18-24	25-44	45-64	65+
18-24	3.81	3.60-4.01	18-24		No	Yes	Yes
25-44	3.90	3.82-3.98	25-44	No		Yes	Yes
45-64	3.57	3.47-3.66	45-64	Yes	Yes		Yes
65+	3.19	3.08-3.29	65+	Yes	Yes	Yes	
County Type			County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	3.57	3.47-3.67	R		No	No	Yes
Mostly Rural	3.60	3.50-3.70	MR	No		No	No
Mostly Urban	3.59	3.50-3.70	MU	No	No		No
Urban	3.71	3.61-3.80	U	Yes	No	No	

Note. Health status was recoded so that higher numbers indicate better self-reported health status (i.e., 1 = poor and 5 = excellent).

Table E-2 General Health: By Smoking Status						
Demographic	General Health Status		General Health Status			
	Mean	95% CI	Statistically Significant Demographic Differences at 95% Confidence Level			
Smoking Status			Smoking Status	Never Smoked	Former Smoker	Current Smoker
Never Smoked Cigarettes	3.80	3.73-3.87	Never Smoked		Yes	Yes
Former Cigarette Smoker	3.38	3.28-3.49	Former Smoker	Yes		No
Current Cigarette Smoker	3.46	3.31-3.60	Current Smoker	Yes	No	

Note. Health status was recoded so that higher numbers indicate better self-reported health status (i.e., 1 = poor and 5 = excellent).

Table E-3 Smoking is Physically Addictive			
	Number	Overall %	Valid %
Strongly Agree	1,268,000	56.0	58.5
Agree	841,000	37.1	38.8
Disagree	52,000	2.3	2.4
Strongly Disagree	6,000	0.3	0.3
Don't Know	16,000	0.7	—
No Response	82,000	3.6	—

Table E-4 If a Person has Smoked a Pack of Cigarettes a Day for More Than 20 Years, There is Little Health Benefit to Quitting Smoking			
	Number	Overall %	Valid %
Strongly Agree	63,000	2.8	2.9
Agree	296,000	13.1	13.5
Disagree	1,112,000	49.1	50.7
Strongly Disagree	721,000	31.8	32.9
Don't Know	69,000	3.1	—
No Response	4,000	0.2	—

Table E-5 Smoking Light Cigarettes is Safer than Smoking Regular Cigarettes				
	Number	Overall %	Don't Know %	Valid %
Yes	255,000	11.3	11.7	12.7
No	1,749,000	77.2	80.1	87.3
Don't Know	179,000	7.9	8.2	—
No Response	83,000	3.6	—	—

Table E-6 Do You Think that Breathing Smoke from Other People's Cigarettes is . . .			
	Number	Overall %	Valid %
Very Harmful to One's Health	1,264,000	55.8	56.7
Somewhat Harmful to One's Health	848,000	37.4	38.1
Not Very Harmful to One's Health	73,000	3.2	3.3
Not Harmful at All to One's Health	42,000	1.9	1.9
Don't Know	36,000	1.6	—
No Response	2,000	0.1	—

Table E-7 Breathing Smoke from Other People's Cigarettes Causes . . .										
	Number				Overall %				Valid %	
	Yes	No	DK	NR	Yes	No	DK	NR	Yes	No
Lung Cancer	1,968,000	135,000	159,000	3,000	86.9	6.0	7.0	0.1	93.6	6.4
Heart Disease	1,644,000	251,000	365,000	6,000	72.5	11.1	16.1	0.3	86.7	13.3
Colon Cancer	571,000	633,000	1,058,000	3,000	25.2	27.9	46.7	0.1	47.4	52.6
Respiratory Problems in Children	2,075,000	87,000	100,000	4,000	91.6	3.8	4.4	0.2	96.0	4.0
Sudden Infant Death Syndrome (SIDS)	891,000	401,000	971,000	2,000	39.3	17.7	42.9	0.1	69.0	31.0

Table E-8 Smoking by a Pregnant Woman May Harm the Baby			
	Number	Overall %	Valid %
Strongly Agree	1,336,000	58.9	62.4
Agree	764,000	33.7	35.7
Disagree	24,000	1.1	1.1
Strongly Disagree	17,000	0.7	0.8
Don't Know	42,000	1.9	—
No Response	82,000	3.6	—

Table E-9 People Should be Protected from Second-Hand Smoke							
				Men		Women	
	Number	Overall %	Valid %	Overall %	Valid %	Overall %	Valid %
Strongly Agree	740,000	32.7	34.4	26.4	28.1	38.6	40.2
Agree	1,195,000	52.7	55.5	54.9	58.4	50.7	52.9
Disagree	185,000	8.2	8.6	10.9	11.6	5.6	5.8
Strongly Disagree	33,000	1.5	1.5	1.8	2.0	1.1	1.1
Don't Know	66,000	2.9	—	3.5	—	2.4	—
No Response	47,000	2.1	—	2.5	—	1.7	—

Table E-10 In the Past 12 Months, Have You Ever Asked Anyone Not to Smoke Around You So You Wouldn't Have to Breathe Their Smoke?			
	Number	Overall %	Valid %
Yes	609,000	26.9	27.4
No	1,609,000	71.0	72.6
Don't Know	10,000	0.5	—
No Response	37,000	1.6	—

Table E-11 Ever Asked Anyone Not to Smoke Around You: By Gender, Age Group and County Type								
Demographic	Ever Asked Anyone Not to Smoke Around You			Ever Asked Anyone Not to Smoke Around You				
	Est. %	95% CI	Est. Number	Statistically Significant Demographic Differences at 95% Confidence Level				
All Adults	27.4	24.5-30.6	609,000					
Men	26.4	21.9-31.6	284,000					
Women	28.4	24.8-32.2	325,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	44.3	31.7-57.7	139,000	18-24		No	Yes	Yes
25-44	35.4	30.6-40.6	269,000	25-44	No		Yes	Yes
45-64	19.6	16.2-23.6	138,000	45-64	Yes	Yes		Yes
65+	14.1	11.1-17.8	60,000	65+	Yes	Yes	Yes	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	18.6	14.7-23.3	26,000	R		No	Yes	Yes
Mostly Rural	21.7	17.6-26.6	101,000	MR	No		No	Yes
Mostly Urban	27.6	22.7-33.0	178,000	MU	Yes	No		No
Urban	31.4	26.1-37.1	304,000	U	Yes	Yes	No	
Current Smoking Status				Current Smoking Status Differences		Yes		
Non-Smoker	29.4	26.2-32.7	535,000					
Smoker	18.6	11.9-27.8	73,000					

Table E-12 What Best Describes the Rules About Smoking Inside Your Home? (Not Including Decks, Garages, or Porches)							
				Nonsmokers		Smokers ¹	
	Number	Overall %	Valid %	Overall %	Valid %	Overall %	Valid %
Not Allowed Anywhere	1,733,000	76.5	76.6	82.8	82.8	51.4	51.8
Allowed in Some Areas or At Some Times	180,000	8.0	8.0	5.7	5.7	17.0	17.1
Allowed Anywhere	65,000	2.9	2.9	1.0	1.0	10.4	10.5
No Rules About Smoking	283,000	12.5	12.5	10.5	10.5	20.4	20.6
Don't Know	<1,000	<0.1	—	<0.1	—	0.0	—
No Response	4,000	0.2	—	0.0	—	0.8	—

¹ Smokers in this case is defined as current users of cigarettes, cigars, or smoke tobacco in pipes.

Table E-13 In the Past Seven Days, Have You Been in a Car With Someone Who Was Smoking?							
				Non-Smokers		Smokers ¹	
	Number	Overall %	Valid %	Overall %	Valid %	Overall %	Valid %
Yes	483,000	21.3	21.3	10.8	10.8	63.2	63.3
No	1,781,000	78.6	78.7	89.1	89.2	36.6	36.7
Don't Know	1,000	0.1	—	0.1	—	0.0	—
No Response	1,000	<0.1	—	0.0	—	0.1	—

¹ Smokers in this case is defined as current users of cigarettes, cigars, or smoke tobacco in pipes.

Table E-14 What Are the Rules, if Any, About Smoking in Your Family Car?			
	Number	Overall %	Valid %
NEVER Allowed in Any Car	1,478,000	65.2	67.0
Allowed Sometimes in Some Cars	266,000	11.7	12.0
Allowed in Your Car	120,000	5.3	5.4
There Are No Rules about Smoking in the Car	342,000	15.1	15.5
Do Not Have a Car	17,000	0.8	—
Don't Know	3,000	0.1	—
No Response	40,000	1.8	—

Note. Valid percentages exclude those without a car.

Table E-15 Does Your Workplace Have an Official Policy That Restricts Smoking in Any Way?			
	Number	Overall %	Valid %
Yes	1,178,000	52.0	77.0
No	352,000	15.6	23.0
Don't Know	43,000	1.9	—
No Response	692,000	30.5	—

Table E-16 Which Best Describes Your Place of Work's Official Smoking Policy for Work Areas?			
	Number	Overall %	Valid %
Not Allowed in Any Work Areas	996,000	43.9	77.4
Allowed in Some Work Areas	214,000	9.5	16.7
Allowed in All Work Areas	14,000	0.6	1.1
No Official Policy	63,000	2.8	4.9
Don't Know	6,000	0.3	—
No Response	973,000	43.0	—

Table E-17 Which Best Describes Your Place of Work's Official Smoking Policy for Indoor Public or Common Areas, Such as Lobbies, Rest Rooms, and Lunchrooms?			
	Number	Overall %	Valid %
Not Allowed in Any Public Areas	1,041,000	45.9	81.2
Allowed in Some Public Areas	144,000	6.3	11.2
Allowed in All Public Areas	21,000	0.9	1.7
No Official Policy	76,000	3.4	5.9
Don't Know	10,000	0.4	—
No Response	973,000	43.0	—

Table E-18 As Far as You Know, in the Past Seven Days, Has Anyone Smoked in Your Work Area?			
	Number	Overall %	Valid %
Yes	160,000	7.1	12.5
No	1,128,000	49.8	87.5
Don't Know	4,000	0.2	—
No Response	973,000	43.0	—

Table E-19 Do More than 50 People Work for You or Your Employer? (Number Employed in Entire Company, Not Local Branch or Office)			
	Number	Overall %	Valid %
Yes	1,056,000	46.6	67.7
No	503,000	22.2	32.3
Don't Know	14,000	0.6	—
No Response	692,000	30.5	—

Table E-20 Would You Prefer a Stronger or Weaker Workplace Smoking Policy or No Change in Your Current Policy?			
	Number	Overall %	Valid %
Prefer Stronger Policy	211,000	9.3	13.6
Prefer Weaker Policy	23,000	1.0	1.5
Prefer No Change	1,321,000	58.3	85.0
Don't Know	18,000	0.8	—
No Response	693,000	30.6	—

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APPENDIX F

PART 6: SMOKING POLICIES

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Table F-1 Currently State Law in Iowa Does Not Require Restaurants to be Smoke-Free and Prohibits Cities and Towns from Passing Local Ordinances that Prohibit Smoking in Restaurants. Do You Think the Law Should Stay As Is or Be Changed to Allow This?				
	Number	Overall %	Don't Know %	Valid %
Stay As Is	919,000	40.6	41.3	43.5
Change	1,193,000	52.7	53.6	56.5
Don't Know	113,000	5.0	5.1	—
No Response	40,000	1.8	—	—
Non-Smoker				
Stay As Is	612,000	32.9	33.4	35.3
Change	1,122,000	60.4	61.3	64.7
Don't Know	96,000	5.1	5.2	—
No Response	29,000	1.6	—	—
Cigarette Smoker				
Stay As Is	307,000	75.7	77.7	81.3
Change	71,000	17.4	17.9	18.7
Don't Know	17,000	4.3	4.4	—
No Response	10,000	2.6	—	—

Table F-2 How Often Do You Eat Out at a Restaurant?			
	Number	Overall %	Valid %
More than Once per Week	567,000	25.0	25.4
About Once a Week	762,000	33.6	34.2
About Once or Twice a Month	722,000	31.9	32.4
Less than Once a Month	138,000	6.1	6.2
Never	42,000	1.9	1.9
Don't Know	6,000	0.3	—
No Response	28,000	1.2	—

Table F-3 Do You Think that Smoking Should Be Allowed in All Areas, Some Areas, or Not Allowed in These Places?				
	Number	Overall %	Don't Know %	Valid %
Indoor Dining Area of Restaurants				
Allowed in All Areas	23,000	1.0	1.0	1.0
Allowed in Some Areas	755,000	33.3	33.4	33.8
Not Allowed at All	1,458,000	64.3	64.4	65.2
Don't Know	27,000	1.2	1.2	—
No Response	3,000	0.2	—	—
Bars and Cocktail Lounges				
Allowed in All Areas	351,000	15.5	15.8	16.6
Allowed in Some Areas	1,074,000	47.4	48.3	50.9
Not Allowed at All	686,000	30.3	30.8	32.5
Don't Know	115,000	5.1	5.2	—
No Response	39,000	1.7	—	—
Indoor Sporting Events and Concerts				
Allowed in All Areas	26,000	1.2	1.2	1.2
Allowed in Some Areas	521,000	23.0	23.3	23.6
Not Allowed at All	1,666,000	73.5	74.4	75.3
Don't Know	25,000	1.1	1.1	—
No Response	28,000	1.2	—	—
Indoor Shopping Malls				
Allowed in All Areas	15,000	0.7	0.7	0.7
Allowed in Some Areas	478,000	21.1	21.2	21.4
Not Allowed at All	1,739,000	76.7	76.9	77.9
Don't Know	28,000	1.3	1.3	—
No Response	4,000	0.2	—	—
Public Buildings				
Allowed in All Areas	10,000	0.5	0.5	0.5
Allowed in Some Areas	624,000	27.6	27.9	28.3
Not Allowed at All	1,569,000	69.2	70.1	71.2
Don't Know	34,000	1.5	1.5	—
No Response	27,000	1.2	—	—

Table F-4 Would You Visit Casinos More Often if They Were Smoke-Free?			
	Number	Overall %	Valid %
Yes	377,000	16.6	17.3
No	1,802,000	79.5	82.7
Don't Know	46,000	2.1	—
No Response	41,000	1.8	—

Table F-5 Smoking in Outdoor Public Areas Should Not Be Allowed				
	Number	Overall %	Don't Know %	Valid %
Strongly Agree	231,000	10.2	10.4	10.8
Agree	550,000	24.3	24.8	25.7
Disagree	1,095,000	48.3	49.3	51.2
Strongly Disagree	264,000	11.7	11.9	12.4
Don't Know	82,000	3.6	3.7	—
No Response	44,000	1.9	—	—

Table F-6 Tobacco Use by Adults Should Not be Allowed Anywhere Indoors or Outdoors on K-12 School Grounds or at Any School Events			
	Number	Overall %	Valid %
Strongly Agree	1,087,000	48.0	49.4
Agree	973,000	42.9	44.3
Disagree	120,000	5.3	5.5
Strongly Disagree	18,000	0.8	0.8
Don't Know	22,000	1.0	—
No Response	46,000	2.0	—

APPENDIX G

PART 7: TAXES & SALES

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Table G-1 Do You Think the Amount of Tax on the Purchase of Cigarettes Should Be Increased, Stay the Same, or Be Decreased?								
	Number	Overall %	Don't Know %	Valid %	Non-Smokers		Cigarette Smokers	
					Don't Know %	Valid %	Don't Know %	Valid %
Increased	1,041,000	45.9	47.3	50.6	56.4	60.5	5.5	5.8
Stay the Same	729,000	32.2	33.1	35.4	31.7	34.0	39.7	41.8
Decreased	288,000	12.7	13.1	14.0	5.1	5.5	49.8	52.4
Don't Know	143,000	6.3	6.5	—	6.9	—	4.9	—
No Response	64,000	2.8	—	—	—	—	—	—

Table G-2 How Much Additional Tax, if any, on a Pack of Cigarettes Would You Be Willing to Support?				
	Number	Overall %	Don't Know %	Valid %
More than \$2.00/Pack	314,000	13.9	14.4	17.2
\$2.00/Pack	142,000	6.3	6.5	7.8
\$1.00 to \$1.99/Pack	334,000	14.7	15.3	18.2
50¢ to 99¢/Pack	223,000	9.9	10.2	12.2
Less than 50¢/Pack	128,000	5.7	5.9	7.0
No Tax Increase	517,000	22.8	23.7	28.3
Tax Should Decrease	170,000	7.5	7.8	9.3
Don't Know	350,000	15.5	16.1	—
No Response	87,000	3.8	—	—

Table G-3 How Much Additional Tax, if any, on a Pack of Cigarettes Would You Be Willing to Support? (Non-Smokers and Smokers)				
	Number	Overall %	Don't Know %	Valid %
Non-Smokers	1,859,697			
More than \$2.00/Pack	312,000	16.8	17.5	21.4
\$2.00/Pack	141,000	7.6	7.9	9.6
\$1.00 to \$1.99/Pack	310,000	16.7	17.3	21.2
50¢ to 99¢/Pack	192,000	10.4	10.8	13.2
Less than 50¢/Pack	102,000	5.5	5.7	6.9
No Tax Increase	368,000	19.8	20.5	25.1
Tax Should Decrease	38,000	2.0	2.1	2.6
Don't Know	327,000	17.6	18.3	—
No Response	70,000	3.8	—	—
Cigarette Smokers	406,017			
More than \$2.00/Pack	2,000	0.4	0.4	0.5
\$2.00/Pack	1,000	0.3	0.3	0.4
\$1.00 to \$1.99/Pack	24,000	5.9	6.1	6.5
50¢ to 99¢/Pack	31,000	7.6	7.9	8.4
Less than 50¢/Pack	26,000	6.5	6.8	7.3
No Tax Increase	150,000	36.9	38.5	40.9
Tax Should Decrease	132,000	32.5	33.9	36.1
Don't Know	23,000	5.8	6.0	—
No Response	17,000	4.2	—	—

Table G-4
How Much Additional Tax, if any, on a Pack of Cigarettes Would You Be Willing to Support?
(Men and Women)

	Number	Overall %	Don't Know %	Valid %
Men	1,100,000			
More than \$2.00/Pack	157,000	14.3	14.8	16.7
\$2.00/Pack	47,000	4.3	4.4	5.0
\$1.00 to \$1.99/Pack	163,000	14.8	15.3	17.3
50¢ to 99¢/Pack	135,000	12.3	12.7	14.4
Less than 50¢/Pack	81,000	7.4	7.6	8.6
No Tax Increase	257,000	23.3	24.2	27.3
Tax Should Decrease	101,000	9.2	9.5	10.7
Don't Know	120,000	10.9	11.3	—
No Response	38,000	3.5	—	—
Women	1,166,000			
More than \$2.00/Pack	157,000	13.5	14.0	17.7
\$2.00/Pack	95,000	8.2	8.5	10.7
\$1.00 to \$1.99/Pack	171,000	14.6	15.3	19.2
50¢ to 99¢/Pack	88,000	7.6	7.9	9.9
Less than 50¢/Pack	47,000	4.0	4.2	5.3
No Tax Increase	261,000	22.4	23.3	29.4
Tax Should Decrease	69,000	5.9	6.2	7.8
Don't Know	230,000	19.7	20.6	—
No Response	48,000	4.1	—	—

Table G-5
How Much Additional Tax, if any, on a Pack of Cigarettes Would You Be Willing to Support?
(County Type)

	Number	Overall %	Don't Know %	Valid %
Rural	143,000			
More than \$2.00/Pack	14,000	10.1	10.8	13.2
\$2.00/Pack	8,000	5.4	5.7	7.0
\$1.00 to \$1.99/Pack	21,000	14.7	15.7	19.2
50¢ to 99¢/Pack	11,000	7.4	7.9	9.7
Less than 50¢/Pack	11,000	8.0	8.5	10.4
No Tax Increase	26,000	18.1	19.3	23.6
Tax Should Decrease	19,000	13.0	13.8	17.0
Don't Know	25,000	17.3	18.4	—
No Response	8,000	5.9	—	—
Mostly Rural	471,000			
More than \$2.00/Pack	60,000	12.9	13.4	15.8
\$2.00/Pack	29,000	6.1	6.4	7.5
\$1.00 to \$1.99/Pack	70,000	14.8	15.5	18.2
50¢ to 99¢/Pack	41,000	8.8	9.2	10.8
Less than 50¢/Pack	30,000	6.5	6.8	7.9
No Tax Increase	112,000	23.8	24.9	29.2
Tax Should Decrease	41,000	8.7	9.0	10.6
Don't Know	67,000	14.2	14.8	—
No Response	20,000	4.2	—	—

Table G-5 (Continued)				
How Much Additional Tax, if any, on a Pack of Cigarettes Would You Be Willing to Support? (County Type)				
	Number	Overall %	Don't Know %	Valid %
Mostly Urban	659,000			
More than \$2.00/Pack	89,000	13.6	14.0	17.7
\$2.00/Pack	50,000	7.6	7.9	10.0
\$1.00 to \$1.99/Pack	70,000	10.7	11.0	14.0
50¢ to 99¢/Pack	63,000	9.5	9.8	12.5
Less than 50¢/Pack	33,000	5.1	5.2	6.6
No Tax Increase	153,000	23.2	23.9	30.3
Tax Should Decrease	45,000	6.8	7.1	8.9
Don't Know	135,000	20.4	21.1	—
No Response	20,000	3.1	—	—
Urban	992,000			
More than \$2.00/Pack	150,000	15.1	15.7	18.0
\$2.00/Pack	55,000	5.6	5.8	6.7
\$1.00 to \$1.99/Pack	172,000	17.4	18.1	20.7
50¢ to 99¢/Pack	108,000	10.9	11.4	13.0
Less than 50¢/Pack	53,000	5.3	5.5	6.4
No Tax Increase	226,000	22.8	23.7	27.3
Tax Should Decrease	65,000	6.6	6.9	7.9
Don't Know	124,000	12.5	13.0	—
No Response	38,000	3.8	—	—

Table G-6 How Much Additional Tax, if any, on a Pack of Cigarettes Would You Be Willing to Support? (Age Group)				
	Number	Overall %	Don't Know %	Valid %
18-24	314,000			
More than \$2.00/Pack	36,000	11.6	11.6	13.3
\$2.00/Pack	25,000	7.8	7.9	9.0
\$1.00 to \$1.99/Pack	50,000	15.8	15.9	18.1
50¢ to 99¢/Pack	28,000	9.1	9.1	10.4
Less than 50¢/Pack	14,000	4.5	4.6	5.2
No Tax Increase	86,000	27.3	27.5	31.4
Tax Should Decrease	34,000	11.0	11.1	12.6
Don't Know	39,000	12.3	12.4	—
No Response	2,000	0.5	—	—
25-44	773,000			
More than \$2.00/Pack	134,000	17.4	17.8	20.4
\$2.00/Pack	37,000	4.8	4.9	5.6
\$1.00 to \$1.99/Pack	140,000	18.1	18.5	21.2
50¢ to 99¢/Pack	66,000	8.6	8.8	10.1
Less than 50¢/Pack	65,000	8.4	8.7	9.9
No Tax Increase	170,000	22.0	22.5	25.8
Tax Should Decrease	47,000	6.1	6.2	7.1
Don't Know	96,000	12.4	12.7	—
No Response	4,000	0.5	—	—

Table G-6 (Continued)				
How Much Additional Tax, if any, on a Pack of Cigarettes Would You Be Willing to Support?				
<i>(Age Group)</i>				
	Number	Overall %	Don't Know %	Valid %
45-64	722,000			
More than \$2.00/Pack	79,000	11.0	11.5	13.7
\$2.00/Pack	43,000	6.0	6.3	7.5
\$1.00 to \$1.99/Pack	94,000	13.0	13.6	16.2
50¢ to 99¢/Pack	89,000	12.4	12.9	15.4
Less than 50¢/Pack	27,000	3.7	3.9	4.6
No Tax Increase	173,000	24.0	25.1	29.9
Tax Should Decrease	73,000	10.2	10.7	12.7
Don't Know	110,000	15.3	16.0	—
No Response	32,000	4.4	—	—
65+	440,000			
More than \$2.00/Pack	61,000	13.9	15.0	19.9
\$2.00/Pack	37,000	8.5	9.1	12.1
\$1.00 to \$1.99/Pack	47,000	10.7	11.5	15.2
50¢ to 99¢/Pack	39,000	8.9	9.6	12.7
Less than 50¢/Pack	21,000	4.8	5.2	6.9
No Tax Increase	88,000	20.0	21.6	28.6
Tax Should Decrease	14,000	3.3	3.5	4.7
Don't Know	100,000	22.7	24.4	—
No Response	32,000	7.2	—	—

Table G-7
If Iowa Were to Increase the Tax on Cigarettes,
How Should the Potential Additional Revenue Be Used?

	Number	Overall %	Don't Know %	Valid %
Tobacco Control				
Yes	1,955,000	86.3	89.3	90.9
No	196,000	8.7	9.0	9.1
Don't Know	39,000	1.7	1.8	—
No Response	75,000	3.3	—	—
Public Health Programs				
Yes	1,862,000	82.2	85.0	87.4
No	268,000	11.8	12.2	12.6
Don't Know	60,000	2.7	2.7	—
No Response	75,000	3.3	—	—
Area of Greatest Need				
Yes	1,393,000	61.5	63.7	67.0
No	687,000	30.3	31.4	33.0
Don't Know	107,000	4.7	4.9	—
No Response	79,000	3.5	—	—

Table G-8 What Effects on Smoking Would You Expect an Increase in the Tax on Cigarettes to Have?				
	Number	Overall %	DK %	Valid %
Reduce the number of cigarette smokers	1,045,000	46.1	47.5	48.6
Reduce the number of cigarettes smoked	1,187,000	52.4	53.8	56.3
Reduce smoking by children under 18	1,155,000	51.0	52.4	54.9
Increase cigarette purchases from other states	1,289,000	56.9	58.5	68.8
Increase cigarette purchases over the Internet	1,294,000	57.1	58.8	71.0

Note. "Overall %" includes all respondents in the denominator. "DK %" includes those who said "Don't Know" in the denominator along with those who gave valid responses. "Valid %" excludes those who said "Don't Know" and those for whom there was no response from the denominator.

Table G-9 How Important is it that Communities Keep Stores From Selling Tobacco Products to Children Under 18?			
	Number	Overall %	Valid %
Very Important	2,012,000	88.8	91.0
Somewhat Important	168,000	7.4	7.6
Not Very Important	20,000	0.9	0.9
Not Important at All	10,000	0.5	0.5
Don't Know	13,000	0.6	—
No Response	42,000	1.9	—

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APPENDIX H

PART 8: SPONSORSHIP, PROMOTION & MEDIA EXPOSURE

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Table H-1 Should Tobacco Companies Be Allowed to Sponsor Concerts and Sporting Events such as Athletics, Rodeos, and Auto Races?				
	Number	Overall %	Don't Know %	Valid %
Yes	1,025,000	45.3	46.5	51.1
No	982,000	43.4	44.5	48.9
Don't Know	199,000	8.8	9.0	—
No Response	58,000	2.6	—	—

Table H-2 Do You Think Tobacco Companies Should Be Allowed to Include Coupons in Cigarette Packs that Can Be Used to Obtain Promotional Items that May be Appealing to Teenagers, Such as Hats, Tee Shirts, Jackets, or Caps?				
	Number	Overall %	Don't Know %	Valid %
Yes	394,000	17.4	17.9	19.1
No	1,664,000	73.4	75.5	80.9
Don't Know	145,000	6.4	6.6	—
No Response	63,000	2.8	—	—

Table H-3 Media Exposure During the Past 7 Days to Messages About Not Smoking Cigarettes				
	Number	Overall %	Don't Know %	Valid %
During the past 7 days, how many TV commercials have you seen about NOT smoking?				
None	958,000	42.3	44.1	48.3
One	148,000	6.6	6.8	7.5
Two or Three	378,000	16.7	17.4	19.0
Four to Six	212,000	9.3	9.7	10.7
Seven or More	288,000	12.7	13.3	14.5
Don't Know	188,000	8.3	8.6	—
No Response	94,000	4.1	—	—
During the past 7 days, how many radio commercials have you heard about NOT smoking?				
None	1,501,000	66.3	69.3	74.2
One	114,000	5.0	5.2	5.6
Two or Three	204,000	9.0	9.4	10.1
Four to Six	94,000	4.2	4.3	4.6
Seven or More	111,000	4.9	5.1	5.5
Don't Know	143,000	6.3	6.6	—
No Response	98,000	4.3	—	—
During the past 7 days, how many billboard messages have you seen about NOT smoking?				
None	1,357,000	59.9	62.6	65.6
One	280,000	12.4	12.9	13.6
Two or Three	287,000	12.7	13.2	13.9
Four to Six	97,000	4.3	4.5	4.7
Seven or More	48,000	2.1	2.2	2.3
Don't Know	100,000	4.4	4.6	—
No Response	96,000	4.3	—	—

Table H-4 Have You Ever Seen or Heard the Slogan “Just Eliminate Lies” or JEL Used in Any Anti-Smoking Advertising?				
	Number	Overall %	Don't Know %	Valid %
Yes	1,115,000	49.2	51.4	52.3
No	1,019,000	45.0	46.9	47.7
Don't Know	36,000	1.6	1.7	—
No Response	95,000	4.2	—	—

Table H-5 Have Ever Seen or Heard of the JEL Slogan: By Gender, Age Group and County Type								
Demographic	Have Ever Seen or Heard of the JEL Slogan			Statistically Significant Demographic Differences at 95% Confidence Level				
	Est. %	95% CI	Est. Number					
All Adults	52.3	49.2-55.3	1,115,000					
Men	56.2	51.3-60.9	585,000	Gender Differences: Yes				
Women	48.5	44.7-52.4	530,000					
Age Group				Age Group	18-24	25-44	45-64	65+
18-24	85.7	73.9-92.7	257,000	18-24		Yes	Yes	Yes
25-44	69.2	64.2-73.7	510,000	25-44	Yes		Yes	Yes
45-64	41.7	37.2-46.3	285,000	45-64	Yes	Yes		
65+	14.0	10.8-18.0	56,000	65+	Yes	Yes	Yes	
County Type				County Type	Rural	Mostly Rural	Mostly Urban	Urban
Rural	42.2	36.8-47.9	56,000	R		No	No	Yes
Mostly Rural	43.4	38.0-48.9	191,000	MR	No		No	Yes
Mostly Urban	46.3	40.8-51.9	288,000	MU	No	No		Yes
Urban	61.8	56.6-66.7	580,000	U	Yes	Yes	Yes	
Current Smoking Status				Current Smoking Status Differences		No		
Non-Smoker	51.8	48.4-55.1	907,000					
Smoker	54.6	46.5-62.4	209,000					