

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.

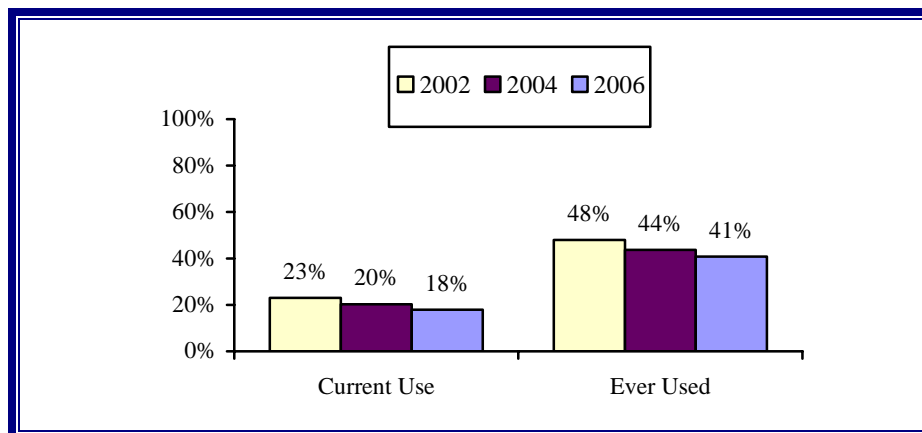


Figure ES-1. Current and ever cigarette use from 2002 to 2006.

- ✦ **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.

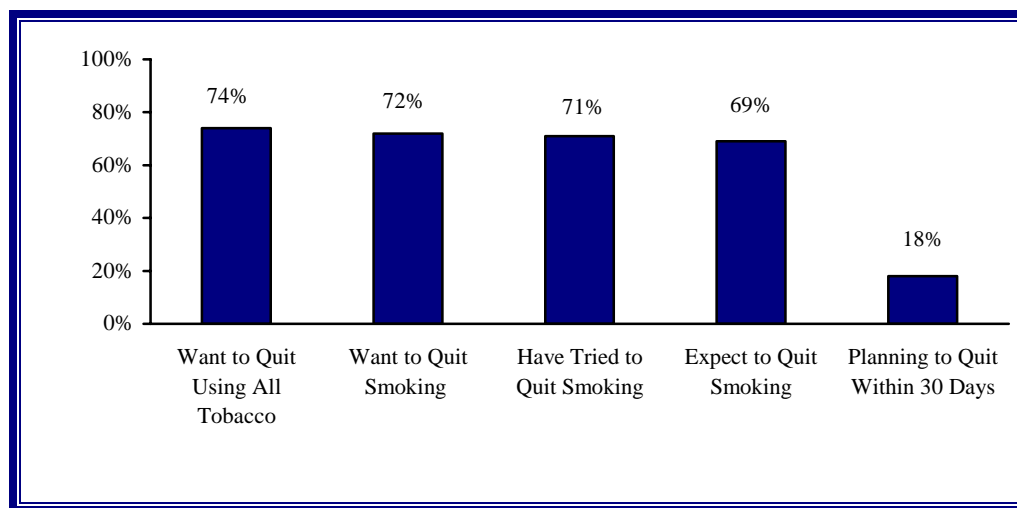


Figure ES-2. Summary of cessation beliefs, practices, and expectations.

- ✦ **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*.

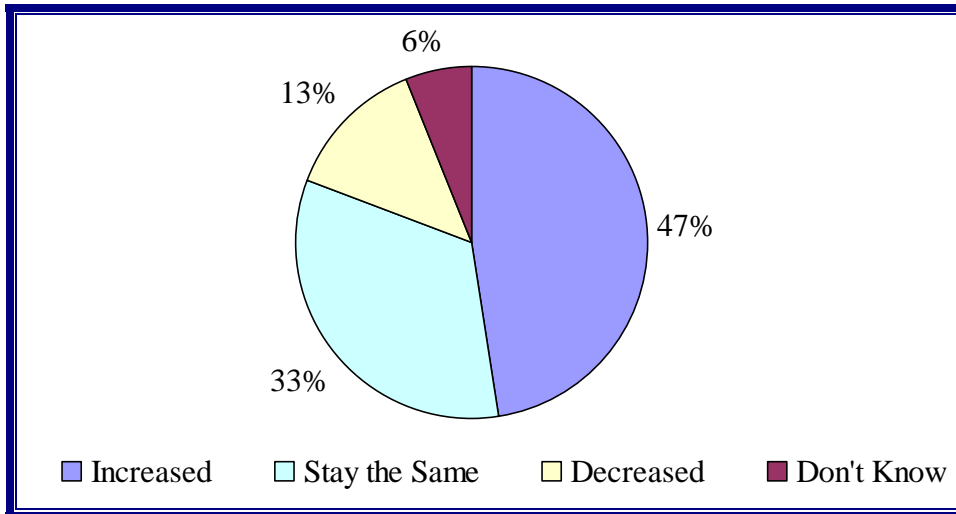


Figure ES-3. Support for changing the amount of tax on a purchase of cigarettes.

- ✦ **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.

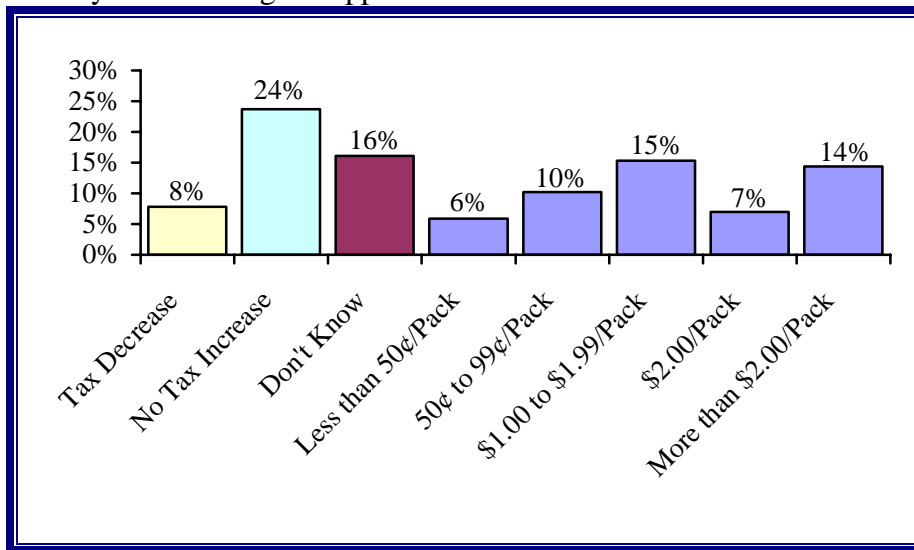


Figure ES-4. How much additional tax, if any, Iowans were willing to support.

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