Tobacco Attitudes and Media Survey
2006

prepared for

Delaware Department of Health and Social Services
Division of Public Health

by

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ACKNOWLEDGEMENTS

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Introduction

The Delaware Division of Public Health, together with its partners in government, education, the not-for-profit community, health advocates and healthcare industry, has developed and implemented a comprehensive Tobacco Prevention and Control Program. The program includes school and community-based prevention initiatives; a tobacco prevention social marketing campaign designed to educate Delawareans about tobacco; and cessation services that include a telephone Quitline and website which provide information and assistance to current smokers in their efforts to quit smoking.

The purpose of the Adult Tobacco Survey is to provide independent evaluation data that are used to assess Delaware’s progress in attaining the goals of A Plan for a Tobacco-free Delaware. The 2006 study replicates, in large part, annual studies conducted in 2002 through 2005.

The survey that was conducted by the Center for Applied Demography & Survey Research (CADSR) located at the University of Delaware had three primary objectives. First, the survey measured the prevalence of smoking within the state. Second, information was gathered about exposure to smoke from those other than the respondent. Finally, questions were asked to measure the reach of the media campaigns related to tobacco control and prevention.

The survey was conducted in the spring of 2006 with the data centered on May 23, 2006. A total of 1,204 adult Delawareans were interviewed. The telephone numbers were generated randomly to insure that both listed and unlisted numbers had an equal chance of being selected to participate. This is commonly referred to as random digit dialing. Up to 15 attempts were made to contact a potential respondent at each telephone number. Once it was ascertained that the number was in a private residence, a random adult was chosen and that person was asked to participate. Adults living in institutional settings are excluded from the sample. Approximately 57% of those respondents selected were willing to participate and complete the survey.

The sample was selected as a simple random sample of the State of Delaware. Of those interviewed, 210 were from Kent County, 730 were from New Castle County, and 264 were from Sussex County. Overall the unweighted distribution was within 1% of the adults reported in the 2005 American Community Survey (ACS). Female respondents comprised 60% of the sample, which is somewhat higher than what would have been expected from a random sample (52%). Respondents who were 65 years of age or older accounted for nearly 25% of the sample in
contrast to 13% reported by the ACS. To account for these differences, the data was weighted to reflect the adults by age, gender, and county, and those are the results presented in this document. The final sample size was 1,194. Eight of the respondents did not supply critical demographic information required for weighting the data.

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

Respondents were asked how often they currently smoked. This question separates people into one of three groups: (1) every day smoker, (2) some day’s smoker, and (3) current non-smokers. The results are summarized in Figure 2-1.

**Figure 2-1**
**Frequency of Smoking**

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2004-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every Day</td>
<td>16.2</td>
<td>17.2</td>
</tr>
<tr>
<td>Some Days</td>
<td>3.6</td>
<td>4.3</td>
</tr>
<tr>
<td>Non-Smokers</td>
<td>80.2</td>
<td>78.4</td>
</tr>
</tbody>
</table>

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

The figure shows that about 20% of adult Delawareans currently smoke. (This proportion is similar to the results from the 2005 BRFSS survey (20.7%).) Of those that are smokers today, more than 80% smoke every day (101,000). After examining the distribution of those that smoke on “some days” (22,000 adults), these smokers are fairly evenly split between those that smoke about every other day and those that smoke less frequently, e.g. once or twice a week. Overall, the 2006 data are slightly lower than the three-year average (2004-2006)

indicating a slight decline in the percentage of smokers in the most recent survey.

---

1 Data was aggregated from the last three Adult Tobacco Surveys (2004, 2005, and 2006) to produce a very stable estimate to compare against the current year. These estimates are labeled 2004-2006 in the tables.
One useful way of looking at the prevalence of smoking is to examine the data using the demographic characteristics of the respondents. The first characteristic of interest is displayed in Figure 2-2 below, namely prevalence of smoking by age group.

![Figure 2-2](image)

**Figure 2-2**

**Percentage Smoking by Age Group**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2006</th>
<th>2004-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>30.4</td>
<td>35.9</td>
</tr>
<tr>
<td>25-34</td>
<td>21.9</td>
<td>22.8</td>
</tr>
<tr>
<td>35-44</td>
<td>25.8</td>
<td>25.3</td>
</tr>
<tr>
<td>45-54</td>
<td>17.3</td>
<td>22.5</td>
</tr>
<tr>
<td>55-64</td>
<td>17.6</td>
<td>18.1</td>
</tr>
<tr>
<td>65+</td>
<td>8.8</td>
<td>8.2</td>
</tr>
<tr>
<td>Total</td>
<td>19.8</td>
<td>21.6</td>
</tr>
</tbody>
</table>

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

The next two charts, Figure 2-3 and Figure 2-4 below address the relationship between smoking and race and gender respectively. Caucasians are more likely to smoke than African-Americans (21.5% versus 18.3%) in the trend data but were statistically the same in the most recent survey. Other includes Asian, American Indian, and unspecified race.

![Figure 2-3](image)

**Figure 2-3**

**Percentage Smoking by Race**

<table>
<thead>
<tr>
<th>Race</th>
<th>2006</th>
<th>2004-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>19.3</td>
<td>21.5</td>
</tr>
<tr>
<td>African-American</td>
<td>20.4</td>
<td>18.3</td>
</tr>
<tr>
<td>Other</td>
<td>25.3</td>
<td>28.6</td>
</tr>
<tr>
<td>Total</td>
<td>19.8</td>
<td>21.6</td>
</tr>
</tbody>
</table>

Source: Center for Applied Demography & Survey Research, University of Delaware
Men are more likely to smoke than women. Figure 2-4 above shows that the difference is about 11% in 2006. The current estimate for men is at the 3-year trend line while the estimate for women suggests a reduction in smoking is occurring.

Among the population of smokers, there are always a number who plan to quit smoking within the next 30 days, and this sample is no exception. As is shown in Figure 2-5 below, 31.2% of smokers in 2006 were at least thinking about stopping smoking.
African-American smokers in 2006 were substantially more likely to respond that they were considering stopping smoking when compared with Caucasians. This confirms the result found in the 2004-2006 trend data. Part of this difference may come from the frequency of smoking. While African-Americans are somewhat less likely to smoke than Caucasians, the survey finds that they are also less likely to smoke every day (76% compared to 84%). The impact of that differential is important as is shown in Figure 2-6, below.

The data displayed in Figure 2-6 show that “every day” smokers (29.1%) are significantly less likely to say they are going to try to quit smoking in the next 30 days as “some day” smokers (39.5%). This relationship coupled with the finding that African-Americans are far less likely to be “every day” smokers, may lead in part to the result found in Figure 2-5 above.

![Figure 2-6](image-url)

Planning to Quit Smoking by Frequency of Smoking

<table>
<thead>
<tr>
<th>Frequency</th>
<th>All Smokers</th>
<th>Some Days</th>
<th>Every Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-2006</td>
<td>33.5%</td>
<td>48.9%</td>
<td>29.3%</td>
</tr>
<tr>
<td>2006</td>
<td>31.2%</td>
<td>39.5%</td>
<td>29.1%</td>
</tr>
</tbody>
</table>

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

In 2006, the respondents who smoked were asked if any of a series of conditions would encourage them to stop smoking. Their answers are summarized in Figure 2-7.

Figure 2-7 clearly shows that smoking related illness is the strongest motivation for quitting. Cost is also a motivator. If the cost of cigarettes became too expensive, 46% of smokers who are not already trying to quit say they would be motivated to quit. Offering free patches or gum, both of which normally would be an expense, are seen as motivational tools. All of the
other potential motivators are at a much lower level impacting less than 20% of smokers who are not already trying to quit. More than 92% of women in the 15-44 age group reported that a pregnancy would cause them to stop smoking.

**Figure 2-7**
**Which Conditions Would Motivate You to Stop Smoking**

![Bar graph showing the percentage of smokers motivated by various conditions.](image)

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

Respondents were also asked if their health insurance or their prescription benefits would help defray the cost of tobacco cessation services/products. Less than 25% were confident about either and the majority simply had no idea about their coverage.

One of the tools used in the program to reduce smoking in Delaware is the “Quitline”. It is a service provided through a toll-free number designed to assist those who would like to stop smoking. Figure 2-8 shows that more than 80% of smokers, the primary target for this service, are aware of the Quitline. All of the measurements are higher than those observed in the 2004-2006 average.
Even from this short look at smoking in Delaware, as derived from the survey, it is possible to make several observations. First, eighty percent of smokers are “every day” smokers and these “every day” smokers are far less likely to try to quit smoking than those that smoke less frequently.

The second point is that 80% of smokers are aware of the Quitline. The level of reach has also increased over the last three years in all categories. It is also interesting to see that the awareness of the respondent increases with the frequency of smoking. Even though “every day” smokers are the least likely to quit, they are the most aware of the program. This is very positive.

The 2006 survey results show that while about 46% of adults have tried smoking (to the level of 100 or more cigarettes) at some point during their lives, only 20% are current smokers. Further reductions in the smoking prevalence are most likely to come from individuals whose “readiness to quit” is measured by their indication of planning to quit during the next 30 days. If just 20% of this “ready to quit” are successful in quitting during the next year, smoking prevalence will be reduced to 18.6% in 2007.²

² The calculation of the 2006 smoking prevalence projection is: (Current Prevalence) - (Annual quit rate estimate)(% adult population who are everyday smokers who are ready to quit + % adult population who are some day smokers who are ready to quit) = (.198) – (.20)((.291*.162) + (.395*.036)).
Promising populations to target for smoking cessation interventions include African-Americans and Other minority populations. More than 40% of adult smokers in this group report an intention to quit within 30 days.

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

During the past decade, health agencies have focused attention on the prevalence and health risks of second-hand smoke in workplaces, homes, and public facilities. In the past several years the focus has been on developing policies that protect employees and the public in places such as restaurants, nightclubs, bars and casinos. The Delaware Clean Indoor Air Act that went into effect on November 27, 2002 prohibiting smoking indoors in all public places and other places of work in the state has had a direct effect on exposure to second-hand smoke. This year’s survey addressed exposure to second-hand smoke at home and in other areas not covered by the legislation. The key findings are provided in this section.

![Figure 3-1](chart.png)

**Percent with No Other Smokers at Home by Frequency of Smoking**

<table>
<thead>
<tr>
<th>Frequency of Smoking</th>
<th>Every day</th>
<th>Some days</th>
<th>All Smokers</th>
<th>Non-Smokers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>41.5</td>
<td>72.7</td>
<td>47.3</td>
<td>86.5</td>
<td>78.7</td>
</tr>
<tr>
<td>2004-2006</td>
<td>44.3</td>
<td>61.7</td>
<td>47.8</td>
<td>86</td>
<td>77.9</td>
</tr>
</tbody>
</table>

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

In Figure 3-1 above, 41.5% of everyday smokers are the only person in their household that smokes while 87% of non-smokers live without a smoker in the household. Overall, just over 69% of the households in Delaware are smoke free, at least from the occupants, i.e. not considering visitors. All of these data are comparable to those in the 2004-2006 trend data.

In order to get some idea of the magnitude of the exposure, respondents were asked how many days per week they were exposed to the smoke. Those results are found in Figure 3-2 below. The figure shows that the 36% of “every day” smokers who live with another smoker are exposed to smoke seven days a week. This falls to 14% for “some day” smokers and 5% for non-smokers. Thus frequent smokers are also exposed to substantially higher amounts of second-hand smoke.
smoke as well as their own. The figure shows that these relationships are fairly stable across the three surveys.

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

![Image of bar chart showing days per week of exposure to other's smoke at home by frequency of smoking.]

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

Using these data it is possible to arrive at an estimate of exposure to smoke in the home. The estimates are shown in Table 3-1, below. About 30% of the total population is exposed to smoke at home. This is similar to the estimate of 32% of the households that have someone who smokes.

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Exposed</th>
<th>Not Exposed</th>
<th>Total</th>
<th>Percent Exposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4</td>
<td>14,000</td>
<td>43,000</td>
<td>57,000</td>
<td>29.4%</td>
</tr>
<tr>
<td>5-9</td>
<td>15,000</td>
<td>39,000</td>
<td>54,000</td>
<td>27.7%</td>
</tr>
<tr>
<td>10-14</td>
<td>17,000</td>
<td>40,000</td>
<td>57,000</td>
<td>30.2%</td>
</tr>
<tr>
<td>15-17</td>
<td>14,000</td>
<td>22,000</td>
<td>36,000</td>
<td>38.0%</td>
</tr>
<tr>
<td>18+ (non-smokers)</td>
<td>70,000</td>
<td>451,000</td>
<td>521,000</td>
<td>13.5%</td>
</tr>
<tr>
<td>18+ (smokers)</td>
<td>130,000</td>
<td>0</td>
<td>130,000</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>260,000</td>
<td>595,000</td>
<td>855,000</td>
<td>30.4%</td>
</tr>
</tbody>
</table>

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

Respondents were also asked about the number of children in their household. Smokers however are less likely to live alone and are slightly more likely to live with children (38.1%) than non-smokers (37.0%). In fact, some 60,000 children (29%) are likely to be exposed to
Figure 3-3
Days per Week of Exposure to Smoke in a Motor Vehicle
by Frequency of Smoking

![Chart showing days per week of exposure to smoke in a motor vehicle by frequency of smoking.]

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

Figure 3-4
Days per Week of Exposure to Other’s Smoke at Work
by Frequency of Smoking

![Chart showing days per week of exposure to other’s smoke at work by frequency of smoking.]

Source: Center for Applied Demography & Survey Research, University of Delaware
second-hand smoke at home. However, all of these estimates should be considered as upper limits. Just under half (44%) of all respondents who smoked said they did not allow smoking at home. Non-smokers were twice as likely to rule out smoking at home (82%).

Respondents were asked if they were exposed to smoke while in a motor vehicle. The results found in Figure 3-3 indicate slightly lower levels of exposure than observed at home. For non-smokers the exposure is almost 10% lower in a vehicle than at home.

Another place where people can be exposed to second-hand smoke is at work. Respondents were asked how many days of the week they were exposed to smoke at work. They will undoubtedly share designated or off-site smoking areas with other smokers. Respondents reported that their primary exposure to second hand smoke occurred from smokers near a building entrance or outdoor work areas.

Non-smokers exhibit the opposite behavior but are less likely to avoid smoke at work than at home. The total number of non-smokers who are exposed at work but not at home is estimated to be 54,000. This reduces the total number of people who are not exposed to second-hand smoke from 595,000 (see Table 3-1) to 541,000 or 63.2% of the population. Figure 3-4 shows decreasing exposure in 2006 compared to the time series.

Respondents were asked if people should be protected from second-hand smoke. More than 93% of all non-smokers in this survey agreed with the proposition, and 76% of smokers also agreed. The 2006 estimate and the 2004-2006 time series are very close.

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3 A substantial number of Delawareans work outside the state, work outdoors, or work at home. They would not be affected by the Clean Indoor Air Act.
Smokers are more likely to have friends that smoke than non-smokers (see Figure 3-6 below). Smokers on average have 2.5 smoking friends compared to non-smokers with 0.62 smoking friends and these results are consistent across all three years. This varies little by gender as is clearly shown in the graph. The only difference of substance is that non-smoking males are more likely to have friends that are smokers than non-smoking females.
In summary, the data presented in this section shows that a significant number of Delawareans are exposed to second-hand smoke at home, in a vehicle, or at work. Fortunately, both smokers and non-smokers are in agreement that people should be protected from second-hand smoke.

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

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

**Figure 4-1**

*Seen or Heard Messages About Dangers of Indoor Smoke by Frequency of Smoking*

<table>
<thead>
<tr>
<th>Frequency of Smoking</th>
<th>Every day</th>
<th>Some days</th>
<th>All Smokers</th>
<th>Non-Smokers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>27.5</td>
<td>48.8</td>
<td>31.4</td>
<td>32.1</td>
<td>32</td>
</tr>
</tbody>
</table>

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

The program launched a social marketing campaign encouraging people not to smoke inside their homes because of the dangers of second hand smoke. More than 32% of all adult Delawareans have seen or heard the messages during the past month (see Figure 4-1 above). This finding applies almost uniformly across smokers and non-smokers alike.
While the respondents reported hearing the messages about smoking indoors from a variety of sources, almost all reported hearing the message on television (see Figure 4-2, below). The rest of the sources, with the exception of bus posters, were reported by about 5% of the sample. The pervasiveness of television explains this differential. It also suggests while the costs are higher, there probably is no other way to reach many Delawareans. Slightly less than 3% of those that heard the messages heard them from a source other than television, while about 89% heard the information only on television. More than 28% of those who viewed the advertisement and currently allow some smoking in their home considered changing their current policy.

Figure 4-2
Source of Messages about Dangers of Indoor Smoke

![Bar chart showing source of messages about dangers of indoor smoke.]

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

In the first section of this report, it was reported that more than 71% of adult Delawareans had heard of the Delaware Quitline. Further, “every day” smokers were the most familiar with the program. One additional question was asked about Quitline later in the survey. Respondents were asked specifically if they had seen or heard advertisements about the Delaware Quitline. The results are found in Figure 4-3, below.

Because of the narrowing of the question to just a portion of the media campaign and the length of time of the reference period (one month), awareness is about half of the campaign overall with 56% of the respondents replying affirmatively. Residents of Kent and Sussex counties were more likely to have seen that specific material than those living in New Castle County. Overall, 68.2% of all smokers reported hearing the message.
Figure 4-3
Heard “Delaware Quitline” Message by Frequency of Smoking

<table>
<thead>
<tr>
<th>Source</th>
<th>Every day</th>
<th>All Smokers</th>
<th>Non-Smokers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>70.5</td>
<td>68.2</td>
<td>52.8</td>
<td>55.9</td>
</tr>
<tr>
<td>Kent</td>
<td>75.6</td>
<td>78.4</td>
<td>56.6</td>
<td>62.4</td>
</tr>
<tr>
<td>New Castle</td>
<td>68.6</td>
<td>66.2</td>
<td>50.4</td>
<td>53.3</td>
</tr>
<tr>
<td>Sussex</td>
<td>69.8</td>
<td>62.2</td>
<td>57</td>
<td>58.1</td>
</tr>
</tbody>
</table>

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

Figure 4-4
Source of “Delaware Quitline” Message

<table>
<thead>
<tr>
<th>Source</th>
<th>Newspapers</th>
<th>Radio</th>
<th>TV</th>
<th>Billboards</th>
<th>Bus</th>
<th>Brochures</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>8.1</td>
<td>38.3</td>
<td>66.5</td>
<td>18.6</td>
<td>3.7</td>
<td>3.1</td>
<td>3.8</td>
</tr>
<tr>
<td>Kent</td>
<td>11.5</td>
<td>38.5</td>
<td>60.3</td>
<td>10.7</td>
<td>2.5</td>
<td>5.8</td>
<td>9</td>
</tr>
<tr>
<td>New Castle</td>
<td>6.8</td>
<td>38.4</td>
<td>63.6</td>
<td>23.7</td>
<td>5.5</td>
<td>2.9</td>
<td>3.2</td>
</tr>
<tr>
<td>Sussex</td>
<td>8.7</td>
<td>38</td>
<td>78.7</td>
<td>12</td>
<td>0</td>
<td>1.3</td>
<td>1.3</td>
</tr>
</tbody>
</table>

Source: Center for Applied Demography & Survey Research, University of Delaware
Respondents who had heard or seen the “Delaware Quitline” message, were asked where they had heard or seen the material. Television was the most likely source as is shown in Figure 4-4, above. In this case, the differences between television and other sources are larger than were measured in the 2005 survey.

Respondents were asked about their reaction to advertisements for tobacco products. The reaction to the advertisements themselves does vary by smoking status. This is shown very clearly in Figure 4-5, below. More than half of each smoking sub-group was neither positively nor negatively affected by the ads. Noticeably, that neutrality is declining over time and moving toward a negative reaction, especially among non-smokers.

![Figure 4-5](image)

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

In one final question respondents were asked to estimate the percentage of adult Delawareans that smoke. This survey estimated that percentage to be 20%. In Figure 4-6, below, it is clear that the respondents have a different perception.
What Percent of Delaware’s Adults Think That 30% or More of Delaware’s Adults Smoke?

<table>
<thead>
<tr>
<th></th>
<th>Every day</th>
<th>Some days</th>
<th>All Smokers</th>
<th>Non-Smokers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>64.8</td>
<td>58.1</td>
<td>63.6</td>
<td>53.2</td>
<td>55.2</td>
</tr>
<tr>
<td>2004-2006</td>
<td>65.1</td>
<td>62.4</td>
<td>64.7</td>
<td>52.4</td>
<td>55</td>
</tr>
</tbody>
</table>

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

Although only 20% of adult Delawareans currently smoke, more than half of the respondents (55.2%) think that more than 30% of the adult population smokes, while less than 6% underestimate smokers. Smokers are the furthest off the mark suggesting that they think their numbers are much larger than they actually are. It’s important to remember that smokers are more likely to live with someone who smokes and has many more friends that smoke. Men and women were equally off the mark. It may be useful to consider adding the correct percentage of 20% to the current educational campaign.

Finally respondents were asked to express an opinion about three smoking-related issues. First, 72% of non-smokers said they minded being around people who were smoking. Second, 38% of the respondents mistakenly thought that smoking helped to relieve stress. Lastly, 89% of the respondents knew that a person who smokes is more likely to get heart disease.
Observations

This research had three primary objectives. First, the survey was to measure the prevalence of smoking within the state. Second, it was to gather information about exposure to second-hand smoke. Finally, it was to measure both the reach of the media campaign that stresses the danger of second-hand smoke and attitudes toward tobacco company advertising. All three objectives were accomplished. The highlights from the 2006 survey are provided below:

- More than 25% of adult men reported smoking in comparison with 15% of adult women.
- About 46% of all adult Delawareans have smoked at some point in their lives, but only 20% are currently smoking.
- Of those that are currently smoking, 31% have plans to quit smoking. Among “every day” smokers only 29% are planning to quit. Those most likely to be planning to quit smoking are the “some day” smokers (40%).
- More than 80% of “every day” smokers reported awareness of the Delaware Quitline. This indicator alone would suggest that the media campaign for cessation is meeting its primary objective.
- Almost 58% of “every day” smokers live in a house where one or more other people smoke. This contrasts with 13% for people who report being non-smokers.
- Almost 29% of children are at risk of exposure to second-hand smoke at home unless some or all smokers choose not to smoke at home.
- Approximately 14% of adult non-smokers are exposed to second-hand smoke at home.
- About 20% of adult Delawareans are exposed to second-hand smoke at work. However this exposure rate has fallen from 32% in 2002. The vast majority of exposure is in outdoor work sites and entry-ways, although some exposure at indoor settings is still occurring, despite the state law. Exposure at work is far higher for smokers than for non-smokers.
- An additional 54,000 people are exposed to second-hand smoke at work that are not exposed at home.
- In general, smokers tend to live with people that smoke, work at places that permit smoking somewhere on the premises, and have twice as many friends that smoke.
- About 90% of adult Delawareans feel that people should be protected from second-hand smoke.
• About 32% of adult Delawareans reported seeing or hearing about the dangers of indoor smoke.

• Almost 56% reported hearing/seeing the Delaware Quitline message in the past month.

• The principal sources of this information were television, radio, and billboards.

• Attitudes toward tobacco company advertisements varied depending largely on smoking status. Non-smokers are now trending from neutral to negative.

• In general, people tend to overestimate the proportion of adult Delawareans who smoke. More than half of the population and substantially more smokers think that more than 30% of adult Delawareans smoke when the actual percentage is 20%.
APPENDIX

TOBACCO ATTITUDES AND MEDIA SURVEY
2006

Questionnaire
TOBACCO ATTITUDES AND MEDIA SURVEY
2006

Hello, I'm calling from the University of Delaware. We are conducting a survey on behalf of the Delaware Division of Public Health about tobacco-related behavior, attitudes and issues. This survey lasts about ten minutes, and we really appreciate your cooperation in giving us your opinions. Your answers will be completely confidential and no response will be identified with you personally. The interview may be monitored for quality assurance purposes, but all information obtained in this study will be confidential.

S3) In what county do you live?
   Kent
   New Castle
   Sussex

SECTION A

QA1) Have you smoked at least one hundred cigarettes in your entire life?
   Yes
   No
   DK
   Refused

QA2) Do you now smoke cigarettes every day, some days, or not at all?
   Every day
   Some days
   Not at all [Skip to A8]
   DK
   Refused

   If everyday:
   QA2a) On average, how many cigarettes do you smoke a day?
       Enter value __________
       DK
       Refused

   If some days:
   QA2b) In the past week, on how many days did you smoke?
       Enter value __________
       DK
       Refused

   QA2c) On the days that you smoked, what is the average number of cigarettes you smoked per day?
       Enter value __________
       DK
       Refused
QA3) How long have you smoked cigarettes?
   Under 6 months
   6 months to a year
   1 to 2 years
   2-10 years
   more than 10 years
   DK
   Refused

QA4) In the past 6 months, would you say you have been smoking . . . :
   Fewer cigarettes [Go to A5]
   About the same number [Skip to A6]
   More cigarettes [Skip to A6]
   DK
   Refused

QA 5) Why are you smoking less now?
   Personal Health
   Cost
   Policies that restrict smoking [Do not read choices]
   Family/friends health
   Pressure from family/friends
   Pregnant
   Role model
   Trying to Quit [If this is reason, code A6 “yes” without reading.]
   Other
   DK
   Refused

QA 6) Are you actively trying to quit smoking or to stop using any tobacco product?
   Yes
   No
   DK
   Refused

QA 7) Are you planning to stop smoking or to stop using any other tobacco product within the next thirty days?
   Yes
   No
   DK
   Refused
If no to above question:

QA7a) Would any of the following motivate you to think about quitting? [Check all that apply]

- You were diagnosed with a major smoking-related illness such as heart attack, emphysema, or cancer
- Someone close to you had major smoking-related illness
- If the cost of cigarettes became too expensive
- Pregnancy
- Pressure from family or friends
- If someone offered you free nicotine patches or gum
- Your favorite singer, actor, athlete or other idol quit smoking
- You purchased a new car or home.
- Other ______
- Nothing would motivate me to think about quitting
- Don’t Know
- Refused

QA8) Does your health insurance cover the cost of services to help quit smoking?

- Yes
- Yes, Partly
- No
- I don’t have health insurance
- DK
- Refused

QA9) Does your prescription benefit cover the cost of tobacco cessation products

- Yes
- Yes, Partly
- No
- I don’t have prescription benefits
- DK
- Refused

QA10) Do you know about the Delaware “Quitline” program with a toll-free number to help quit smoking?

- Yes
- No
- DK
- Refused

SECTION B
ENVIRONMENTAL TOBACCO SMOKE (ETS) EXPOSURE

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

- Enter a value ____
- DK
- Refused

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

- Enter a value ____
- DK
- Refused
QB3) Which statement best describes the rules about smoking inside your home?
Please Read:

Smoking is not allowed anywhere inside your home
Smoking is allowed in some places or at some times
Smoking is allowed anywhere inside the home
OR
There are no rules about smoking inside the home

Don’t Read:
Don’t know/not sure
Refused

QB4) During the past SEVEN DAYS, when you were in a motor vehicle, how many days were you exposed to other people’s tobacco smoke?
Enter a value
DK
Refused

QB5) During the past SEVEN DAYS, when you were at WORK, how many days were you exposed to other people’s tobacco smoke?
Enter a value
DK
Refused

QB5A) You said you were exposed to other’s people smoke at work, was your exposure in Delaware?
Yes [Go to QB5B]
No [Go to QB6]
DK [Go to QB6]
Refused [Go to QB6]

QB5B) Was your primary exposure to other people’s tobacco smoke…
Please read:

In an outdoors work area
From smokers near a building entrance
Indoors
At home because that is where I work
Other__________
DK
Refused

QB6) How strongly do you agree or disagree with the following statement: ”people should be protected from second-hand smoke”. Do you . . .

Strongly disagree
Somewhat disagree
Somewhat agree
Strongly agree
DK
Refused

QB7) How many of your four best friends are smokers?
Enter a value____
DK
Refused

SECTION C
DEMOGRAPHICS

QC1) INTERVIEWER ONLY: Please code gender
   Male
   Female

QC2) Please tell me your age.
   Enter a value __ __
   99+
   Refused

QC3) Do you have children under 18 years of age, living in your household?
   Yes
   No (Skip to C5)
   DK (Skip to C5)
   Refused (Skip to C5)

QC4) How many children are there in this household under 18 that are . . .
   Less than 5 years old
   5 to 9 years old
   10 to 14 years old
   15 to 17 years old
   Refused

QC5) What is the highest grade or year of school you have completed?
   Eighth grade or less
   Some high school (grades 9-11)
   Grade 12 (High School grad or GED)
   Some technical school
   Technical school graduate
   Some college
   College graduate
   Postgraduate or professional degree
   Refused

QC6) Are you of Hispanic or Spanish origin?
   Yes
   No
   Refused

QC7) How would you describe your race?
   White
   Black or African American
   Asian/Pacific Islander
   American Indian or Native American
   Other
   Mixed Race
   Refused

QC7 OTHER) You said other Race. Please Specify.
   Enter response___________
QC8) Is your annual household income from all sources?
   Under $15,000
   $15,000 to $24,999
   $25,000 to $34,999
   $35,000 to $44,999
   $45,000 to $54,999
   $55,000 to $74,999
   $75,000 to $99,999
   $100,000 or more
   DK
   Refused

QC9) Do you have more than one residential telephone number in your household?
   Yes
   No
   DK
   Refused

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

SECTION D
MASS MEDIA AND TOBACCO

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

QD1) In the past month, have you seen or heard any advertisements featuring people using a grill, lawn
mower and car inside of a house?
   Yes [Go to QD3]
   No [Go to QD4]
   DK [Go to QD4]
   Refused [Go to QD4]

QD2) Where did you see or hear these messages? [Check all that apply]
   Newspaper ads or special inserts
   Heard radio ads
   Seen TV ads
   Billboards
   Bus transit
   Brochure

QD3) If smoking is currently allowed in your home, after seeing this advertisement did you consider not
allowing smoking inside of your home?
   Yes
   No
   NA

QD4) In the past month, have you seen or heard any advertisements promoting the Delaware Quitline?
   Yes
No (Skip to D6)
DK (Skip to D6)
Refused (Skip to D6)

QD5) Where have you seen or heard it? On a . . . [check all that apply]
   Billboard
   Brochure
   Bus transit
   Newspaper ads or special inserts
   TV
   Radio
   Other

QD5Other) If said OTHER to QD4: Where did you see or hear about it?
   Enter response ______________

QD6) In your opinion, what percent of Delaware adults currently smoke cigarettes:
   Enter Percentage ________%
   DK
   Refused

QD7) When you see advertisements promoting tobacco, is your reaction.
   Very positive
   Somewhat positive
   No reaction/neutral
   Somewhat negative
   Very negative
   DK
   Refused

Do you agree or disagree with the following statements:

QD8) I personally don’t mind being around people who are smoking?
   Agree
   Disagree
   Don’t Know
   Refused

QD9) Cigarette smoking helps reduce stress?
   Agree
   Disagree
   Don’t Know
   Refused

QD10) A person who smokes is more likely to get heart disease than a person who doesn’t smoke?
   Agree
   Disagree
   Don’t Know
   Refused

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