

# **Opinions on Smoking Issues in the Counties of Clinton, Essex, and Franklin**

*A Survey Conducted of Residents May 26 – June 4, 2009*

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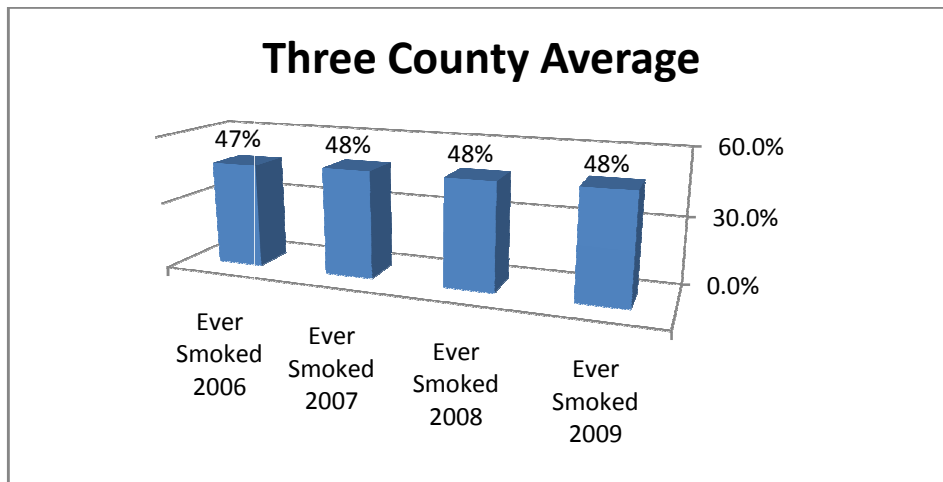
**Past and Current Use of Tobacco Products**

Residents of each of the three counties, Clinton, Essex and Franklin, report having smoked at least 100 cigarettes during their life at a rate of 48%. The three county rates are currently quite similar at between 46% and 50% but slightly lower than the rate in many of the other counties we have surveyed. When compared to the 2008 survey, the percentage of those that have ever smoked has remained virtually unchanged.

**Prevalence of Tobacco Use**

**Q 19. Have you smoked at least 100 cigarettes in your entire life?**

	County											
	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Yes	40.8	45.9	45.6	45.7	46.9	46.9	49.2	48.2	54.6	51.7	48.6	50.0
No	58.9	53.4	53.8	54.3	52.1	52.2	50.9	51.4	44.3	45.7	50.7	49.8
Don't know	0.2	0.8	0.6	0.0	0.9	0.8	0.0	0.3	1.0	2.6	0.6	0.2
Refused	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0



Looking quickly at the average of the three counties at each of the four survey points, 2006, 2007, 2008 and 2009, we find that the average percentage of “ever smoked” across the three counties has remained nearly constant at 48%. Consistently, Clinton has been slightly below the three county average, Essex right at the average and Franklin, slightly above. It is now fair to say that nearly one of every two adults across the three county area have smoked at least 100 cigarettes across their lifetime.

Today, those respondents that said they had ever smoked were asked whether they smoke every day, some days or not at all. Although some might argue that this method overstates the number of current smokers, we will, after this description, treat those that currently smoke every day or some days as “currently smokes.”

Every day smokers were as a percentage of ever smoked highest in Franklin at 36.7%. Clinton had the lowest percentage at 27.8% and Essex was in between registering 32.4%. Stated as a percentage of the entire population, 19% of Franklin residents, 15% of Essex residents and 13% of Clinton residents smoke on a daily basis. Additionally, 5% in Franklin, 2% in Essex and 4% in Clinton smoke some days.

**Q 20. Do you now smoke cigarettes everyday, some days, or not at all? (asked only if yes to Q 19)**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Everyday	34.4	26.2	15.3	27.8	18.9	20.1	15.9	32.4	40.9	27.2	21.0	36.7
Some days	4.4	7.6	4.4	9.1	7.8	5.7	2.9	2.8	5.3	11.8	4.5	10.4
Not at all	61.2	66.2	80.4	63.1	73.3	74.2	81.3	64.9	53.7	61.0	74.4	53.0

**Summary**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Currently smoke	16.1	18.2	16.5	16.9	12.2	13.7	15.8	17.1	25.9	21.8	22.5	23.6
Did smoke	23.9	26.7	29.1	28.8	34.1	33.4	32.8	31.2	27.8	29.9	26.1	26.4
Never smoked	59.9	55.2	54.4	54.3	53.7	52.9	51.4	51.4	46.3	48.3	51.4	49.8
No answer	N/A	N/A	N/A	0.0	N/A	N/A	N/A	0.3	N/A	N/A	N/A	0.2

All can be grouped into three categories – Never smoked, Smoked in the past but not now, and Currently smoke. Currently Franklin has the highest measured rate of smoking at 24%, followed by both other counties at approximately 17%. A quick look at the variation in the rate of current smokers from 2006 through today leads one to see, when considering the confidence interval dictated by this sample size, consistency rather than change. It appears that between 2006 and 2009 approximately and consistently, 17% to 24% of all adults in these three counties smoke cigarettes either some days or every day. Still, it does appear that the rate of smoking is higher in Franklin than in the other two counties and that while the rate of smoking in both Clinton and Franklin is little changed, in Essex the rate displays an upwards tendency.

In Clinton and Franklin counties, men are more likely to have ever smoked than are women, and in all three counties residents with less than a college degree are more likely to have ever smoked than are residents with a college degree. In each case, residents with household incomes above \$100,000 are less likely to have ever smoked than those with incomes below \$100,000. In all three counties, young people are less likely than older residents to have ever smoked but of those that have ever smoked, they currently smoke at far higher rates. Young people smoke at rates approximately double the average in all three counties. In all three counties, more residents without a college degree continue to smoke as compared those with a college diploma and men in both Clinton and Essex continue to smoke at rates above those of women.

In both Clinton and Essex, more residents purchase cigarettes at convenience stores or gas stations than through any other source. In Clinton 52% of current smokers said they purchase their cigarettes most often at convenience stores or gas stations, 73% in Essex and 35% in Franklin concurred. Significant numbers of smokers purchase their cigarettes on Indian Reservations in each county. In Franklin, a majority (61%) of smokers buy on the reservation while in Clinton that number falls to 43% and in Essex to 18%. While other counties have had

nearly as many as Essex buy at Indian Reservations, the buying location preferences of smokers from Franklin and Clinton clearly show a movement towards the reservations.

While advertising issues discussed below can still lead to changes at convenience stores, gas stations, and groceries or pharmacies, in these counties with the possible exception of Essex, the prevalence of buying at Indian Reservations may impede any impact that changes at other locations could produce elsewhere.

**Q 23. Where do you purchase your cigarettes most of the time?**

	Clinton		Essex		Franklin	
	2008	2009	2008	2009	2008	2009
Grocery Store	32.9	1.1	16.9	1.6	7.1	0.0
Convenience Store/Gas Station	26.9	52.3	61.7	73.4	52.6	34.6
Pharmacy	0.7	1.1	2.4	2.5	0.0	1.6
Reservation	34.4	42.7	15.5	17.7	34.6	61.1
Internet	0.0	0.9	0.0	0.0	0.0	0.7
Tobacco Shop	0.0	0.0	1.7	0.0	4.7	0.0
Other	5.1	1.8	1.8	1.4	1.0	1.0
Refused	NA	0.0	NA	3.4	NA	1.1

Very few respondents, between 9% in Clinton, 6% in Franklin and 4% in Essex, currently use any other tobacco products. In this investigation, nearly 100% of those that do use other tobacco products are men. Interestingly, included among those that said they use other tobacco products are small numbers of respondents that said they never smoked or smoked in the past.

**Q 24. (Asked of all) Do you currently use any other tobacco products?**

	Clinton	Essex	Franklin
Yes	9.2	4.4	6.4
No	90.8	95.3	93.6
Don't know/Refused	0.0	0.3	0.0

**Q 25. Do you currently use any other tobacco products? (All respondents)**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
<b>Cigars?</b>												
Everyday	0.3	1.6	0.0	0.7	1.3	1.1	1.0	0.3	2.3	0.3	1.2	0.0
Some days	2.4	3.1	7.5	4.4	2.7	3.4	11.2	1.3	2.0	4.0	8.1	5.1
Not at all	97.3	95.3	92.6	94.8	96.0	95.5	87.5	98.4	95.7	95.7	90.8	94.9
<b>Pipes?</b>												
Everyday	0.7	0.0	0.3	0.0	0.7	0.7	0.0	0.3	1.6	0.0	0.0	0.7
Some days	0.0	0.6	1.4	0.2	2.6	0.2	4.5	0.3	0.6	0.3	0.9	1.7
Not at all	99.3	99.4	98.4	99.7	96.7	99.2	95.2	99.4	97.8	99.7	99.1	97.6
<b>Chew?</b>												
Everyday	0.0	0.5	0.0	3.5	1.1	2.3	0.4	0.4	1.6	1.5	0.9	0.4
Some days	0.0	0.1	2.0	1.5	0.5	0.7	4.3	2.4	0.7	1.3	1.6	2.4
Not at all	100.0	99.4	98.0	94.9	98.4	97.0	95.3	97.1	97.7	97.2	97.5	97.2
<b>Snuff?</b>												
Everyday	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.3
Some days	0.0	0.1	0.7	0.3	1.0	2.0	1.2	1.0	0.0	0.0	0.7	0.0
Not at all	100.0	99.4	99.3	99.7	99.0	98.1	98.8	99.0	98.4	100.0	99.3	99.7
<b>Hookah?</b>												
Everyday			0.0	0.0			0.0	0.0			0.0	0.0
Some days			4.4	0.0			4.8	0.0			1.0	2.4
Not at all			95.6	99.8			95.2	100.0			99.0	97.6
Don't know/Refused			N/A	0.2			N/A	0.0			N/A	0.0
<b>Gutka?</b>												
Everyday			0.0	0.0			0.0	0.0			0.0	0.0
Some days			1.3	0.0			0.8	0.0			0.0	0.0
Not at all			98.7	100.0			99.2	99.7			100.0	99.3
Don't know/Refused			N/A	0.0			N/A	0.3			N/A	0.7
<b>Dissolvable tobacco?</b>												
Everyday				0.0				0.0				0.0
Some days				0.2				0.0				0.0
Not at all				99.5				100.0				99.3
Don't know/Refused				0.2				0.0				0.7
<b>Other?</b>												
Everyday			0.0	1.5			0.0	0.0			0.0	0.0
Some days			0.7	1.3			0.0	0.0			0.0	0.7
Not at all			99.3	97.1			100.0	100.0			100.0	99.3

Of those that do use tobacco products, 56% in Franklin, 28% in Essex and 17% in Clinton have used chewing tobacco, snuff or dip as an alternative when smoking restrictions have kept them from smoking in certain places.

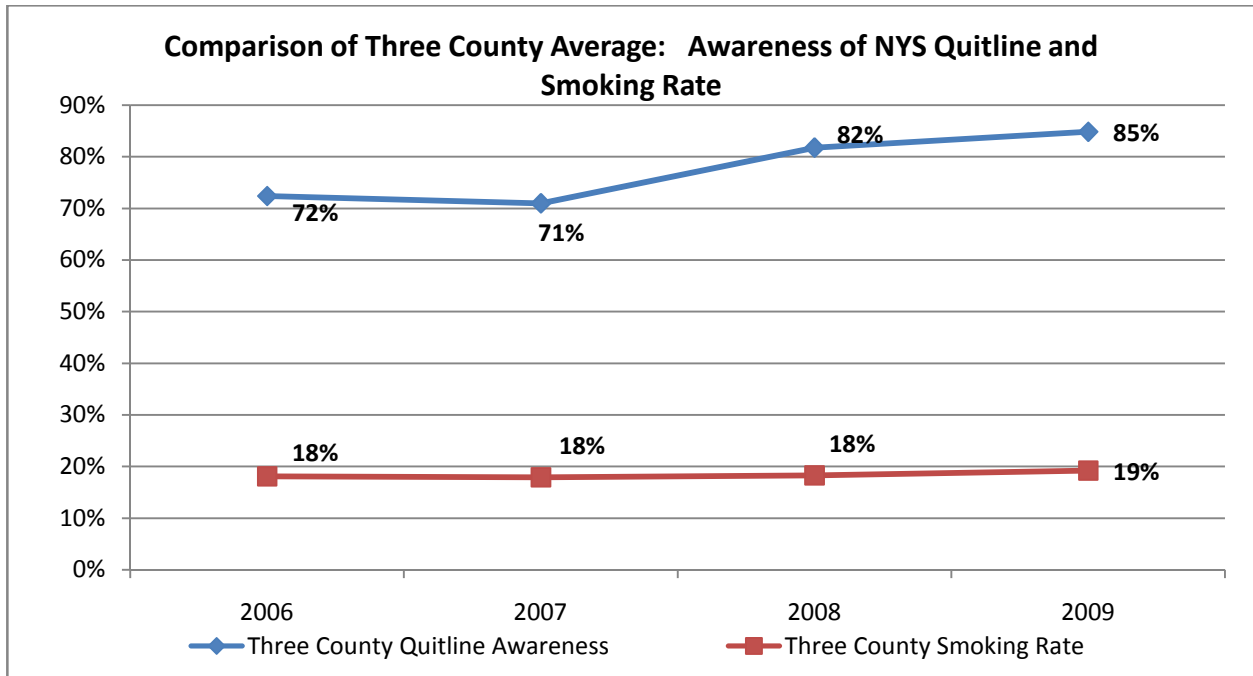
**Q 26. Have you ever used chewing tobacco, snuff or dip as an alternative when smoking restrictions have kept you from smoking in certain places? (asked only of smokers)**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Yes	6.4	3.3	18.1	17.4	5.0	3.8	15.1	27.7	3.0	24.5	10.9	56.4
No	93.6	91.2	81.9	82.6	94.0	79.5	84.9	72.3	97.0	75.5	89.1	43.6
Refused	0.0	5.5	0.0	0.0	1.1	16.7	0.0	0.0	0.0	0.0	0.0	0.0

Extremely large majorities of respondents in all three counties have heard of the New York State Smokers' Quitline. From a low of 82% in Franklin, the number of respondents that have heard of the Quitline grows to 83% in Essex and 89% in Clinton. In each county, older residents stand out as the demographic group that has most infrequently heard of the Quitline but still at significant rates of 69% to 71% in Franklin and Essex and 79% in Clinton. Smokers in each county have heard about the Quitline at rates that approach 100% (97% Clinton, 93% Essex, 90% Franklin) and at rates greater than residents that smoked in the past or never smoked. Awareness of the Quitline has grown in each county appreciably since the 2006 survey when awareness of the Quitline was 10 to 17 points lower. Still we note in the graph below, the three county average awareness of the Quitline over the four survey points compared to the average three county smoking rate over the same period (note these are averages of counties not of all respondents pooled).

**Q 27 Have you ever heard of the New York State Smokers' Quitline?**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Yes	79.1	81.5	88.1	89.4	65.9	65.3	78.1	83.2	72.1	66.1	79.0	81.8
No	20.8	18.5	11.1	10.6	33.1	34.5	20.7	16.1	27.6	33.8	19.6	16.8
Not sure	0.1	0.1	0.8	0.0	1.1	0.3	1.2	0.6	0.2	0.1	1.4	1.4



If Quitline awareness was negatively correlated with smoking rate, we would expect to see a decided decrease in the smoking rate given the increase over time in awareness. At this point, we see no evidence in this relationship that growing awareness of the Quitline can be said to have had any effect directly upon the smoking rate. In fact, what we do see is that despite a growing awareness of the Quitline, the rate of smoking remains unchanged.

**Q 28. (If heard of Quitline) How have you heard about the New York State Smokers' Quitline?**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Television	67.3	60.7	58.9	78.7	56.1	55.7	57.2	68.0	54.7	57.7	63.5	73.8
Radio	12.7	18.0	11.8	39.2	12.5	11.2	18.1	23.5	10.7	7.7	16.1	27.1
Billboards	1.3	1.6	7.8	22.1	1.0	2.5	8.9	23.0	0.5	0.4	8.4	19.7
Doctor/ dentist	5.7	5.9	4.1	N/A	4.9	10.2	9.0	N/A	0.0	0.7	5.9	N/A
Family/ friend	2.2	3.4	1.5	N/A	2.4	1.2	3.1	N/A	0.0	9.4	1.7	N/A
Newspapers	9.3	4.0	6.3	N/A	5.0	5.8	11.9	N/A	3.2	3.6	5.9	N/A
Newspaper Article	N/A	N/A	N/A	18.5	N/A	N/A	N/A	13.1	N/A	N/A	N/A	21.1
Newspaper Ad	N/A	N/A	N/A	18.2	N/A	N/A	N/A	24.1	N/A	N/A	N/A	29.9
Movies	0.0	0.0	0.0	N/A	0.0	0.0	1.2	N/A	6.8	6.4	0.0	N/A
Movie theater slide ad	N/A	N/A	N/A	7.6	N/A	N/A	N/A	5.5	N/A	N/A	N/A	8.0
Internet	0.7	0.0	0.5	14.1	0.6	0.3	0.3	10.7	6.1	2.8	1.4	18.8
Poster	2.2	0.0	0.0	N/A	1.2	1.4	2.0	N/A	0.1	1.9	1.1	N/A
Event	N/A	N/A	N/A	5.6	N/A	N/A	N/A	4.4	N/A	N/A	N/A	5.5
Other	8.9	5.9	3.3	10.5	9.7	4.8	1.2	10.2	9.9	0.4	6.0	13.1
Don't know	3.2	7.6	10.1	0.0	9.3	12.8	8.4	0.0	5.2	0.0	2.7	0.0

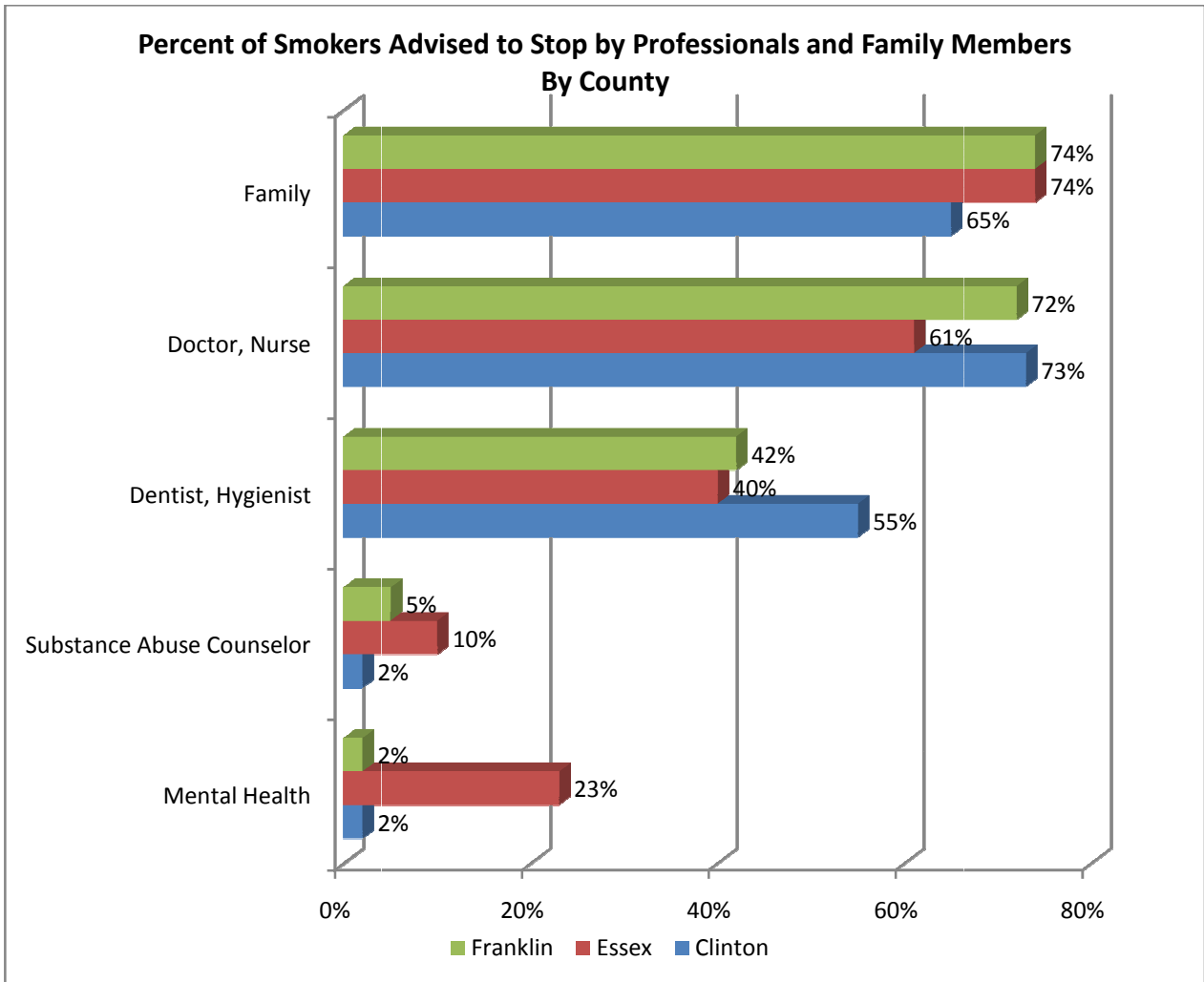
Significant numbers of respondents from each county have heard of the Quitline through television, radio, billboards, newspaper articles and ads, and the internet. Each form of media that has been used over time has grown in its reach among those that have heard of the Quitline. Nonetheless, fewer than 10% of all respondents in any of the counties have ever used the Quitline. But among smokers, 34% in Clinton and 29% in Franklin report having used the Quitline.

**Q 29. (If heard of Quitline) Have you ever used the New York State Smokers' Quitline?**

	Clinton	Essex	Franklin
Yes	7.3	3.4	9.6
No	92.7	96.0	90.4
Don't know	0.0	0.6	0.0

**Q 22 & 23. During the past 12 months, have any healthcare providers/other groups advised you to stop smoking?**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
<b><i>Doctor, nurse, physician assistant or clinic staff?(Prior to 2009: Doctor)</i></b>												
Yes	63.2	55.8	59.9	73.1	61.1	50.4	52.4	60.7	46.2	49.6	67.1	72.1
No	29.4	37.8	38.5	25.4	38.9	49.7	47.6	33.8	48.2	45.6	32.9	27.9
No visit	7.5	6.4	1.6	1.4	0.0	0.0	0.0	5.5	5.6	4.8	0.0	0.0
<b><i>Dentist or Dental Hygienist?(Prior to 2009: Dentist)</i></b>												
Yes	11.3	25.0	21.0	55.1	18.5	5.9	27.1	40.1	8.4	10.7	24.5	41.9
No	84.4	67.5	69.4	43.4	78.9	86.4	70.5	52.3	86.4	78.8	64.1	54.1
No visit	4.3	7.6	9.6	1.4	2.6	7.7	2.5	7.7	5.2	10.5	9.9	4.0
<b><i>Substance Abuse Counselor?</i></b>												
Yes			4.3	2.3			11.7	10.1			4.5	5.0
No			74.4	49.3			76.5	62.2			61.6	46.0
No visit			21.4	48.4			11.8	26.0			33.9	49.0
Refused			N/A	0.0			N/A	1.8			N/A	0.0
<b><i>Mental Health Counselor?</i></b>												
Yes			6.8	2.3			4.0	23.0			4.5	2.0
No			71.7	46.2			80.2	53.7			57.4	49.6
No visit			21.5	51.5			15.8	23.3			38.1	48.4
<b><i>Family, children, spouse, parents?</i></b>												
Yes			61.1	65.3			63.4	73.9			64.1	73.8
No			38.9	34.7			36.7	26.1			36.0	26.2



Both medical professionals and family at rates from a low of 40% of dental professionals, to a high of nearly 75% of family in Franklin and Essex, have encouraged smokers over the past 12 months to stop smoking.

It is somewhat of a conundrum that despite growing awareness of the Quitline and its advertising, seemingly ever present and consistent reminders from professionals and caring family members, smoking rates remain consistently near 20%.

## Personal Policies about Smoking

Consistent with previous surveys in 2003, 2006 and 2007, large majorities in each of the three counties continue to not allow smoking in their homes and cars. In Clinton county, 85% (up from 81%) of respondents do not allow smoking in their home and 78% (down from 79%) do not allow smoking in their vehicle. In Essex county, 80% (down from 84%) do not allow smoking in their home and 78% (down from 82%) do not allow smoking in their vehicle. In Franklin county, 78% (unchanged) do not allow smoking in their home and 72% (down from 75%) do not allow smoking in their vehicle.

### Q 1. First, I'd like to ask you a few questions about the smoking rules in your home and in your vehicle. Which statement best describes the rules about smoking in your home?

	Clinton				Essex				Franklin			
	2003	2006	2007	2009	2003	2006	2007	2009	2003	2006	2007	2009
Not allowed	66.0	80.4	81.4	85.0	72.7	78.0	84.8	80.2	67.0	70.4	78.4	77.8
Some places	15.2	12.2	8.9	8.1	14.7	9.7	4.5	11.1	16.0	15.2	8.9	10.4
Anywhere	4.1	7.5	9.7	6.9	1.9	10.8	10.3	8.6	3.0	13.9	12.7	10.8
No rules	14.1	0.0	0.0	0.0	10.4	1.5	0.4	0.0	13.7	0.4	0.0	0.0
Not sure	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.3	0.0	0.0	1.0

### Q 2. Which statement best describes the rules about smoking in your family vehicle or vehicles?

	Clinton				Essex				Franklin			
	2003	2006	2007	2009	2003	2006	2007	2009	2003	2006	2007	2009
Not allowed	67.6	76.2	78.8	77.6	71.0	73.3	82.0	77.5	65.3	67.0	74.6	71.5
Some times	15.6	15.7	8.8	11.0	17.0	11.1	4.7	9.8	17.4	13.8	6.5	15.6
Allowed in all	12.7	6.9	10.9	10.0	9.6	12.2	11.4	10.8	13.8	16.9	15.7	9.6
No vehicle	3.0	1.2	0.8	1.4	1.2	1.3	1.5	2.0	0.9	1.9	2.1	3.3
Not sure	1.0	0	0.7	0.0	1.2	2.1	0.4	0.0	2.7	.4	1.1	0.0

In each county those that currently smoke are far more likely to allow smoking anywhere in their homes, some places in their home or in their vehicles than those that do not smoke. Former smokers do not allow smoking in either their homes or cars at rates approaching 90% in all three counties and treat smoking restrictions quite similarly to those that never smoked. Just over half of smokers in Clinton, 40% in Franklin and only 27% in Essex indicate that they do not allow smoking in their home and 30% or fewer smokers say that smoking is not allowed in any of their vehicles. While it is true that large numbers of smokers have restricted smoking both at home and in their vehicles, it is still apparent that for many smokers, those rules do not exist.

### Renting and Limiting Smoking in Rental Units

Small percentages of respondents in the three counties rent rather than own their dwelling. As such, the margin of error of their responses is quite high. Still, we report that in Essex of the 18% of respondents that rent, 78% say there is no policy that governs smoking in their dwelling. In Clinton of the 15% that rent, 85% report that there is no policy and in Franklin, of the renter population of 16%, 60% report no policy. It appears that those that advocate for smoke-free dwellings need to pursue the development of and then implementation of smoking policies in rental dwellings.

#### Q 3. Do you rent or own your home?

	Clinton		Essex		Franklin	
	2008	2009	2008	2009	2008	2009
Rent	24.7	14.5	18.1	17.5	22.6	16.4
Own	68.3	83.3	77.8	82.1	73.6	79.4
Neither/no response	7.0	2.3	4.2	0.3	3.9	4.1

#### Q 4. (If rent) How many units are there in your building?

	Clinton		Essex		Franklin	
	2008	2009	2008	2009	2008	2009
1-3	60.2	70.8	52.3	59.7	53.8	57.3
4 or more	39.8	27.3	47.7	34.5	46.2	38.7
Don't know/Refused	N/A	1.9	N/A	5.8	N/A	4.0

#### Q 5. (If rent) Is there a policy or a section in your lease that restricts indoor smoking in your building (including inside apartments)?

	Clinton		Essex		Franklin	
	2008	2009	2008	2009	2008	2009
Smoking is prohibited anywhere	2.9	2.1	11.3	9.7	15.6	23.3
Smoking is restricted to certain areas	12.5	12.7	18.2	3.2	26.7	6.6
There is no policy	73.2	85.2	43.8	77.7	44.5	60.2
Don't Know/Not Sure/Refused	11.5	0.0	26.7	9.3	13.2	9.9

Among renters living in dwellings without a policy we see a change in favor or support for smoke-free policies since the 2008 survey. Still, we note that the sample size is quite small in each case. Still, among these small samples (between 35 and 50 respondents) a majority favor some sort of policy and in each case a plurality are in favor of prohibiting smoking throughout the dwelling and its area.

**Q 6.** *(If rent and no policy)* **Would you be in favor of a smoke-free policy in your building?**

	Clinton		Essex		Franklin	
	2008	2009	2008	2009	2008	2009
Yes, I would favor a policy that prohibits smoking everywhere.	16.9	55.9	17.6	43.3	22.9	40.6
Yes, I would favor a policy that restricts smoking to certain areas	23.0	15.7	33.1	15.2	24.8	20.0
No, I would not favor a smoking	41.1	24.5	35.2	33.0	40.7	39.4
Don't Know/Not Sure/Refused	19.0	3.9	14.1	8.5	11.6	0.0

### Attitudes towards Legislation

Respondents in each county were asked whether they would support a law similar to one in California that awards a traffic citation to anyone smoking in a vehicle in which a minor is present. The infraction can only result from being stopped for some other offense and is punishable by a fine of \$100.

Support for this potential law tended to be a solid although not overpowering majority and consistently split across the three counties. In each case between 52% and 55% of all respondents in each county said they supported the proposal. Three percent or fewer felt it was too lenient. Adding then together those that support it with those that would seemingly support a more stringent penalty or enforcement procedure well more than half (Clinton 55%, Essex 54% and Franklin 55%) support some form of law governing smoking in vehicles with minors. Still, 41% to 44% feel that this proposal is too severe and can then be legitimately seen as opposing it.

**Q 8. In California, smoking in a vehicle if someone under 18 is present, is a traffic infraction punishable by a fine of \$100. But the traffic stop has to be made for another offense, such as speeding or an illegal turn, before the driver can be cited for smoking. Would you support such a law for New York?**

	Clinton	Essex	Franklin
Yes, I would support it	54.7	53.6	52.1
No, it is too lenient	0.5	0.8	3.0
No, it is too severe	42.0	43.6	41.0
Don't know/Not sure	2.8	2.0	4.0

Support for the proposal is greatest among non-smokers. Support is higher, approaching 66% in Clinton among those that never smoked, among those that never smoked as compared with those that smoked in the past. Opposition to the proposal understood as those that say it is too severe is greatest among smokers and does among smokers range from 59% opposed in Franklin to two-thirds in Essex and 81% in Clinton.

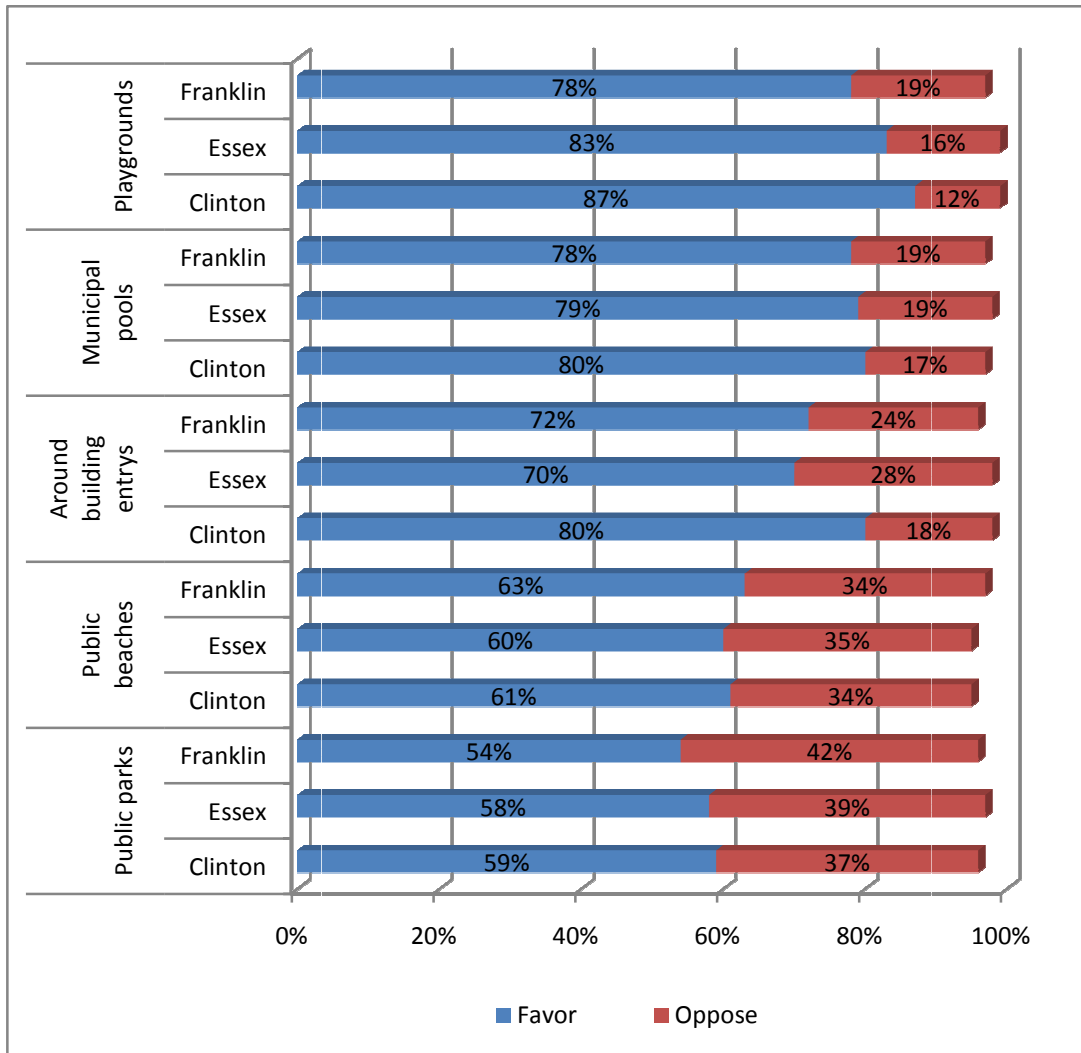
The findings here must be understood against the back drop of this particular question. It is reasonable to believe that some respondents reacted to the situation, that is, being stopped for say a broken tail light, and receiving a fine for smoking. Some might find the enforcement intrusive and be responding to that rather than the act of smoking with a minor present in the vehicle. Nonetheless, support for this type of legislation although more vigorously opposed by smokers, appears to have dubiously sufficient strength necessary for enactment in these three counties.

**Q 7. Do you favor or oppose an expansion of the current clean indoor air law to include any of the following environments?**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
<b><i>Public parks and outdoor recreation areas?</i></b>												
Favor	51.6	50.5	66.1	58.9	40.5	51.1	63.1	57.6	46.5	52.1	55.7	53.5
Oppose	43.1	43.9	31.4	36.8	50.1	39.5	34.2	38.6	49.8	44.1	41.2	42.4
No opinion	5.3	5.6	2.6	4.3	9.4	9.4	2.7	3.8	3.7	3.6	3.1	4.1
<b><i>Public beaches?</i></b>												
Favor	52.1	55.6	68.8	61.2	46.7	56.6	65.9	60.3	52.1	55.1	57.5	63.1
Oppose	43.1	40.0	29.4	34.3	45.4	36.9	31.3	35.4	42.5	40.9	40.1	34.0
No opinion	4.8	4.4	1.8	4.6	7.9	6.5	2.7	4.4	5.4	4.1	2.5	2.9
<b><i>Areas around building entry ways?</i></b>												
Favor	73.1	72.6	78.8	80.3	62.3	72.8	75.8	70.1	67.7	69.4	66.4	72.1
Oppose	22.7	26.2	19.8	17.7	32.7	24.8	23.3	28.7	30.7	27.6	30.1	23.7
No opinion	4.2	1.2	1.4	2.0	5.0	2.4	1.0	1.3	1.6	3.1	3.4	4.2
<b><i>Playgrounds?</i></b>												
Favor		78.3	86.7	87.0		85.6	84.7	83.0		83.3	77.6	77.8
Oppose		19.4	10.5	11.9		11.9	14.0	15.6		15.7	19.8	19.3
No Opinion		2.4	2.8	1.2		2.5	1.3	1.4		0.1	2.6	2.9
<b><i>Municipal pools?</i></b>												
Favor				80.1				78.8				77.9
Oppose				16.7				18.9				18.5
No Opinion				3.1				2.3				3.5

Support is high, consistent and ranked for an expansion of the current clean indoor air law among respondents across the three counties to the following areas: Playgrounds, Municipal pools, Entryways, Public beaches and Public parks. Support is highest for the expansion of the law for playgrounds followed in descending order by pools, entryways, beaches and parks.

Support is not only weakest for expanding the law to public parks and outdoor recreation areas but is actually strongly opposed by smokers in all three counties and by a majority of those that once smoked in both Clinton and Franklin. Smokers in both Clinton and Essex also by small majorities oppose the expansion being applied to beaches. All respondents regardless of demographics and smoking behavior support an expansion of the act to apply to playgrounds, pools and entryways.



## Tobacco Advertising: Awareness and Attitudes

Respondents continue to be very much aware of tobacco advertising in convenience stores and gas stations. Between 51% to 53% in each county have in the last thirty days seen either some or a lot of cigarette advertising in convenience stores or gas stations. An additional 18% to 25% have seen a little in all three counties. Young people report having seen more advertising than older respondents. Overall awareness of advertising in convenience stores and gas stations is little changed since the 2006 survey.

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### Q 9. In the past 30 days when you went to a convenience store or gas station, how much cigarette advertising did you usually see?

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
A lot	27.5	30.6	15.2	17.9	19.1	29.7	17.7	23.9	28.0	29.3	21.2	27.0
Some	32.6	33.1	32.5	35.2	37.7	34.6	31.0	27.6	29.5	31.3	28.3	24.3
A little	22.2	13.0	24.1	25.1	18.4	13.4	25.6	17.5	16.4	17.7	27.7	23.3
None	7.6	11.4	7.4	11.7	13.9	13.6	11.6	16.4	16.5	10.3	9.1	17.1
Didn't visit	2.2	1.4	4.1	4.8	2.4	1.3	2.6	7.2	1.4	1.7	5.0	4.7
Not sure	7.9	10.5	16.8	5.3	8.5	7.5	11.6	7.5	8.2	9.8	8.7	3.5

In previous years respondents were asked, "Some stores have tobacco advertising that is visible from the outside such as on store windows, on the building and in front of the building or parking lot. Stores may also have tobacco advertising inside such as displays by the cash registers. Do you think tobacco advertising in stores should be allowed on the outside [inside] of the building?" In 2009 the question wording was changed to read "should" or "should not display" rather than "allowed". The more normative current wording asks the respondent to indicate their opinion of what the store should or should not do as opposed to whether or not the store should be allowed to do something. It is likely that a greater number might be inclined to allow the store to display as compared with those that think they should. Therefore, a direct comparison of the answers from previous years to today must be tempered by this change in question wording from a right to a behavior.

Greater numbers of respondents support "allowing" stores to advertise tobacco than feel as though stores "should" advertise. Still, when just looking at this year's question by itself, we see that in each county respondents, by sizable majorities in all three counties, feel as though advertising should not be displayed outside stores. However, when it comes to inside stores, respondents are split. In Clinton by 47% to 46% they say should, by a slightly larger margin, 49% to 44% Franklin respondents agree but by an equally small margin 49% to 43% respondents in Essex do not believe advertising should be displayed inside. Apparently, respondents differentiate the outside or public space over which no control exists from the interior or somewhat private space that customers choose to enter.

**Previous Years**

Some stores have tobacco advertising that is visible from the outside such as on store windows, on the building and in front of the building or parking lot. Stores may also have advertising inside such as displays by the cash register. Do you think tobacco advertising should be allowed:

	Clinton			Essex			Franklin		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
<b><i>On the outside of the building?</i></b>									
Yes	46.2	34.5	36.7	46.3	37.8	41.3	42.6	37.0	41.3
No	46.5	59.5	58.8	47.6	56.7	56.3	46.8	56.7	56.3
Don't know	7.3	6.0	4.5	6.2	5.5	2.4	10.7	6.3	2.4
<b><i>On the inside of the building?</i></b>									
Yes	63.9	55.8	55.5	60.0	55.3	57.1	56.1	56.6	59.6
No	30.8	38.5	39.8	33.9	39.9	39.0	34.3	35.9	38.2
Don't know	5.4	5.7	4.7	6.1	4.9	4.0	9.7	7.4	2.3

**Q 10. Some stores have tobacco advertising on the outside windows, the building or in front of the building or parking lot. Stores also have tobacco advertising inside such as displays by the cash registers. Do you think stores should or should not display tobacco advertisements:**

*Outside of buildings?*

	Clinton	Essex	Franklin
Should	28.4	29.8	36.5
Should not	60.0	64.6	54.9
Don't know	11.5	5.6	8.6

*Inside of the building?*

	Clinton	Essex	Franklin
Should	46.7	43.2	48.9
Should not	46.0	48.6	44.3
Don't know	7.2	8.2	6.8

The following question framed the choice on tobacco advertising to those stores and gas stations within 1,000 feet of schools, playgrounds and day care facilities. Clearly, asking respondents to consider the proximity to locations serving children increased their support for restricting tobacco advertising. In each county both outside and inside advertising now is opposed by a majority, in some cases as high as 70% to 80%, of respondents. Opposition to advertising being displayed in stores near children's areas is consistent and greater outside than inside stores. Responses to this question are little different from the similar question in previous years that once again used "allowed" as opposed to "should be displayed." Here we see that in the eyes of the people of these three counties, safeguarding children trumps the right of commerce of the stores. In other words, where in the previous question stores were given more license to advertise when the question could be interpreted as stores having a right, when the danger to children is inserted, respondents tended to override that right in the interest of children. It appears to be critical in any campaign that targets this type of legislative initiative, it should be remembered that public opinion is most sensitive to potential impact of tobacco advertising on children.

**Previous Years**

**Do you think tobacco advertising in convenience stores and gas stations within 1,000 feet (about 3 blocks) of schools, children's playgrounds and day care facilities should be:**

	Clinton			Essex			Franklin		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
<b><i>On the outside of the building?</i></b>									
Yes	23.9	20.1	19.0	27.1	25.7	25.1	24.1	26.1	19.1
No	72.0	75.2	79.1	69.6	71.8	71.7	72.9	69.8	77.4
Don't know	4.1	4.7	1.9	3.3	2.5	3.2	3.0	3.9	3.5
<b><i>On the inside of the building?</i></b>									
Yes	44.6	40.1	35.2	41.1	41.1	40.6	42.5	35.1	35.3
No	50.5	55.4	62.6	54.1	56.2	55.3	53.5	59.2	60.9
Don't know	4.9	4.6	2.2	4.9	2.7	4.0	4.0	5.6	3.8

**Q 11. When it comes to convenience stores and gas stations within 1,000 feet (about 3 blocks) of schools, children's playgrounds and day care facilities, Do you think stores should or should not display tobacco advertisements:**

*Outside of buildings?*

	Clinton	Essex	Franklin
Should	16.9	19.4	22.3
Should not	81.2	77.8	74.1
Don't know	1.8	2.8	3.7

*Inside of the building?*

	Clinton	Essex	Franklin
Should	34.9	37.7	37.4
Should not	61.6	59.8	56.7
Don't know	3.5	2.5	5.9

## Selling Tobacco Products

Respondents were then asked whether they thought four types of retail locations – Grocery stores, Pharmacies, Convenience stores and Gas stations – should post advertisements and signs for tobacco products (no mention of inside or outside) and whether those same locations should or should not sell tobacco products. There was a high level of consistency among the three counties. As such we average the responses and highlight the differences of attitude towards the retail locations.

### Q 12. Do you think that the following types of stores should or should not post advertisements and signs for tobacco products? (Marlboro, Camel... etc.)

#### *Grocery stores?*

	Clinton	Essex	Franklin
Should	34.9	34.4	38.9
Should not	62.7	63.5	59.5
Don't know	2.4	2.1	1.6

#### *Pharmacies?*

	Clinton	Essex	Franklin
Should	18.6	25.6	23.1
Should not	80.2	72.9	76.3
Don't know	1.2	1.5	0.6

#### *Convenience stores?*

	Clinton	Essex	Franklin
Should	47.0	50.6	53.3
Should not	50.4	47.2	45.5
Don't know	2.6	2.2	1.2

#### *Gas stations?*

	Clinton	Essex	Franklin
Should	52.0	51.8	56.8
Should not	44.1	45.7	41.8
Don't know	3.9	2.5	1.3

**Q 13. Do you think that the following types of stores should or should not sell tobacco products? (cigarettes, cigars, etc.)**

*Grocery stores?*

	Clinton	Essex	Franklin
Should	49.2	55.1	55.3
Should not	47.1	41.9	43.5
Don't know	3.7	3.0	1.2

*Pharmacies?*

	Clinton	Essex	Franklin
Should	22.9	29.3	30.7
Should not	77.1	67.6	69.3
Don't know	0.0	3.1	0.0

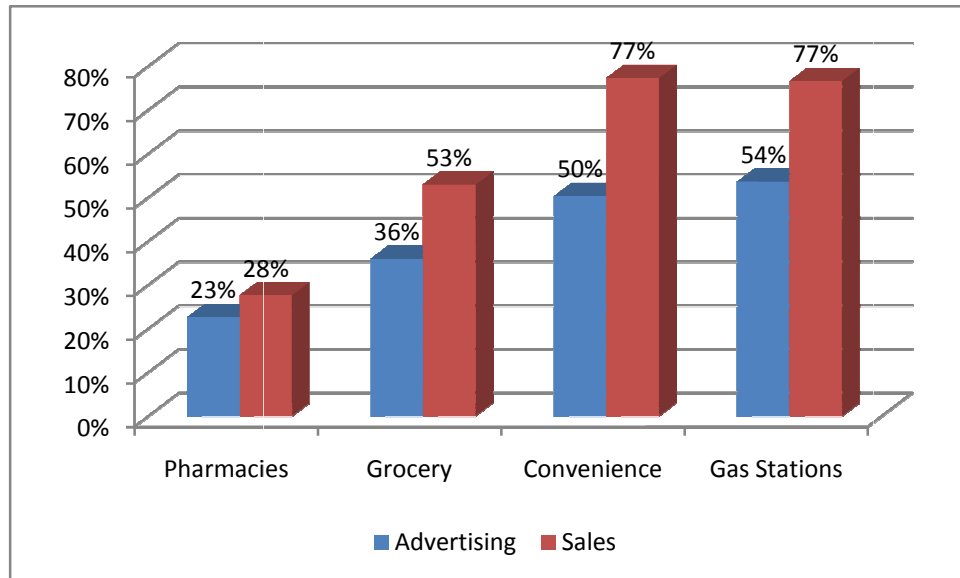
*Convenience stores?*

	Clinton	Essex	Franklin
Should	77.5	75.5	77.8
Should not	20.8	21.9	20.0
Don't know	1.8	2.6	2.2

*Gas stations?*

	Clinton	Essex	Franklin
Should	76.4	75.0	79.1
Should not	21.8	22.8	19.6
Don't know	1.8	2.2	1.3

There is less support for advertising in all four of the locations than in each case there is for sales. It appears that the concern over a customer's choice or non-choice of being exposed to that advertising as well as the concern that children could be adversely affected by the tobacco advertising influences the lower rate of support for advertising as compared to sales. The higher rate of support for selling tobacco products captures the underlying appreciation of respondents for the right of commerce while at the same time showing clearly where respondents believe that activity should occur.



We see a clear ranking of where respondents think tobacco products should be sold with gas stations and convenience stores gaining support as tobacco retailing locations at 75% to 80% rates. Only a small majority believe tobacco should be sold at grocery stores, a venue that all households must frequent and is often frequented by children. Pharmacies receive only 28% that support sales of tobacco products. These numbers dovetail not only with the views expressed in the support or opposition to advertising but also with the buying behavior of smokers. In general, the public see and accept convenience stores and gas stations as the appropriate location for tobacco commerce except when those stores are located close to where children are.

## Tobacco Sponsorship

A strong plurality of respondents in each county feel that tobacco industry sponsorship of activities and events has a negative impact on the community. Last year a majority felt that the impact was negative. Still fewer than 14% feel that the impact is positive. About a third believe that the advertising has no impact.

### Q 18. In general, do you believe that tobacco industry sponsorship of activities and events has a positive or negative impact in the community or no impact at all?

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Positive	13.3	9.2	7.0	8.9	9.3	7.7	6.6	11.7	18.1	21.0	5.6	13.4
Negative	49.7	45.9	57.2	48.9	54.5	56.5	55.2	45.6	54.1	48.1	50.7	47.0
No impact	27.7	32.7	24.8	35.6	27.4	23.2	29.4	35.2	20.3	21.1	32.5	33.2
Don't know	8.8	12.2	10.9	6.6	8.5	12.7	7.9	7.4	7.5	3.2	10.7	6.0
Refused	0.5	0.0	0.1	0.0	0.3	0.0	1.0	0.1	0.0	6.6	0.5	0.4

Regardless of the event, or group receiving the funds, respondents in the three counties tend to oppose groups and events accepting sponsorships from the tobacco industry. Only about one-third of respondents support accepting tobacco industry sponsorships at any community events. Support tends to be slightly higher for accepting sponsorship money for sporting events, county fairs or by non-profit groups. More variation is seen when we compare smokers to non-smokers. A majority of smokers support accepting tobacco industry funding for many events. Consequently, opposition is even greater among non-smokers than the overall numbers indicate.

### Q 14. You may or may not know that the tobacco industry sometimes offers or provides money to sponsor many different local events and organizations. I'd like to read you the names of some events or organizations and ask if you think they should or should not accept tobacco sponsorship for their events and activities.

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
<b><i>Sporting events?</i></b>												
Should	26.9	25.7	34.3	35.3	27.0	28.2	36.0	36.6	31.4	27.9	35.0	33.4
Should not	68.3	64.7	61.7	61.9	66.6	66.0	57.0	59.8	63.8	65.5	57.8	64.1
No opinion	4.7	9.8	4.0	2.8	6.4	5.7	6.4	3.6	4.8	6.5	7.3	2.5
<b><i>Community festivals?</i></b>												
Should	21.3	18.1	25.8	28.6	17.5	18.7	28.3	29.8	22.3	19.7	30.6	31.3
Should not	76.5	77.9	68.6	66.9	78.0	76.0	67.6	68.3	74.0	74.5	63.7	67.1
No opinion	2.1	4.0	5.6	4.4	4.5	5.3	4.0	1.9	3.8	5.8	5.7	1.6
<b><i>County Fairs</i></b>												
Should	22.4	17.3	23.9	34.2	14.5	16.7	26.3	33.9	22.5	19.1	27.0	38.1
Should not	75.6	79.0	71.3	62.8	81.3	77.9	70.1	63.1	74.1	72.3	68.4	59.5
No opinion	2.0	3.7	4.8	3.0	4.2	5.3	3.7	3.0	3.4	5.6	4.6	2.4

**Parades?**

Should	22.4	17.3	23.9	25.4	14.5	16.7	26.3	30.8	22.5	19.1	27.0	27.2
Should not	75.6	79.0	71.3	71.3	81.3	77.9	70.1	66.7	74.1	72.3	68.4	70.6
No opinion	2.0	3.7	4.8	3.3	4.2	5.3	3.7	2.4	3.4	5.6	4.6	2.1

**Arts and cultural events?**

Should	24.7	26.1	26.6	30.6	21.4	19.2	28.4	37.8	24.1	21.2	26.8	32.0
Should not	73.5	69.6	68.7	66.7	72.7	76.0	67.3	59.5	70.4	71.2	66.6	65.1
No opinion	1.8	4.2	4.7	2.7	5.9	4.9	4.3	2.6	5.5	7.3	6.6	2.9

**Charities/ Non-profit organizations?**

Should	27.0	23.3	27.8	31.4	22.6	19.4	29.9	35.3	25.7	21.9	29.8	33.5
Should not	70.6	71.6	67.4	64.8	71.7	74.4	65.4	59.6	67.4	71.7	64.8	64.0
No opinion	2.5	5.1	4.8	3.9	5.7	6.2	4.7	5.0	7.0	6.3	5.5	2.5

**Q 15. In the past 30 days, have you noticed cigarettes or tobacco products being advertised or promoted at sports events?**

	Clinton	Essex	Franklin
Yes	10.6	9.4	7.0
No	43.8	53.8	38.2
I have not attended a sport event in the last 30 days	45.4	36.2	53.5
No recall/No answer	0.2	0.6	1.3

**Q 16. In the past 30 days, have you noticed cigarettes or tobacco products being advertised or promoted at cultural events?**

	Clinton	Essex	Franklin
Yes	6.0	4.2	2.2
No	57.6	61.6	52.9
I have not attended a cultural event in the past 30 days	34.5	33.4	43.1
No recall/No answer	1.8	0.8	1.8

**Q 17. In the past year, have you noticed cigarettes or tobacco products being advertised or promoted at county fairs?**

	Clinton	Essex	Franklin
Yes	19.7	10.6	18.6
No	44.3	49.6	43.3
I have not attended a county fair in the past year	32.1	38.6	36.2
No recall/No answer	3.8	1.2	1.9

Consistent with support being slightly higher for tobacco funding being given to county fairs as compared with sporting events or cultural events, a greater number of respondents have seen advertising recently at county fairs than at the other venues. Certainly, this finding begs a chicken/egg analysis. It is impossible to tell whether respondents having noticed the adds at county fairs now say they should accept the funding or if the greater support for county fairs receiving tobacco funding was present previously. Nonetheless, most respondents have not noticed the advertising and even greater numbers do not support its funding participation.

## Demographics

**Q 33. Which one of the following best describes your race?** (Options read: White, Black or African American, Hispanic, Asian, Native Hawaiian or Other Pacific Islander, American Indian, Alaska Native, Other, No additional choices, Don't know/Not sure)

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
White	97.2	95.5	98.3	92.9	96.4	96.3	93.4	96.2	87.7	89.0	92.2	92.2
Black	1.8	2.4	0.2	2.7	0.4	0.2	1.3	0.5	0.6	0.0	0.6	0.0
Hispanic	0.2	1.0	0.3	0.3	0.0	0.8	0.3	0.4	0.5	0.0	0.8	0.5
Asian	0.0	0.1	0.7	0.7	0.0	0.9	0.0	0.0	0.0	1.0	1.0	0.5
Native Hawaiian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	0.2	0.7
American Indian	0.2	0.6	0.4	0.7	0.4	0.0	3.8	0.5	9.7	7.0	4.6	5.0
Other – mixed	0.0	0.2	0.0	0.7	0.9	1.4	0.5	0.0	0.0	0.5	0.1	0.6
Not sure/Refused	0.0	0.2	0.1	1.9	0.8	0.4	0.7	2.4	0.1	1.7	0.4	0.4

**Q 34. What is the highest grade or year of school you completed?**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Grades 1-8 (Elementary)	0.3	1.2	0.6	1.6	0.4	2.2	0.4	0.6	1.5	3.2	1.1	1.1
Grades 9-11 (some HS)	3.2	3.5	6.1	2.4	2.1	5.6	5.8	2.6	5.1	4.4	3.7	5.4
High school grad/ GED	26.4	33.4	24.3	25.2	20.9	27.5	26.7	22.7	27.3	34.5	34.5	22.3
Some college	34.2	23.2	29.8	29.5	27.3	26.8	24.9	30.4	30.9	23.1	28.7	34.6
Bachelor's Degree	20.5	26.4	25.5	24.7	28.6	20.3	26.9	25.1	19.4	20.8	24.1	24.5
Postgraduate Degree	15.4	12.3	13.0	15.8	20.5	17.6	15.4	17.6	15.9	13.9	7.9	12.1
Refused	N/A	N/A	N/A	0.8	N/A	N/A	N/A	1.1	N/A	N/A	N/A	0.0

**Q 35. Bearing in mind that this is completely confidential, please tell me the category that best describes your yearly household income.**

	Clinton				Essex				Franklin			
	2006	2007	2008	2009	2006	2007	2008	2009	2006	2007	2008	2009
Under \$25,000	9.2	10.6	17.0	12.3	9.8	15.0	18.8	12.0	20.6	14.8	17.3	18.1
\$25,000- 49,000	25.3	18.7	19.7	20.4	21.6	24.2	20.4	30.2	23.1	23.8	18.9	25.7
\$50,000- 74,000	29.0	30.4	21.1	26.9	25.4	22.2	20.4	15.8	19.4	27.2	28.5	20.8
\$75,000- 99,000	11.7	12.4	10.7	15.5	14.5	13.9	11.8	13.0	14.2	12.4	10.8	14.3
\$100,000- 150,000	9.7	10.3	10.5	11.2	10.6	6.6	6.5	14.0	4.3	6.2	3.2	6.5
Over \$150,000	2.9	4.9	1.2	5.6	4.1	6.3	1.9	4.1	2.4	0.8	0.4	5.1
Don't know	5.8	5.5	12.0	2.6	1.6	4.3	6.1	2.3	2.7	5.5	9.6	4.6
Refused	6.4	7.3	7.9	5.5	12.4	7.6	14.3	8.5	13.4	9.3	11.2	5.0

**Q 32. How many children live in your household who are younger than 18 years old?**

	Clinton	Essex	Franklin
None	54.6	61.3	59.2
One or more	44.8	38.0	40.9
Refused	0.5	0.8	0.0

## Survey Procedures and Samples Derived

The calling was conducted May 26 – June 4, 2009. Calls were made during the hours of 10:00 am – 9:00 pm on the days specified. Within each county, a listed telephone sample was used and augmented by a random sample of RDD telephone numbers obtained from Survey Sampling Inc. The augmented random sample was used to ensure representativeness and coverage. Telephone numbers were used to maximize access to residents of the county.

The final completed interviews were weighted by age and sex so as to match the obtained sample to the known demographics of each county. Weighting is a common and accepted practice within public opinion research and in this type of study.

In each case given sample sizes of 351 in Clinton, 351 in Essex and 351 in Franklin, we report the findings with a margin of error of +/- 5.2% at the 95% confidence level.

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### Comparison of County Residents and Each County Sample, After Weighting

<i>Sex</i>	Clinton		Essex		Franklin	
	Pop	Samp	Pop	Samp	Pop	Samp
Female	49.0	49.0	47.6	47.6	45.3	45.3
Male	51.0	51.0	52.4	52.4	54.7	54.7
<i>Age</i>						
18 – 29	26.6	26.1	20.2	19.8	23.1	22.9
30 – 44	26.1	25.5	25.3	24.7	27.9	27.7
45 – 59	25.6	25.1	27.4	26.7	26.5	26.3
60 plus	21.7	21.3	27.1	26.5	22.6	22.5

Note: in calculating the population distribution within each county, those under 18 were excluded from the calculations. The resulting percentages are of those 18 and older within each county.

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### ***Survey Script***

Hello, my name is \_\_\_ and I'm calling from the Siena College Research Institute. We aren't selling anything, but we are doing a survey about health related issues.

Would you be willing to participate in a survey about health -related issues? Participation is, of course, voluntary. You can choose to not answer some questions and you can quit whenever you wish. All information is confidential. It will take 6-7 minutes.

(If people ask who is conducting the survey, indicate it is for the local Tobacco-Free Coalition).

**First, I'd like to ask you a few questions about the smoking rules in your home and in your vehicle.**

1. Which statement best describes the rules about smoking in your home? (**read alternatives**)
  1. \_\_\_ Smoking is not allowed anywhere inside the home
  2. \_\_\_ Smoking is allowed in some places or at some times
  3. \_\_\_ Smoking is allowed anywhere inside the home
  4. \_\_\_ Don't know/not sure
  
2. Which statement best describes the rules about smoking in your family vehicle or vehicles? (**read alternatives**)
  1. \_\_\_ Smoking is not allowed in any vehicle
  2. \_\_\_ Smoking is allowed some times or in some vehicles
  3. \_\_\_ Smoking is allowed in all vehicles
  4. \_\_\_ Do not have a family vehicle
  5. \_\_\_ Don't know/not sure
  
3. Do you rent or own your home?
  1. \_\_\_ rent a single family home
  2. \_\_\_ rent an apartment
  3. \_\_\_ own (skip to Q7)
  4. \_\_\_ neither (skip to Q7)
  5. \_\_\_ Refused
  
4. How many units are there in your building?
  1. \_\_\_ 1-3
  2. \_\_\_ 4 or more

5. Is there a policy or a section in your lease that restricts indoor smoking in your building (including inside apartments)?

1. \_\_\_\_ yes, smoking is prohibited everywhere (skip to Q7)
2. \_\_\_\_ yes, smoking is restricted to certain areas
3. \_\_\_\_ no, there is no policy
4. \_\_\_\_ don't know/not sure

6. Would you be in favor of a smoke-free policy in your building?

1. \_\_\_\_ yes, I would favor a policy that prohibits smoking everywhere.
2. \_\_\_\_ yes, I would favor a policy that restricts smoking to certain areas
3. \_\_\_\_ no, I would not favor a smoking policy
4. \_\_\_\_ don't know/ not sure

7. Do you favor or oppose an expansion of the current clean indoor air law to include any of the following environments?

- |  |              |               |                    |
|--|--------------|---------------|--------------------|
| a. Public parks & outdoor recreation areas | 1 ____ favor | 2 ____ oppose | 3 ____ DK/not sure |
| b. Public beaches                          | 1 ____ favor | 2 ____ oppose | 3 ____ DK/not sure |
| c. Areas around building entry ways        | 1 ____ favor | 2 ____ oppose | 3 ____ DK/not sure |
| d. Municipal pools                         | 1 ____ favor | 2 ____ oppose | 3 ____ DK/not sure |
| e. Playgrounds                             | 1 ____ favor | 2 ____ oppose | 3 ____ DK/not sure |

8. In California, smoking in a vehicle if someone under 18 is present, is a traffic infraction punishable by a fine of \$100. But the traffic stop has to be made for another offense, such as speeding or an illegal turn, before the driver can be cited for smoking. Would you support such a law for New York?

1. \_\_\_\_ yes, I would support it.
2. \_\_\_\_ no, it is too lenient.
3. \_\_\_\_ no it is too severe
4. \_\_\_\_ don't know/not sure

**Now I'd like to ask you some questions about tobacco advertising.**

9. In the past 30 days, when you went to a convenience store or a gas station, how much cigarette or tobacco product advertising did you usually see: **(READ options 1- 5)**

1. \_\_\_\_ a lot
2. \_\_\_\_ some
3. \_\_\_\_ a little
4. \_\_\_\_ none at all
5. \_\_\_\_ didn't go to a convenience store or gas station in the past 30 days?
6. \_\_\_\_ don't know/not sure

10. Some stores have tobacco advertising on the outside windows, the building or in front of the building or parking lot. Stores also have tobacco advertising inside such as displays by the cash registers. Do you think stores should or should not display tobacco advertisements:

- |                            |             |                 |                            |
|----------------------------|-------------|-----------------|----------------------------|
| a. Outside of buildings?   | 1. __should | 2. __should not | 3. __don't know/no opinion |
| b. Inside of the building? | 1. __should | 2. __should not | 3. __don't know/no opinion |

11. When it comes to convenience stores and gas stations within 1,000 feet (about three blocks) of schools, children's playgrounds and day care facilities, do you think stores should or should not display tobacco advertisements:

- |                            |             |                 |                            |
|----------------------------|-------------|-----------------|----------------------------|
| a. Outside of buildings?   | 1. __should | 2. __should not | 3. __don't know/no opinion |
| b. Inside of the building? | 1. __should | 2. __should not | 3. __don't know/no opinion |

12. Do you think that the following types of stores should or should not post advertisements and signs for tobacco products? (Marlboro, Camel... etc.)

- |                       |             |                 |                            |
|-----------------------|-------------|-----------------|----------------------------|
| a. Grocery stores?    | 1. __should | 2. __should not | 3. __don't know/no opinion |
| b. Pharmacies         | 1. __should | 2. __should not | 3. __don't know/no opinion |
| c. Convenience Stores | 1. __should | 2. __should not | 3. __don't know/no opinion |
| d. Gas Stations       | 1. __should | 2. __should not | 3. __don't know/no opinion |

13. Do you think that the following types of stores should or should not sell tobacco products (cigarettes, cigars, etc)

- |                       |             |                 |                            |
|-----------------------|-------------|-----------------|----------------------------|
| a. Grocery stores?    | 1. __should | 2. __should not | 3. __don't know/no opinion |
| b. Pharmacies         | 1. __should | 2. __should not | 3. __don't know/no opinion |
| c. Convenience Stores | 1. __should | 2. __should not | 3. __don't know/no opinion |
| d. Gas Stations       | 1. __should | 2. __should not | 3. __don't know/no opinion |

14. You may or may not know that the tobacco industry sometimes offers or provides money to sponsor many different local events and organizations. I'm going to read you the names of some events or organizations and ask if you think they should or should not accept tobacco sponsorship for their events and activities.

- |                               |             |                 |                            |
|-------------------------------|-------------|-----------------|----------------------------|
| a. Sporting events?           | 1. __should | 2. __should not | 3. __don't know/no opinion |
| b. Community festivals        | 1. __should | 2. __should not | 3. __don't know/no opinion |
| c. County Fairs               | 1. __should | 2. __should not | 3. __don't know/no opinion |
| d. Parades                    | 1. __should | 2. __should not | 3. __don't know/no opinion |
| e. Arts and cultural events   | 1. __should | 2. __should not | 3. __don't know/no opinion |
| f. Charities/Non-profit orgs. | 1. __should | 2. __should not | 3. __don't know/no opinion |

15. In the past 30 days, have you noticed cigarettes or tobacco products being advertised or promoted at sports events?

1. \_\_\_ yes
2. \_\_\_ no
3. \_\_\_ I have not attended a sporting event in the last 30 days
4. \_\_\_ No recall / no answer

16. In the past 30 days, have you noticed cigarettes or tobacco products being advertised or promoted at cultural events?

1. \_\_\_ yes
2. \_\_\_ no
3. \_\_\_ I have not attended a cultural event in the past 30 days
4. \_\_\_ No recall/ No answer

17. In the past year, have you noticed cigarettes or tobacco products being advertised or promoted at county fairs?

1. \_\_\_ Yes
2. \_\_\_ No
3. \_\_\_ I have not attended a county fair in the past year
4. \_\_\_ No recall/ No answer

18. In general, do you believe that tobacco industry sponsorship of activities or events has a positive or negative impact in the community, or do you believe it has no impact at all?

1. \_\_\_ positive impact
2. \_\_\_ negative impact
3. \_\_\_ No impact
4. \_\_\_ don't know (do not read)
5. \_\_\_ Refused (do not read)

**Now we have just a few questions about tobacco use.**

19. Have you smoked at least 100 cigarettes in your entire life?

1. \_\_\_ Yes
2. \_\_\_ No (skip to Q27)
3. \_\_\_ Don't know

20. Do you now smoke cigarettes everyday, some days, or not at all?

1. \_\_\_ Everyday
2. \_\_\_ Some days
3. \_\_\_ Not at all (skip to Q27)
4. \_\_\_ Don't know

21. During the past 12 months have any healthcare providers advised you to stop smoking? (**read each**)

- a. Doctor, nurse, physician assistant, or clinic staff
  - 1 \_\_\_ Yes    2 \_\_\_ No    3 \_\_\_ Did not see healthcare provider
- b. Dentist or Dental Hygienist
  - 1 \_\_\_ Yes    2 \_\_\_ No    3 \_\_\_ Did not see dentist

22. During the past 12 months have any of the following other groups advised you to stop smoking? (**read each**)

- a. Substance Abuse Counselor
  - 1 \_\_\_ Yes    2 \_\_\_ No    3 \_\_\_ Did not see counselor
- b. Mental Health Counselor
  - 1 \_\_\_ Yes    2 \_\_\_ No    3 \_\_\_ Did not see counselor
- c. Family, children, spouse, parents
  - 1 \_\_\_ Yes    2 \_\_\_ No    3 \_\_\_ N/A

23. Where do you purchase your cigarettes most of the time?

1. \_\_\_ Grocery stores
2. \_\_\_ Pharmacies
3. \_\_\_ Convenience Stores
4. \_\_\_ Gas Stations
5. \_\_\_ Indian Reservations
6. \_\_\_ Internet
7. \_\_\_ Other [**Please specify**] \_\_\_\_\_

24. (**Ask of all**) Do you currently use any other tobacco products? 1 \_\_\_ Yes    2 \_\_\_ No (skip to Q26)

25. If yes, do you use?

- |                        |                 |                 |                  |                  |
|------------------------|-----------------|-----------------|------------------|------------------|
| a. Cigars:             | 1 ___ Every day | 2 ___ Some days | 3 ___ Not at all | 4 ___ DK/Refused |
| b. Pipes:              | 1 ___ Every day | 2 ___ Some days | 3 ___ Not at all | 4 ___ DK/Refused |
| c. Chew:               | 1 ___ Every day | 2 ___ Some days | 3 ___ Not at all | 4 ___ DK/Refused |
| d. Snuff:              | 1 ___ Every day | 2 ___ Some days | 3 ___ Not at all | 4 ___ DK/Refused |
| e. Hookah              | 1 ___ Every day | 2 ___ Some days | 3 ___ Not at all | 4 ___ DK/Refused |
| f. Gutka               | 1 ___ Every day | 2 ___ Some days | 3 ___ Not at all | 4 ___ DK/Refused |
| g. Dissolvable tobacco | 1 ___ Every day | 2 ___ Some days | 3 ___ Not at all | 4 ___ DK/Refused |
| h. Other               | 1 ___ Every day | 2 ___ Some days | 3 ___ Not at all | 4 ___ DK/Refused |

26. Have you ever used chewing tobacco, snuff or dip as an alternative when smoking restrictions have kept you from smoking in certain places.

- 1. \_\_\_ yes
- 2. \_\_\_ no

27. Have you heard of the New York State Smokers' Quitline?

- 1. \_\_\_ yes
- 2. \_\_\_no (skip to Q30)
- 3. \_\_\_ don't know

28. If yes, how have you heard about The New York State Smokers' Quitline? Choose all that apply.  
(Read Alternatives)

- 1. \_\_\_ newspaper article
- 2. \_\_\_ newspaper ad
- 3. \_\_\_ radio
- 4. \_\_\_ billboard
- 5. \_\_\_ TV ads
- 6. \_\_\_ movie slide
- 7. \_\_\_ Internet
- 8. \_\_\_ event: Specify: \_\_\_\_\_
- 9. \_\_\_ other: specify: \_\_\_\_\_

29. Have you ever used the New York State Smokers' Quitline?

- 1. \_\_\_yes
- 2. \_\_\_no
- 3. \_\_\_not sure

**We are almost finished! Your information will remain anonymous but we need some general information.**

30. What is your age? \_\_\_\_\_

31. Record sex (**do not ask**): 1 \_\_\_\_\_ Male 2 \_\_\_\_\_ Female

32. How many children live in your household who are younger than 18 years old? (**Record Number**)  
\_\_\_\_\_

33. Which one of the following best describes your race/ethnicity? (**Read alternatives**)

1. \_\_\_\_ White
2. \_\_\_\_ Black or African American
3. \_\_\_\_ Latino/Hispanic, white or non-white
4. \_\_\_\_ Asian
5. \_\_\_\_ Native Hawaiian or Other Pacific Islander
6. \_\_\_\_ American Indian, Alaska Native
7. \_\_\_\_ Other [**Please specify**] \_\_\_\_\_
8. \_\_\_\_ Don't know/Not sure

34. What is the highest grade or year of school you completed?

1. \_\_\_\_ Grades 1 through 8 (Elementary)
2. \_\_\_\_ Grades 9 through 11 (Some High School)
3. \_\_\_\_ Grade 12 or GED (High School Graduate)
4. \_\_\_\_ College 1 to 3 years (Some College or Technical School)
5. \_\_\_\_ Bachelor's Degree (College Graduate)
6. \_\_\_\_ Postgraduate Degree (Master's, M.D., Ph.D., J.D.)

35. Bearing in mind that this is completely confidential, please tell me which category best describes your yearly household income. Is it... (**Read categories**)

1. \_\_\_\_ Under \$25,000
2. \_\_\_\_ \$25 to \$49,000
3. \_\_\_\_ \$50 to \$74,000
4. \_\_\_\_ \$75 to \$99,000
5. \_\_\_\_ \$100 to \$149,000
6. \_\_\_\_ over \$150,000
7. \_\_\_\_ Don't know (**DO NOT READ**)
8. \_\_\_\_ Refused (**DO NOT READ**)

Thank you for taking the time to help us study this important issue.