

University of Kentucky Public Opinion Poll on Tobacco Issues

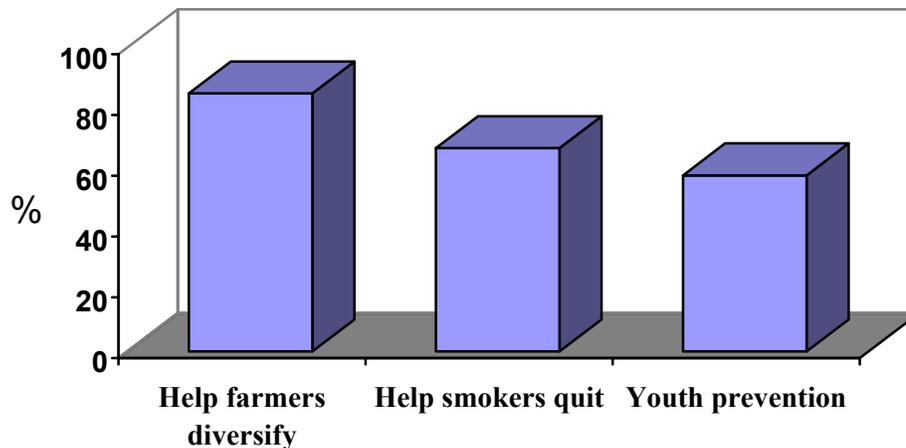
Summary Report*
May 1999

Overview

Kentuckians' views on tobacco issues were addressed via telephone surveys by the UK Survey Research Center from March 4 until April 6, 1999. The UK College of Nursing placed tobacco-related questions on the Kentucky Survey. The purpose of the survey was to learn about public views on social, political and economic issues affecting Kentucky residents. Households were selected using random-digit dialing, a procedure giving every residential telephone line in Kentucky an equal probability of being called. Respondents are representative of state demographics, with a slight over-representation of higher educated people due to phone access. The margin of error is approximately ± 3.91 percentage points at the 95 percent confidence level.

Tobacco Company Settlement

Over the next 25 years, Kentucky will receive over a billion dollars from a recent tobacco company settlement. In your opinion, for what purposes should this money be used?



- ✓ **85% believe settlement monies should be used to help tobacco farmers diversify their crops**
- ✓ **67% believe settlement monies should be used to help smokers quit**
- ✓ **58% believe settlement monies should be used to prevent youth from using tobacco products**
- ✓ **Of the 28% who said that settlement monies should be used for some other purpose, 23% said it should be used for treatment of smoking-related illnesses and 23% thought it should be used for general education**

• Information compiled by Drs. Ellen Hahn and Mary Kay Rayens, University of Kentucky College of Nursing
• Revised 8/31/99

Local Option

Under current state law, local governments are prohibited from enacting laws related to tobacco. Would you favor giving communities the option of enacting local laws aimed at curbing tobacco use by teenagers?

- ✓ **72% favor giving communities the option of enacting local laws aimed at curbing tobacco use by teenagers**

Cigarette Tax

Kentucky's cigarette tax is 3 cents per pack, the second lowest in the nation. Would you be in favor of an increase in Kentucky's cigarette tax as a deterrent to smoking?

- ✓ **45% favor an increase in Kentucky's cigarette tax as a deterrent to smoking**

Which of the following increases in Kentucky's cigarette tax would you be most likely to favor?

- ✓ **Of those who favor a tax increase, 65% support an increase of 25 cents or more**

Smoking Restrictions

For each of the different public locations, please tell me if you think that smoking should be allowed in "all areas", "some areas", or "not allowed at all." Government buildings? Workplaces? Restaurants?

- ✓ **52% believed smoking should not be allowed at all in government buildings; 42% thought it should be allowed in some areas**
- ✓ **38% believed smoking should not be allowed at all in workplaces; 57% thought it should be allowed in some areas**
- ✓ **41% believed smoking should not be allowed at all in restaurants; 54% thought it should be allowed in some areas**

Sample Characteristics

- ✓ 628 interviews were completed from 2,463 total calls made (27.5% response rate of total eligible participants)
- ✓ Non-institutionalized Kentuckians 18 years of age or older
- ✓ 55% female
- ✓ 91% Caucasian
- ✓ 48% some education post-high school
- ✓ 62% >\$25,000 household income per year
- ✓ 87% registered voters

- ✓ 30.3% smoked cigarettes in the past 30 days
- ✓ 9.4% used smokeless tobacco, cigars, or pipes in the past 30 days
- ✓ 9.7% owned tobacco allotment