

September 2009

# Results from the 2008 Indiana Adult Tobacco Survey

## Final Report

Prepared for

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Research Triangle Park, NC 27709

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## EXECUTIVE SUMMARY

This report, which summarizes data from the 2006 Indiana Adult Tobacco Survey (IN ATS), provides insight on progress that has been made to address the following 2010 priority areas identified by the Indiana Tobacco Prevention and Cessation Program (ITPC):

- Decrease Indiana adult smoking rates.
- Increase the proportion of Hoosiers not exposed to secondhand smoke.
- Increase antitobacco knowledge, attitudes, and beliefs that are necessary for smoking behavior change to occur.

### ES.1 Summary of Report Conclusions

**Overall Tobacco Use Prevalence.** Data from the IN ATS and Behavioral Risk Factor Surveillance System indicate that adult smoking prevalence significantly declined between 2002 and 2006, but there have been no significant changes since then. Trends in adult smoking prevalence observed over time in Indiana may partially be explained by changes in funding levels for tobacco control in Indiana. In FY 2003, funding levels for tobacco control in Indiana were at their highest and well above national averages, then steadily declined to below national averages until FY 2006. While funding levels for tobacco control in Indiana have been higher in recent years, ITPC's budget was cut by nearly one third to \$10.9 million for FY 2010. To reduce adult smoking prevalence in Indiana to national averages of adult smoking prevalence, the state will need to invest more financial resources so that funding levels for tobacco control are consistently greater than national average funding levels.

**Smoking Cessation.** Several key cessation indicators have remained unchanged since 2002, including quit attempts, the rate of successful quits, and intentions to quit. Smokers continue to be confident in their ability to quit smoking. Most smokers (nearly 75%) think they are "very likely" or "somewhat likely" to successfully quit smoking if they tried to give up smoking altogether. However, in 2008, the prevalence of recent successful quits was approximately 14%. Given that trends in adult smoking prevalence in Indiana have remained unchanged since 2006, it is expected that trends in key cessation indicators have remained unchanged as well. Reductions in funding levels for tobacco control translates to less evidence-based cessation interventions being available to adult smokers who want to quit.

The percentage of smokers reporting that their doctor gave them some type of cessation advice significantly increased by nearly 50% between 2002 and 2008. Among specific types of cessation methods, use of nicotine replacement therapy (NRT), an evidence-based method for cessation, significantly increased by 60% between 2002 and 2008. Awareness of the Indiana Tobacco Quitline (1-800-QUIT-NOW) significantly increased by over 30% since

2006, which may be explained by ITPC's concentrated efforts to promote the Indiana Tobacco Quitline in recent years.

**Secondhand Smoke.** ITPC has been successful in its efforts to protect Hoosiers from secondhand smoke exposure. Overall, progress is still being made in increasing the prevalence of 100% smoke-free households according to data from the IN ATS. Currently, approximately 81% of all households are smoke-free, which is nearly 35% higher than what was observed in 2002. Furthermore, among households with smokers, the prevalence of smoking in the household in the past 7 days significantly decreased by nearly 30% between 2002 and 2008.

Progress is still being made in protecting adults from secondhand smoke exposure in the workplace. In 2008, approximately 73% of indoor workers reported that their workplace was 100% smoke-free. At present, there is widespread support for smoke-free workplaces, even among current smokers. Approximately 82% of smokers and 95% of nonsmokers think that smoking should not be allowed in indoor work areas.

**Campaign Awareness and Awareness of Community Programs/Activities.** The 2008 IN ATS included a series of questions to assess awareness of five individual television advertisements that were aired during the period immediately preceding survey administration. Two ads were part of ITPC's White Lies campaign and three ads were part of the "Become an EX" campaign. Although confirmed awareness of individual ads did not reach 10% in most cases, there was one exception. Confirmed awareness of the "Right to Breathe" ad was 43.3%—much higher than any other ad in 2008. Given the limited resources ITPC had to implement media campaigns, this level of awareness is impressive and may be indicative of the impact of this type of advertising. Confirmed awareness of any of the ads that were part of the "Become an EX" campaign was 11.5%. Although awareness was low, those who confirmed awareness of the "Become an EX" ads showed positive reactions to them.

**Policy and Program Support Knowledge and Attitudes.** Most Hoosiers think that Indiana residents are affected by tobacco-related costs, although in 2008, significantly fewer smokers (64.7%) thought that all residents were affected by tobacco-related costs than nonsmokers (89.7%). Despite this difference in opinion between smokers and nonsmokers, tobacco use remains a public health and economic burden to the state of Indiana. Reducing the public health and economic burden of tobacco use requires continued financial investment by the state of Indiana for tobacco control. In general, Hoosiers are supportive of the state spending at least the same, if not more money on tobacco control programs. In 2008, nearly 40% of adults reported that the state should spend more on tobacco prevention and cessation from its settlement fund.

## ES.2 Recommendations

While ITPC's efforts have resulted in successful changes in key program outcomes to address each priority area, the following are recommendations for continued success and to facilitate change in program outcomes where progress has not been made:

- **Greater emphasis on health communications**—Currently, 75% of ITPC's budget must fund community organizations. Consequently, this limits the amount of resources that can be devoted to implementing statewide media campaigns. As a result, ITPC should implement the following strategies:
  - *Rely on consistent, "high sensation value" messages to provoke behavior change*—ITPC should incorporate advertisements that have high message sensation value (e.g., the use of intense images, strong emotions) as part of its media campaigns, such as advertisements from the "Every Cigarette is Doing You Damage" campaign.
  - *Explicitly coordinate community-based activities and media messages*—By having a consistent message between community-based activities and media campaigns, community-based efforts will become more salient to the public when advocating for support for policy initiatives.
- **Continue to focus on smoke-free environments**—Smokers continue to underestimate the health risks of secondhand smoke exposure. More media messages are needed to further educate Hoosiers, particularly smokers, about the dangers of secondhand smoke exposure. This would encourage more supportive attitudes about smoke-free policies in the home and the workplace and improve perceptions about the dangers of secondhand smoke exposure.
- **Consider somewhat greater emphasis on adult cessation**—Several key cessation indicators have remained unchanged since 2002, including quit attempts, the rate of successful quits, and intentions to quit. ITPC should invest resources to implement media campaigns that include effective, hard-hitting cessation messages that appeal to smokers' health concerns as a result of their tobacco use. In addition, ITPC should continue its efforts to increase awareness of the Indiana Tobacco Quitline, which would require additional funding for promoting it through activities such as media campaigns. Finally, ITPC should continue to invest resources to encourage smokers to use more evidence-based strategies, such as NRT, the Indiana Tobacco Quitline, or individual or group counseling.



# 1. INTRODUCTION

This report highlights results from the 2008 Indiana Adult Tobacco Survey (IN ATS) and serves as an update to the IN ATS results presented in 2007 (Thomas et al., 2007). Focusing on tobacco-related issues among Indiana adults, the report summarizes progress that has been made to address the following 2010 priority areas identified by Indiana Tobacco Prevention and Cessation (ITPC):

- Decrease Indiana adult smoking rates.
- Increase the proportion of Hoosiers not exposed to secondhand smoke.
- Increase antitobacco knowledge, attitudes, and beliefs necessary for smoking behavior change to occur.

In the interest of highlighting progress that has been made in meeting the goals and objectives of ITPC, when possible, we present comparisons with results from all IN ATS data that have been collected since 2002. Section 3 of the report provides an overview of the current tobacco control environment in the state of Indiana. Sections 4 through 8 of the report summarize findings from the IN ATS in five key areas of tobacco control:

- Section 4 summarizes trends in smoking prevalence, smoking intensity, use of menthol cigarettes, and awareness and use of snus.
- Section 5 summarizes trends in smoking cessation, including quit attempts made by current smokers, intentions to quit, perceptions of successful cessation, reasons for quitting, awareness of services to quit smoking, health care coverage for smoking cessation services, and smoking advice given by health care professionals.
- Section 6 summarizes trends in secondhand smoke, including measures of smoke-free homes and smoke-free workplaces, and attitudes toward the health effects of secondhand smoke exposure.
- Section 7 summarizes trends in campaign awareness and awareness of community programs/activities.
- Section 8 summarizes trends in knowledge and attitudes toward tobacco control policy and support for tobacco control programs.

Within each section, the report follows the same general format:

- description of the IN ATS measure that is being presented,
- graphic of trends in the IN ATS measure of interest,
- bulleted highlights of the trends observed in the graphic, and
- synthesis of findings at the conclusion of the section.

The next section describes the methods that were used to collect 2008 IN ATS data and the analytic strategies employed to provide precise estimates among Indiana adults.

## **2. DATA AND METHODS**

### **2.1 Sampling Procedures**

The 2008 Indiana Adult Tobacco Survey (IN ATS) gathered information from adult Hoosiers between September 22, 2008, and December 7, 2008. The survey was designed as a random sample of adult Hoosiers aged 18 and older. African American and Hispanic adults were oversampled, as were adults in more rural regions of the state. In addition, approximately 50% of the sample was drawn from households for which we had an address match. Cases for which we had an address were sent a lead letter briefly describing the study and asking for their participation. Lead letters have been shown to improve response rates; therefore, we chose a higher proportion of our sample from address-matched households.

Approximately 65,241 calls were made to sample members, with completed cases receiving 9,807 calls and noncompleted cases receiving 55,434 calls. Completed cases received an average of 4.6 calls, and noncompleted cases received an average of 6.2 calls. The number of calls per case ranged from 1 to 26. Weekday nights (Monday through Thursday, after 5 p.m.) were the most successful time for completing interviews, with 63.1% of the interviews completed during this period. Approximately 20.7% of the interviews were completed on weekdays (before 5 p.m.), 6.9% were completed on weekend days, and 9.2% were completed on weekend nights (Sunday after 5 p.m.).

A detailed description of sampling procedures is presented in Appendix A. Exhibit 2-1 presents the final unweighted sample characteristics by age group, race/ethnicity, gender, geographic region, income, and education.

### **2.2 Analysis Methods**

All estimates presented in this report were poststratified and weighted to account for the stratified sampling design and to reflect actual demographic breakdowns in Indiana. Where possible, comparisons are made between the 2002 and 2008 IN ATS. In addition, we present estimates for various demographic groups, including age, race/ethnicity, gender, geographic region, income, and education level. Statistical significance across years and within groups was determined by chi-square tests. Only statistically significant differences are discussed in the body of the report.

**Exhibit 2-1. 2008 IN ATS Unweighted Sample Characteristics**

	<b>N</b>	<b>Percentage</b>
<b>Overall</b>	2,148	100.0
<b>Age<sup>a</sup></b>		
18–24	107	5.0
25–39	365	17.1
40–64	1,047	49.0
65 and Older	618	28.9
<b>Race/Ethnicity<sup>a</sup></b>		
White Non-Hispanic	1,672	78.7
Black Non-Hispanic	260	12.2
Hispanic	117	5.5
Other Race/Ethnicity	77	3.6
<b>Gender<sup>a</sup></b>		
Female	1,103	51.4
Male	1,044	48.6
<b>Region</b>		
North West	296	13.8
North Central	258	12.0
North East	249	11.6
Central West	167	7.8
Central Indianapolis	608	28.3
Central East	142	6.6
South West	224	10.4
South East	204	9.5
<b>Income<sup>a</sup></b>		
Less than \$25,000	496	25.2
\$25,000–\$34,999	248	12.6
\$35,000–\$49,999	353	17.9
\$50,000–\$74,999	373	18.9
\$75,000 or More	501	25.4
<b>Education<sup>a</sup></b>		
Less than High School	146	6.9
High School Graduate	774	36.4
Some College/Associate’s Degree	581	27.3
College Graduate	403	18.9
Postgraduate	225	10.6

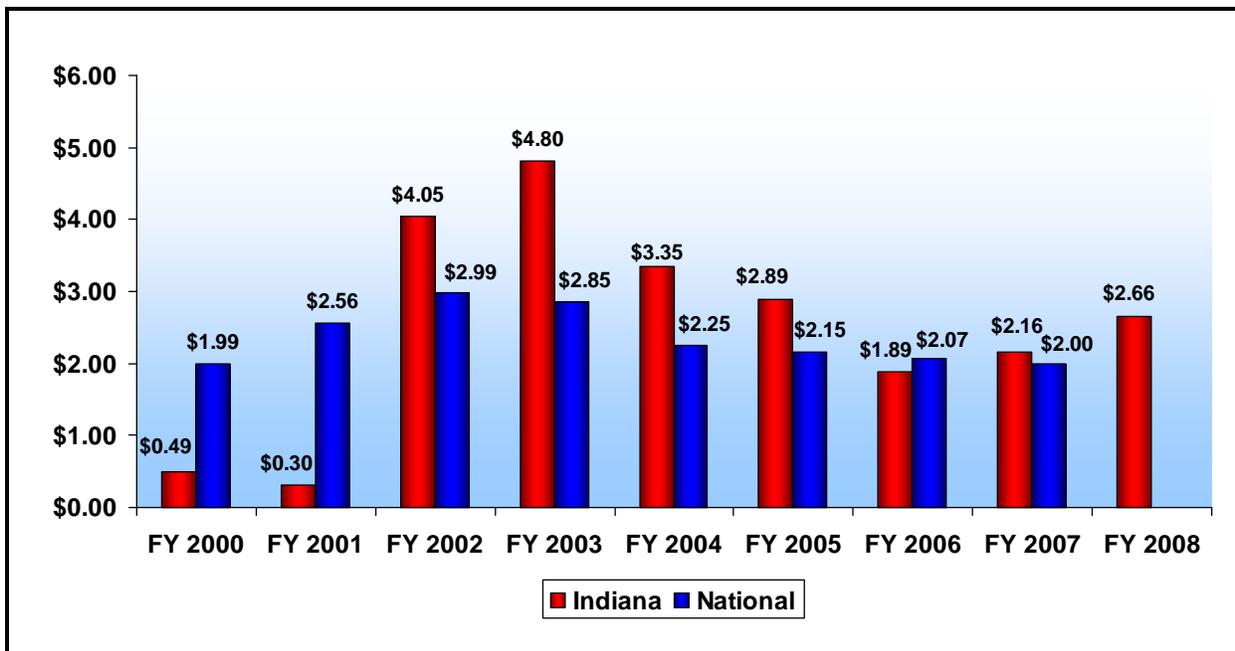
<sup>a</sup>Missing information is not included in the unweighted sample characteristics. Age information is missing for 11 respondents, race/ethnicity is missing for 22 respondents, gender is missing for 1 respondent, income is missing for 177 respondents, and education is missing for 19 respondents.

### 3. TOBACCO CONTROL ENVIRONMENT

Continuous review of the tobacco control environment in Indiana helps put into context any progress that has been made in ITPC’s priority areas since 2006. In this section, we describe the current tobacco control environment in the state of Indiana in comparison to the rest of the nation. Specifically, we present trends in tobacco control program funding, smoke-free law coverage, and average annual cigarette excise taxes.

Exhibit 3-1 presents a historical look at what Indiana spent on tobacco control compared with the rest of the United States since FY 2000. Prior to FY 2003, tobacco control funding in Indiana was well below national averages. In FY 2003, tobacco control funding in Indiana was at its highest and well above national averages, then steadily declined to below national averages until FY 2006. However, tobacco control funding in Indiana increased to \$2.66 per capita in FY 2008, an increase of nearly 25% compared with FY 2007.

**Exhibit 3-1. Per Capita Funding for Tobacco Control: Indiana Versus the United States, FY 2000-FY 2008<sup>a</sup>**

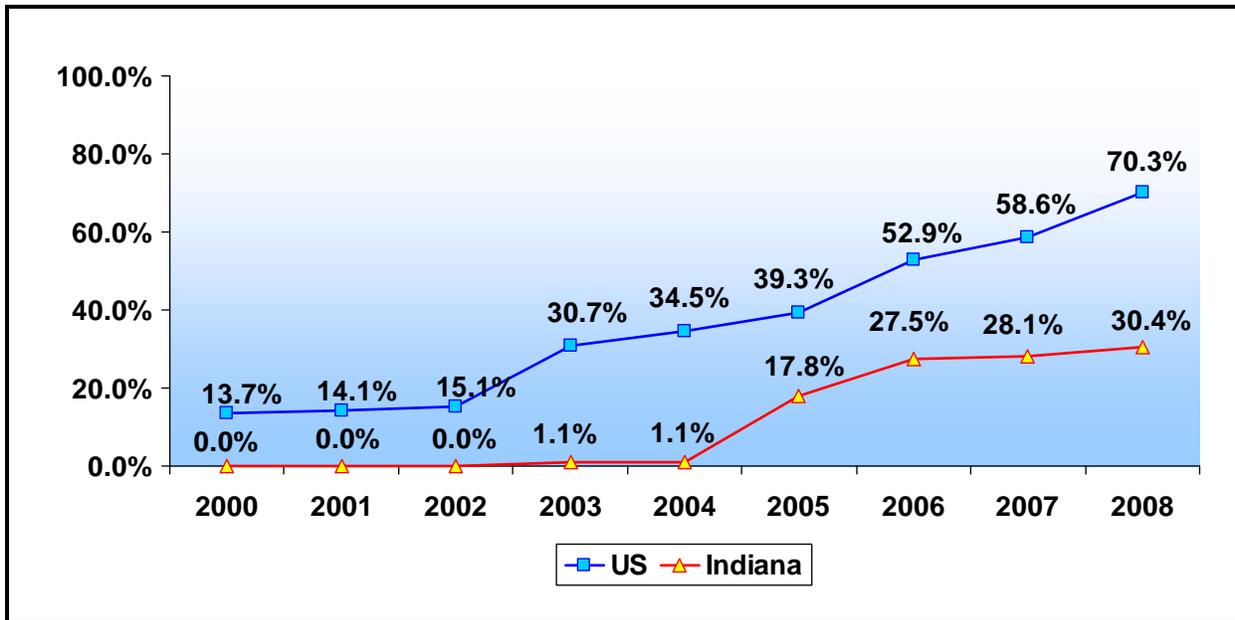


<sup>a</sup> Funding estimates adjusted for inflation (base year = 2008).

Exhibit 3-2 presents trends in the percentage of the population that is covered by smoke-free laws for Indiana compared with the rest of the United States. Although the percentage of Indiana’s population covered by smoke-free laws has increased since 2006, the percentage continues to be markedly lower than in the United States as a whole. In 2008,

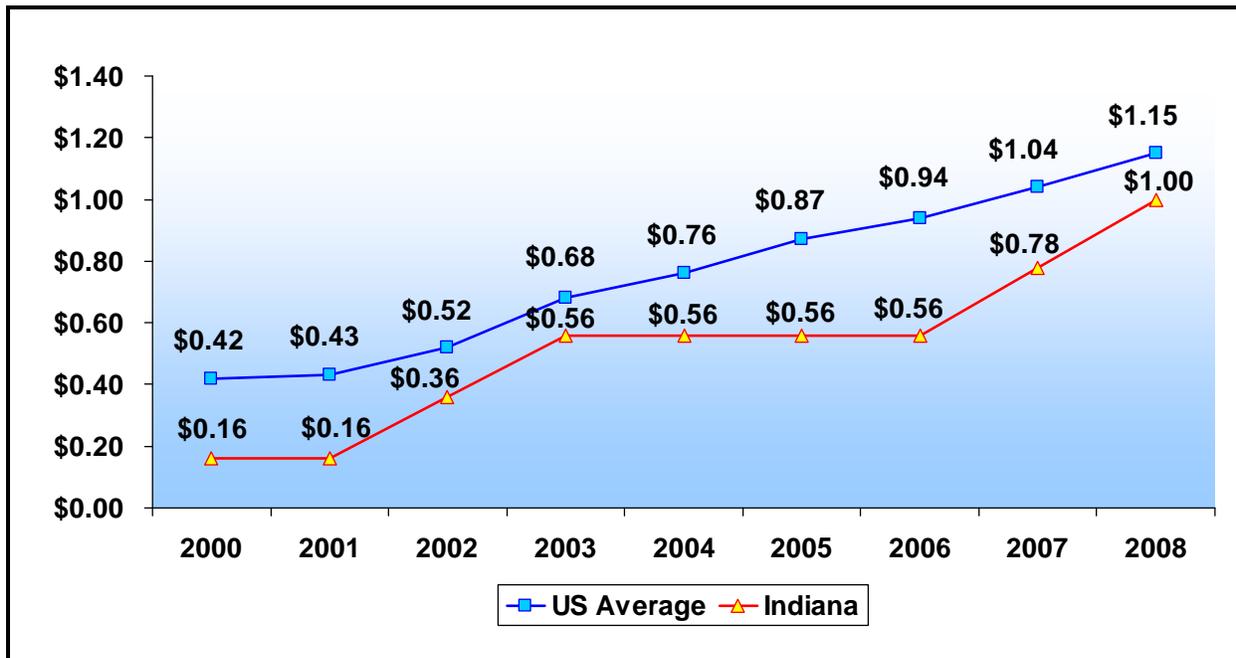
70.3% of the United States was covered by smoke-free laws, compared with 30.4% of the population in Indiana.

**Exhibit 3-2. Population Coverage by Smoke-Free Laws<sup>a</sup>: Indiana Versus the United States, 2000–2008**



<sup>a</sup> Data are from the American Nonsmokers' Rights Foundation (ANRF, 2009).

Exhibit 3-3 present trends in average annual cigarette excise taxes for Indiana compared with the rest of the United States. Indiana has made considerable progress in increasing the state cigarette excise tax. Between 2006 and 2008, the state's cigarette excise tax increased nearly 80%, from \$0.56 to \$1.00. While the state's cigarette excise tax is still lower compared with the national average (\$1.15) the difference between Indiana's tax and the country as a whole is narrowing.

**Exhibit 3-3. Average Annual Cigarette Excise Taxes<sup>a</sup>: Indiana Versus the United States, 2000–2008**

<sup>a</sup> Data are from the *Tax Burden on Tobacco* Volume 43 (Orzechowski and Walker, 2008).

In summary, tobacco control funding in Indiana tended to be above national averages, although funding levels between FY 2003 and FY 2006 steadily declined. However, ITPC did manage to stay funded during tough financial times (Nelson et al., 2007). Funding increased in FY 2008 to \$2.66 per capita, but this is still lower than when funding was at its highest (FY 2003—\$4.80). According to the Centers for Disease Control and Prevention’s (CDC’s) *Best Practices for Comprehensive Tobacco Control Programs*, Indiana should annually spend \$12.46 per capita (or a total of \$78.8 million) on its tobacco control program (CDC, 2007). Funding levels for FY 2008 was 21% of what CDC recommends. More recently, ITPC’s budget was cut by nearly one third to \$10.9 million, which is only 14% of what CDC recommends. Cuts in funding will slow progress in program outcomes.

While nearly one third of Hoosiers are protected from secondhand smoke through smoke-free air laws, this is still an area of improvement if ITPC wants to meet the goal of increasing the proportion of Hoosiers that is protected from secondhand smoke by law to 65% by 2010. The percentage of Indiana’s population covered by smoke-free laws continues to lag behind the nation as a whole. According to *The Guide for Community Preventive Services* (Task Force on Community Preventive Services [TFPCS], 2005), smoking bans alone, or as part of multicomponent interventions, are effective in reducing exposure to secondhand smoke (TFPCS, 2005).

Considerable progress has been made in increasing Indiana's state cigarette excise tax, which has historically been below national averages. In 2006, the average annual cigarette excise tax in Indiana was \$0.56. By 2008, the average annual cigarette excise tax in Indiana was \$1.00. However, Indiana's state cigarette excise tax remains below the national average of \$1.15. Increasing the unit price of tobacco products, which can be achieved by increasing cigarette excise taxes, is an effective intervention to reduce population consumption of tobacco products, reduce tobacco use initiation, and increase tobacco cessation (TFPCS, 2005).

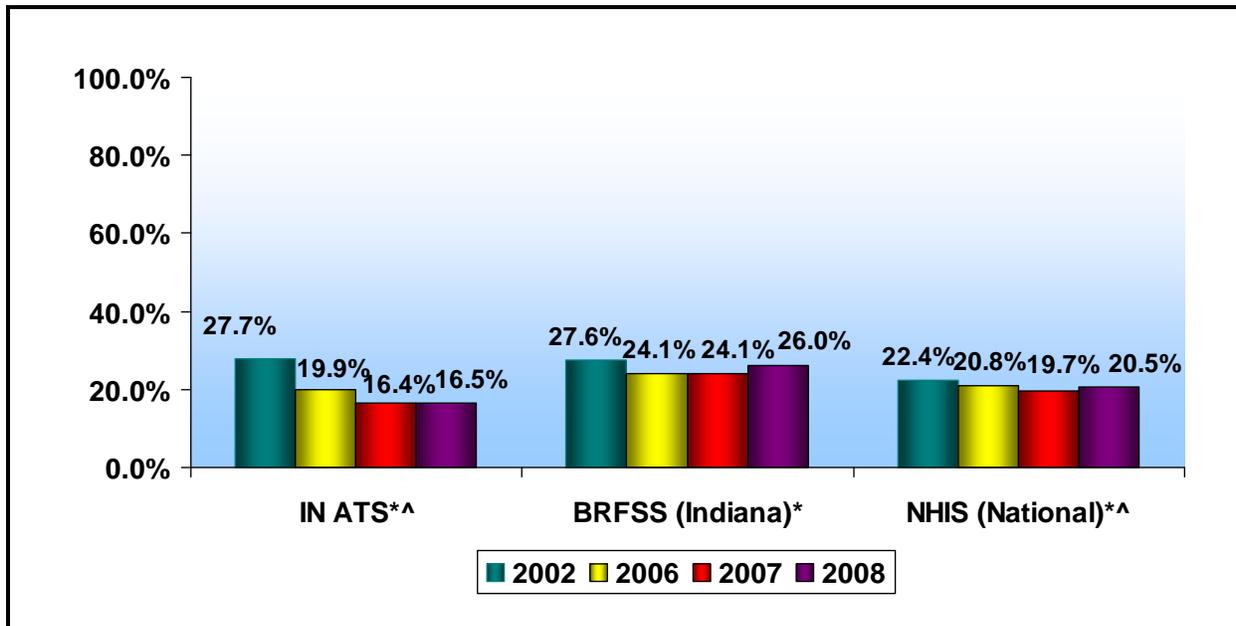
## 4. TOBACCO USE PREVALENCE

In this section, we present smoking prevalence estimates among Indiana adults. Furthermore, we present estimates of smoking intensity and use of menthol cigarettes among current smokers. Finally, we present estimates of awareness of snus, snus use, and opinions about the harmfulness of snus. Appendix B presents tobacco use prevalence measures by sociodemographic characteristics.

### 4.1 Current Smoking Prevalence Among Indiana Adults

Exhibit 4-1 presents IN ATS and Behavioral Risk Factor Surveillance System (BRFSS) estimates of Indiana smoking prevalence and National Health Interview Survey (NHIS) estimates of national smoking prevalence for 2002 to 2008 (Heyman, Barnes, and Schiller, 2009). In the 2008 IN ATS, respondents were first asked if they had ever smoked 100 cigarettes in their lifetime. Adults who answered affirmatively were then asked, "Do you now smoke cigarettes every day, some days, or not at all?" Current smokers are defined as adults who had ever smoked 100 cigarettes in their lifetime and who currently smoke everyday or on some days.

**Exhibit 4-1. Current Smoking Prevalence Among Indiana and U.S. Adults, 2002–2008 IN ATS, IN BRFSS, and NHIS**



\* Statistically significant difference between 2002 and 2006 ( $P < 0.05$ ).

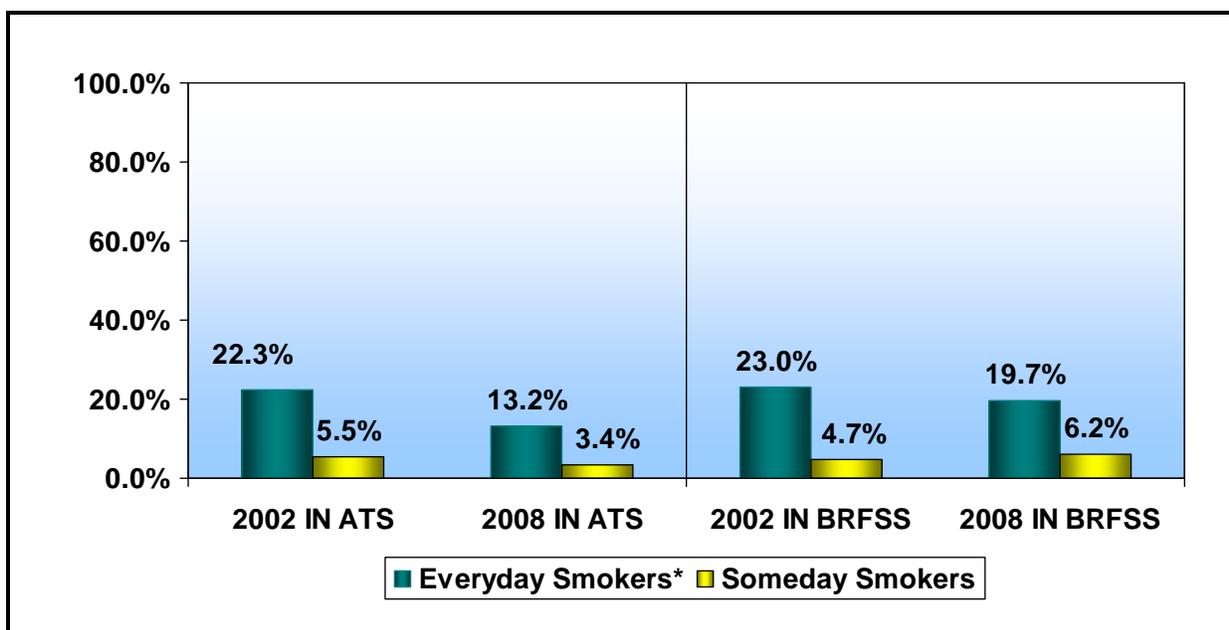
^ Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

- According to the 2008 IN ATS, 16.5% of Indiana adults are current smokers.

- Comparisons between the BRFSS and NHIS indicate that smoking prevalence in Indiana remains higher than the national average.
- According to the IN ATS and BRFSS, adult smoking prevalence significantly declined between 2002 and 2006. Since then, there have been no significant changes.
- It is suspected that a possible explanation of the lower estimates of smoking prevalence in the IN ATS compared with the BRFSS is that smokers may be more willing to participate in a general health survey, such as BRFSS, than in a tobacco-focused survey (Cowling et al., 2003; Delnevo et al., 2008).

Exhibit 4-2 presents IN ATS and BRFSS estimates of Indiana adults who are everyday smokers and someday smokers.

**Exhibit 4-2. Prevalence of Everyday and Someday Smoking Among Adults, 2002 and 2008 IN ATS and BRFSS**



\* Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

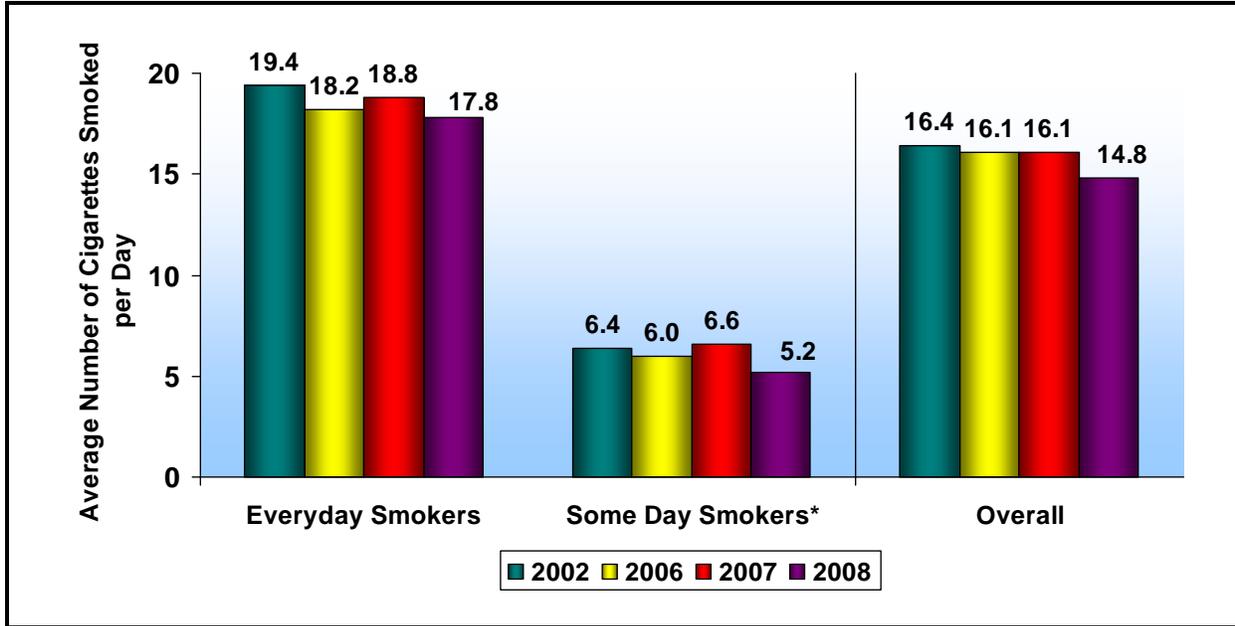
- According to the 2008 IN ATS, 13.2% of Indiana adults are everyday smokers and 3.4% of Indiana adults are someday smokers.
- There has been no further decline in the prevalence of someday smokers between the 2002 IN ATS and the 2008 IN ATS compared with previous reports (Thomas et al., 2007).

## 4.2 Smoking Intensity

Exhibit 4-3 presents smoking intensity among current smokers, which is measured by the average number of cigarettes smoked per day. Examining smoking intensity provides

insight on whether smokers are reducing their consumption of cigarettes, perhaps in attempts to quit or out of concern for their health.

**Exhibit 4-3. Smoking Intensity, 2002–2008 IN ATS**



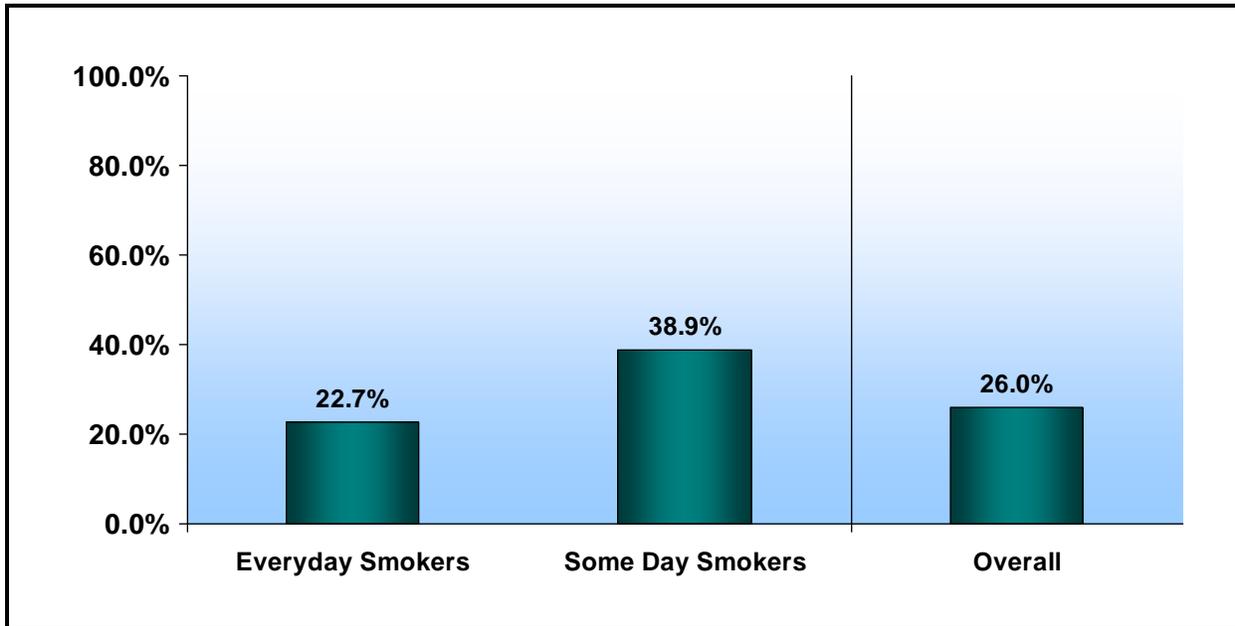
\* For someday smokers, we estimated the average number of cigarettes smoked per day on the days that they smoked.

- Smoking intensity is more than 3 times higher among everyday smokers compared with someday smokers.
- In 2008, everyday smokers smoked an average of 17.8 cigarettes per day while someday smokers smoked an average of 5.2 cigarettes per day.

### 4.3 Current Use of Menthol Cigarettes

Exhibit 4-4 presents the prevalence of current use of menthol cigarettes among current smokers. Smokers are considered to use menthol cigarettes if they answered yes to the question “During the past 30 days, were the cigarettes that you usually smoked menthol?”

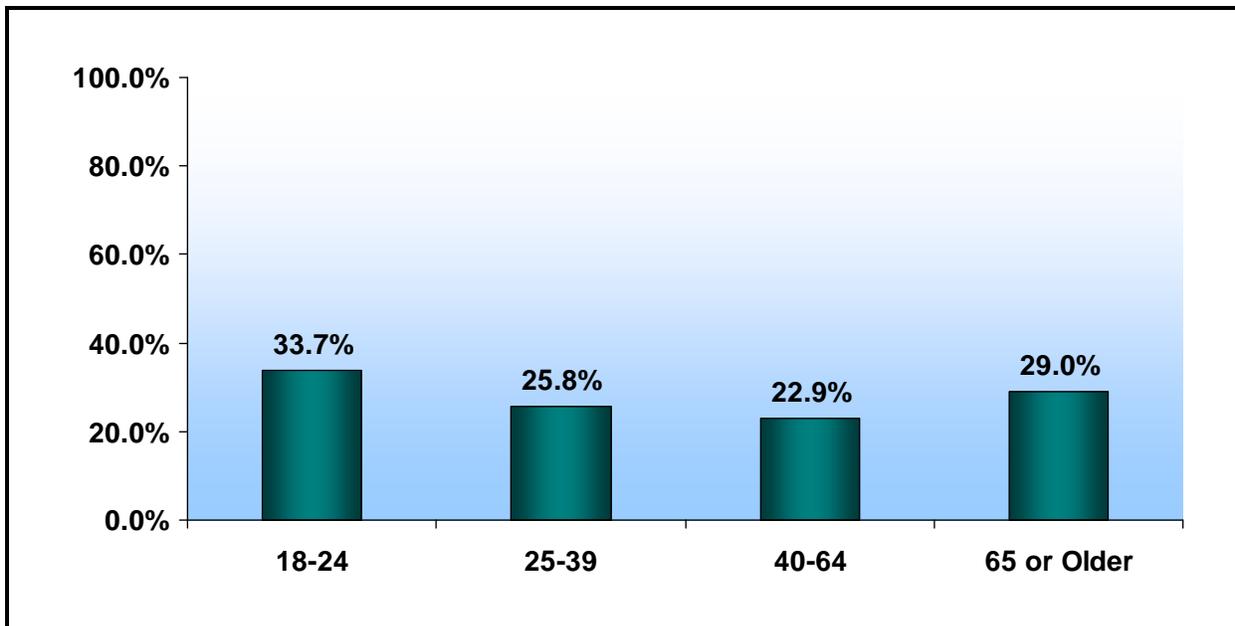
**Exhibit 4-4. Use of Menthol Cigarettes Among Current Smokers, 2008 IN ATS**



- Overall, in 2008, approximately one quarter of current smokers used menthol cigarettes.

Exhibit 4-5 presents the prevalence of current use of menthol cigarettes among current smokers by age group.

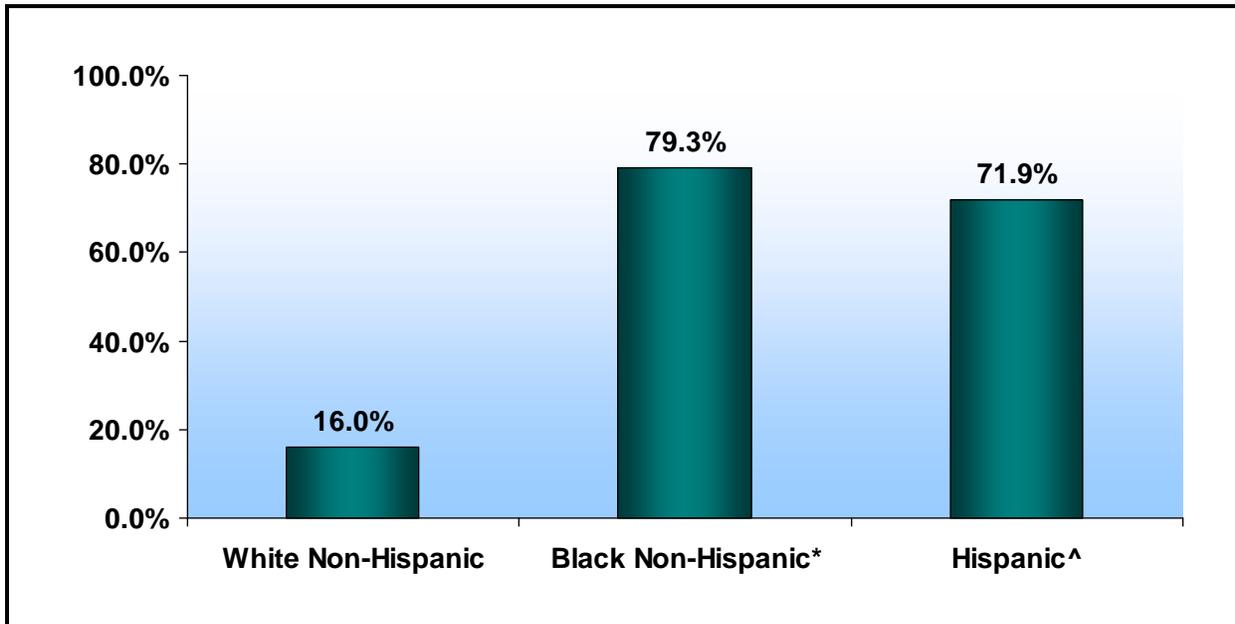
**Exhibit 4-5. Use of Menthol Cigarettes Among Current Smokers by Age Group, 2008 IN ATS**



- Among current smokers, use of menthol cigarettes was highest among 18- to 24-year-olds (33.7%).

Exhibit 4-6 presents the prevalence of current use of menthol cigarettes among current smokers by race/ethnicity.

**Exhibit 4-6. Use of Menthol Cigarettes Among Current Smokers by Race/Ethnicity, 2008 IN ATS**



\* Statistically significant difference between Black Non-Hispanics compared with White Non-Hispanics ( $P < 0.05$ ).

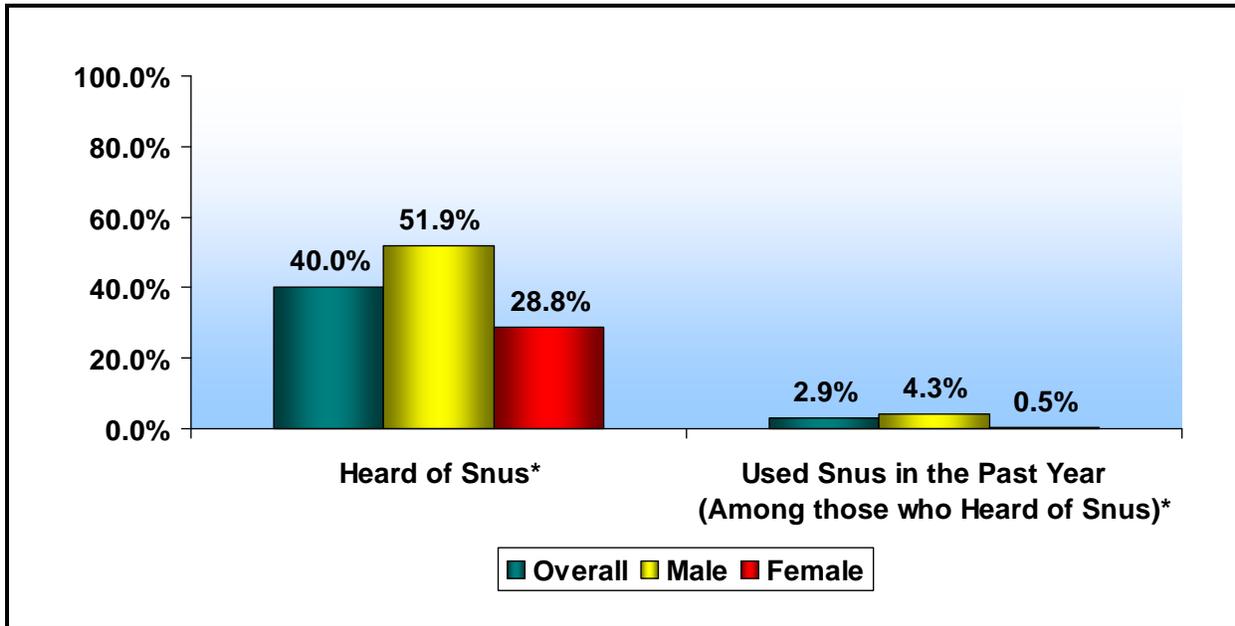
^ Statistically significant difference between Hispanics compared with White Non-Hispanics ( $P < 0.05$ ).

- Among current smokers, use of menthol cigarettes is significantly higher among black non-Hispanics (79.3%) and Hispanics (71.9%) compared with white non-Hispanics (16.0%).

#### 4.4 Snus Use

Exhibit 4-7 presents measures of awareness of snus and snus use in the past year among Indiana adults who were aware of snus. Indiana adults were considered to be aware of snus if they answered yes to the question, "New types of tobacco products are now available that come in teabag-like pouches that are put in the mouth, under the lip. They do involve chewing, spitting, or smoking. Have you heard of any products like this?" Indiana adults who heard (i.e., were aware) of snus are then asked "Have you used any of these tobacco products in the past 12 months, even one time?" A response of yes indicated that they used snus in the past year.

**Exhibit 4-7. Awareness of Snus and Snus Use in the Past Year, 2008 IN ATS**

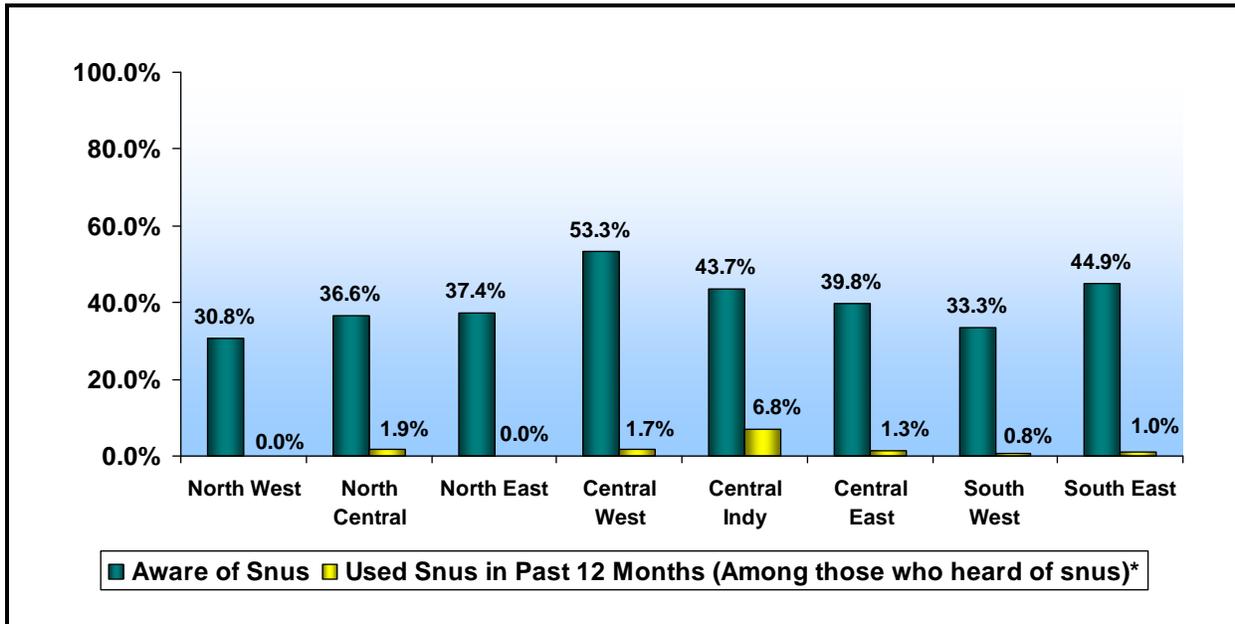


\* Statistically significant difference between males and females (P<0.05).

- Approximately 40% of Hoosiers have heard of snus. A significantly higher percentage of males (51.9%) have heard of snus compared with females (28.8%).
- Approximately 3% of Hoosiers who have heard of snus used it in the past year. Snus use was significantly higher among males (4.3%) compared with females (0.5%).

Exhibit 4-8 presents measures of awareness of snus and snus use in the past year among Indiana adults by region.

**Exhibit 4-8. Awareness of Snus and Snus Use in the Past Year by Region, 2008 IN ATS**

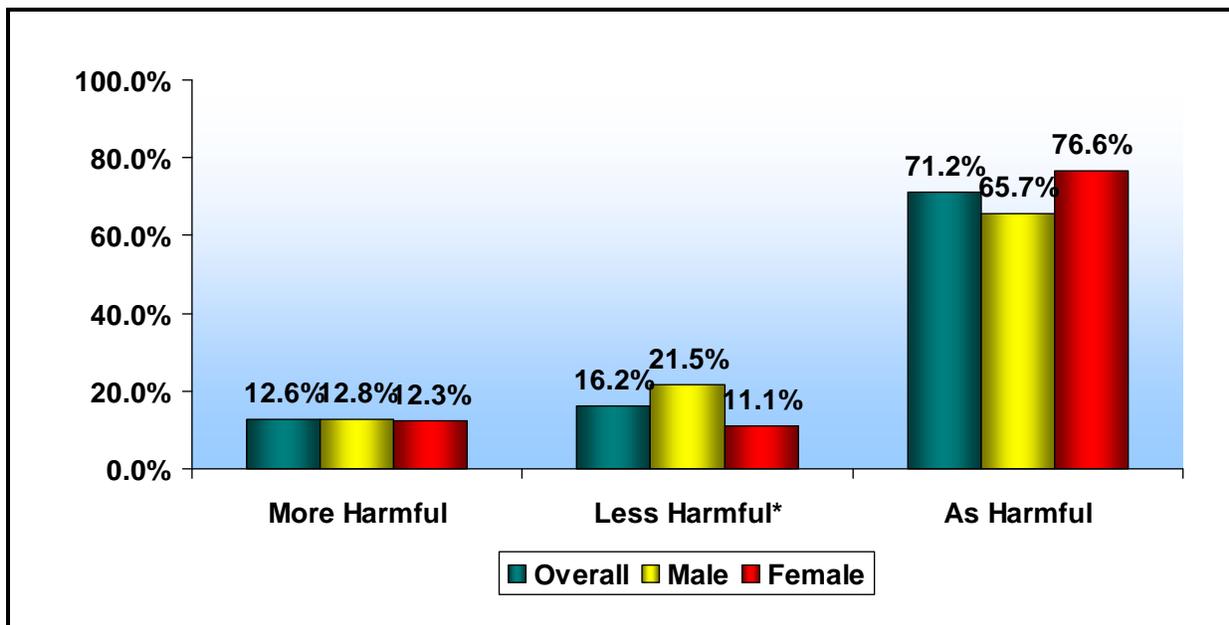


\* Statistically significant differences by region (P<0.05).

- Awareness of snus is highest in the Central West region (53.3%) and lowest in the North West region (30.8%)
- Among adults who heard of snus, use of snus in the past 12 months was highest in the Central Indy region (6.8%).

Exhibit 4-9 presents opinions about the harmfulness of snus relative to cigarettes, which was assessed by the question “Now I’d like you to compare these new tobacco products to ordinary cigarettes. In your opinion, are these new products more harmful, less harmful, or as harmful to the user as ordinary cigarettes?”

**Exhibit 4-9. Opinions About the Harmfulness of Snus, 2008 IN ATS**



\* Statistically significant difference between males and females (P<0.05).

- Overall, approximately 71% of adult Hoosiers think that snus is just as harmful as ordinary cigarettes.
- A significantly higher percentage of males think that snus is less harmful than traditional cigarettes (21.5%) compared with females (11.1%).

#### 4.5 Summary

Data from the IN ATS and BRFSS indicate that adult smoking prevalence significantly declined between 2002 and 2006, but there have been no significant changes since then. Furthermore, measures of smoking intensity have not significantly changed over time. In 2008, current everyday smokers reported smoking an average of nearly 18 cigarettes a day (almost a pack a day) and current someday smokers reported smoking an average of about 5 cigarettes per day. Trends in adult smoking prevalence observed over time in Indiana may partially be explained by changes in funding levels for tobacco control in Indiana. In FY 2003, funding levels for tobacco control in Indiana were at their highest and well above national averages, then steadily declined to below national averages until FY 2006. While funding levels for tobacco control in Indiana have been higher in recent years, ITPC’s budget was cut by nearly one third to \$10.9 million for FY 2010. Given that tobacco use continues to be a public health and economic burden on the state of Indiana, funding for tobacco control programs is a wise investment. Evidence shows that state tobacco control expenditures are independently associated with overall reductions in adult smoking prevalence (Farrelly et al., 2008). To reduce adult smoking prevalence in Indiana to national averages of adult smoking prevalence, the state will need to invest more financial resources

so that funding levels for tobacco control are consistently greater than national average funding levels.

The 2008 IN ATS provided a benchmark measure of menthol cigarette use among Indiana adults. Overall, approximately one quarter of current smokers used menthol cigarettes. Someday smokers reported higher levels of menthol cigarette use compared with everyday smokers, although the difference was not statistically significant. Furthermore, use of menthol cigarettes was significantly higher among Black Non-Hispanics and Hispanics compared with White Non-Hispanics. A study conducted by Kreslake, Wayne, and Connolly (2008) identified two unique types of menthol smokers: smokers who cannot tolerate the harshness or irritation of smoking nonmenthol cigarettes and smokers who seek the specific menthol flavor and its associated cooling sensation. Among smokers who find traditional cigarettes to be too harsh or irritating, the menthol may make smoking more tolerable relative to smoking nonmenthol cigarettes, which may ultimately discourage smoking cessation. Furthermore, established menthol smokers may not respond to prevention and cessation messages that are directed at other menthol smokers or nonmenthol smokers. ITPC should continue to monitor the use of menthol cigarettes to further understand smoking behavior (e.g., motivations, preferences) and to inform effective cessation strategies.

The 2008 IN ATS also provided benchmark measures for awareness of snus, snus use, and perceptions about the harmfulness of snus. In 2008, 40% of all Indiana adults heard of snus, but less than 1% of those who were aware of snus had actually tried it in the past year. Furthermore, awareness of snus and use of snus during the past year was significantly higher among males compared with females. Opinions about the harmfulness of snus also differed by gender, with 21.5% of males reporting that snus was less harmful than traditional cigarettes compared with 11.1% of females. Over the past few years, tobacco companies have been test marketing new snus products in Indiana, particularly in the Central Indiana region. Results from a study conducted by Biener and Bogen (2009) suggested that there was substantial initial interest in new snus products among male smokers in the Central Indiana test market, especially those who receive promotional mailings from tobacco companies. Consequently, ITPC should continue to monitor awareness of snus, snus use, and perceptions about the harmfulness of snus over time to understand the correlates of snus use and the impact of snus use on smoking behavior.



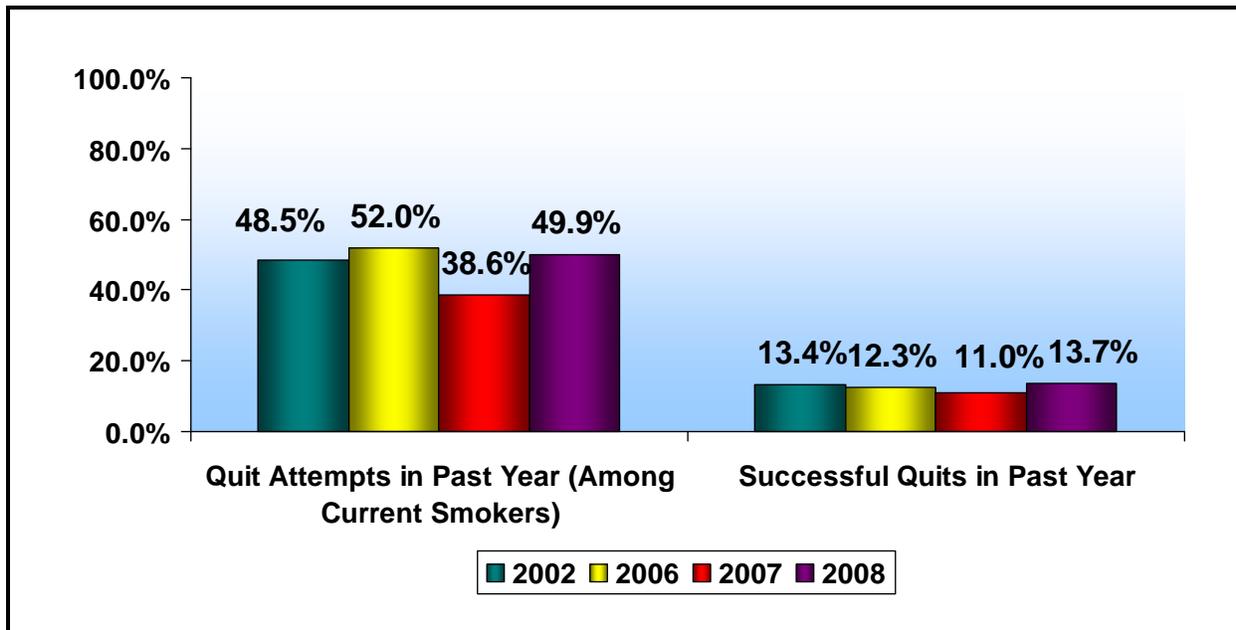
## 5. SMOKING CESSATION

In this section, we present various measures of smoking cessation, including quit attempts, intentions to quit, perceived likelihood of cessation success, reasons for quitting, methods of quitting, awareness of cessation resources, cessation coverage, and support from health care providers. Appendix C presents smoking cessation measures by sociodemographic characteristics.

### 5.1 Quit Attempts and Successful Quits

Exhibit 5-1 presents the percentage of current smokers who made one or more quit attempts in the past year, and the percentage of adults who successfully quit smoking in the past year. Quit attempts made by current smokers was assessed by the question, "During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?" The prevalence of recent successful quits is defined as the number of recent quitters (former smokers who had quit in the past year) divided by the number of current smokers and recent quitters.

**Exhibit 5-1. Quit Attempts and Recent Successful Quits, 2002-2008 IN ATS**

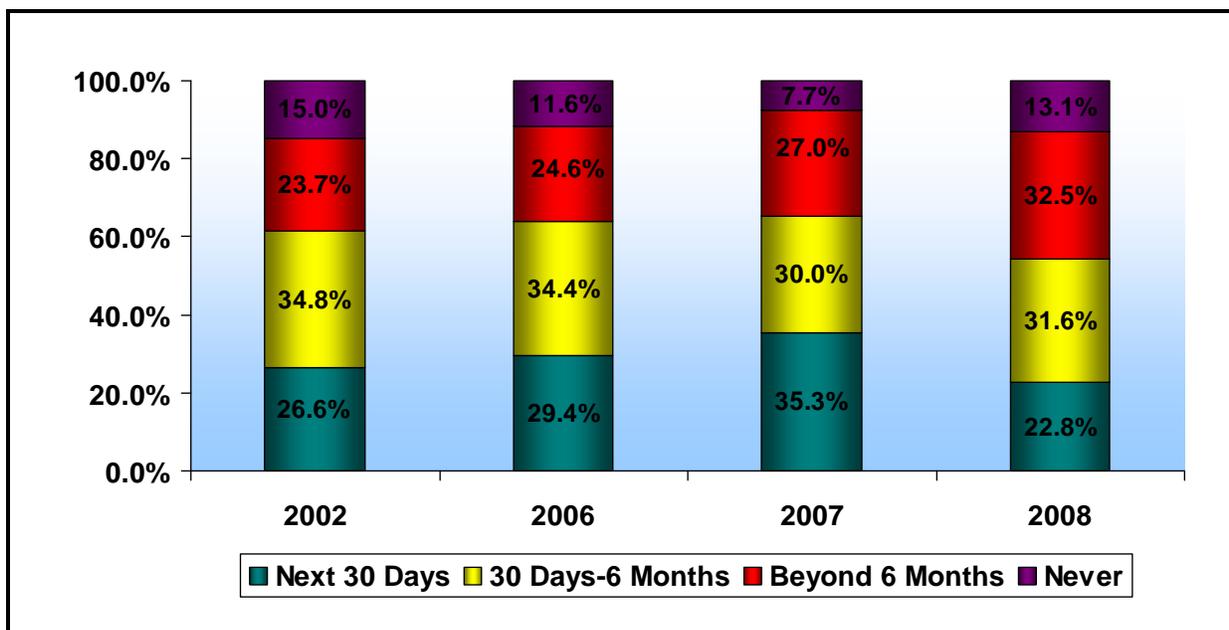


- In 2008, nearly half of all current smokers made at least one quit attempt (49.9%).
- The percentage of successful quits has remained practically unchanged since 2002. In 2008, nearly 14% of smokers successfully quit.

## 5.2 Intentions to Quit

Exhibit 5-2 presents the percentage of current smokers who plan to quit smoking in the future. The categories are mutually exclusive estimates of the percentage of current smokers who responded that they were planning to quit in the next 30 days, sometime between 30 days and 6 months, sometime after 6 months, or never.

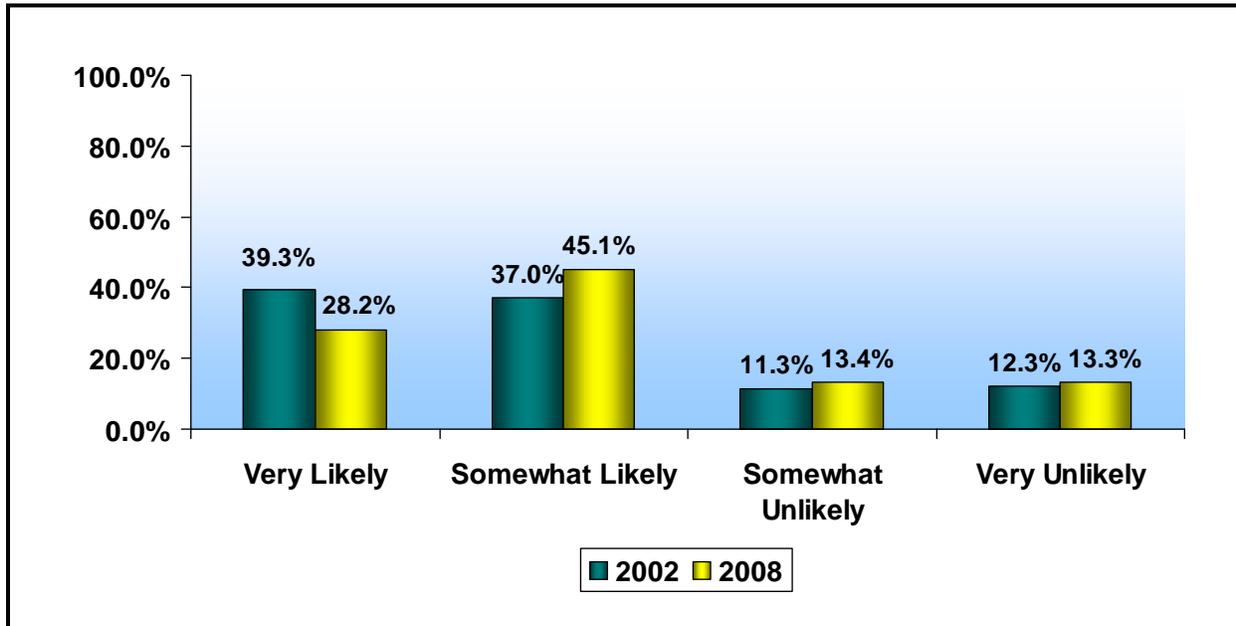
**Exhibit 5-2. Intentions to Quit Among Current Smokers, 2002–2008 IN ATS**



- In 2008, more than 85% of current smokers indicated that they intend to quit at some point in time. Most current smokers reported that they were planning to quit sometime after 6 months (32.5%).

## 5.3 Perceived Likelihood of Cessation Success

Exhibit 5-3 presents the perceptions that current smokers had concerning the likelihood of successfully quitting smoking. These perceptions were captured by the question, “If you decided to give up smoking altogether, how likely do you think you would be to succeed?” Responses ranged from “very likely” to “very unlikely.”

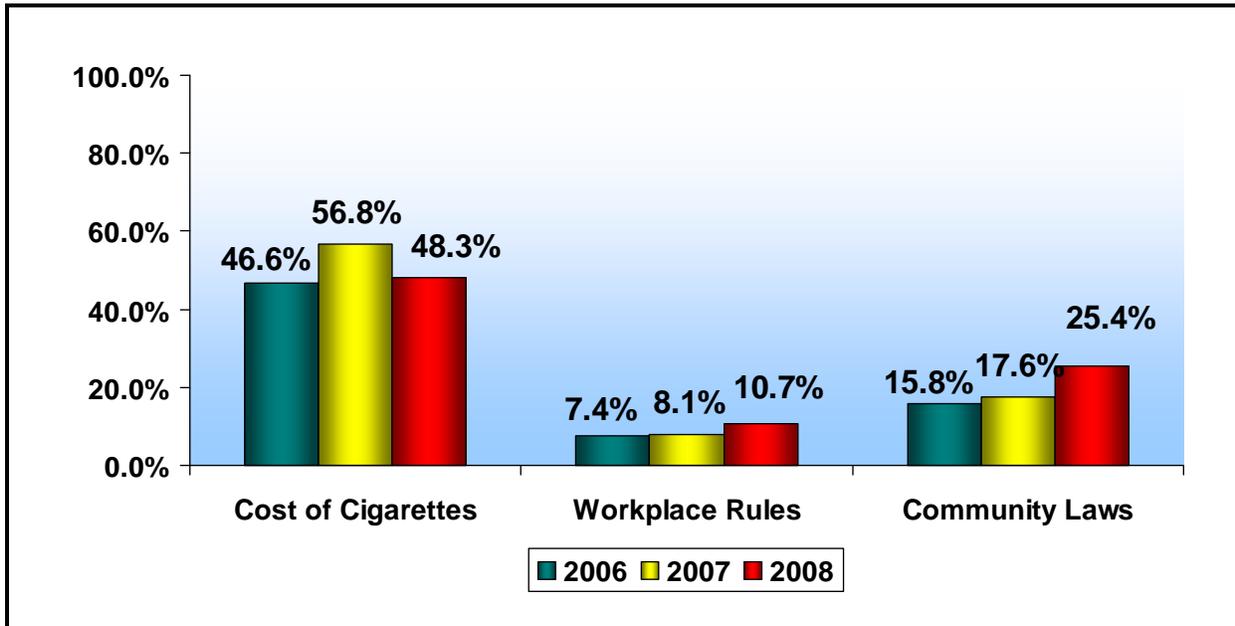
**Exhibit 5-3. Current Smokers' Perceived Likelihood of Cessation Success, 2002 and 2008 IN ATS**

- In 2008, nearly 75% of current smokers believed that they would be “very likely” or “somewhat likely” to succeed if they decided to give up smoking altogether. Only 13.3% thought they would be “very unlikely” to succeed.

#### 5.4 Reasons for Quitting

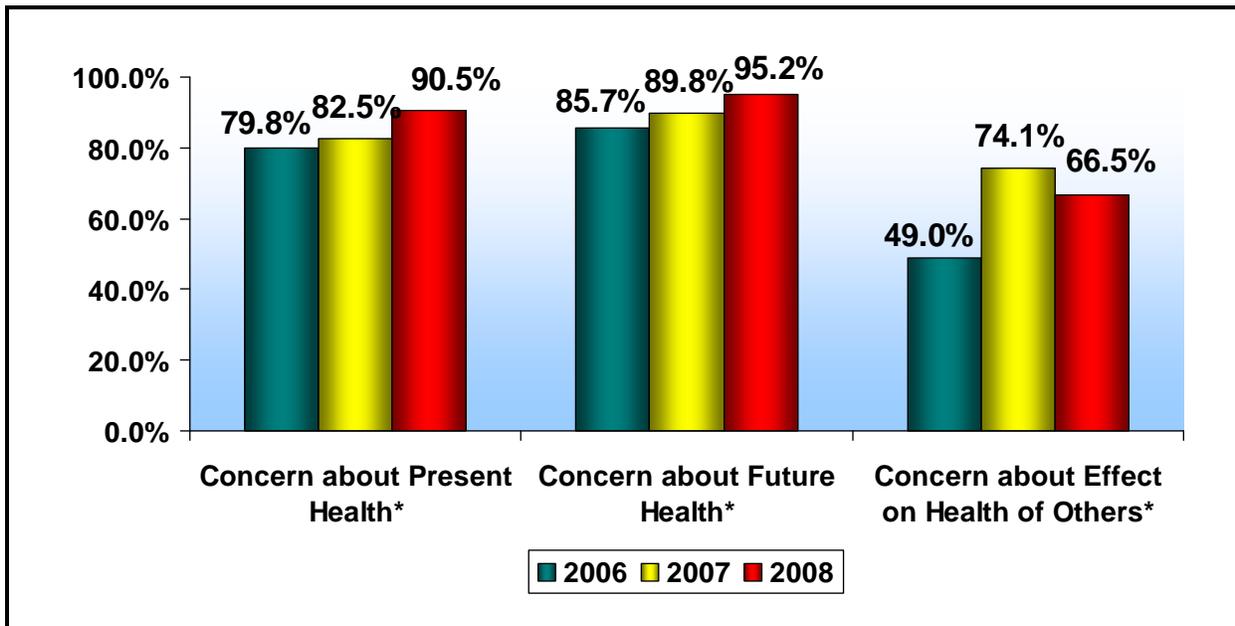
Exhibits 5-4 through 5-6 highlight reasons that current smokers and recent quitters (former smokers who quit within the past year) made quit attempts in the past 12 months. Current smokers who made a quit attempt in the past 12 months and recent quitters were asked to indicate which common reasons for quitting were important in their latest quit attempt: policy-related reasons (the cost of cigarettes, smoking is prohibited in the workplace, or my community has a law against smoking in public places and workplaces), health-related reasons (concern for what smoking is doing to their present health, concern for what smoking is doing to their future health, or the effect that smoking has on the health of others), or social reasons (encouragement from family and friends, doctor or dentist recommended quitting smoking, or setting a good example for children).

**Exhibit 5-4. Policy Reasons Given for Quitting Among Current Smokers and Recent Quitters, 2006-2008 IN ATS**



- The cost of cigarettes continues to be the main policy reason for quitting given by current smokers and recent quitters (reported by 48.3% of adults).

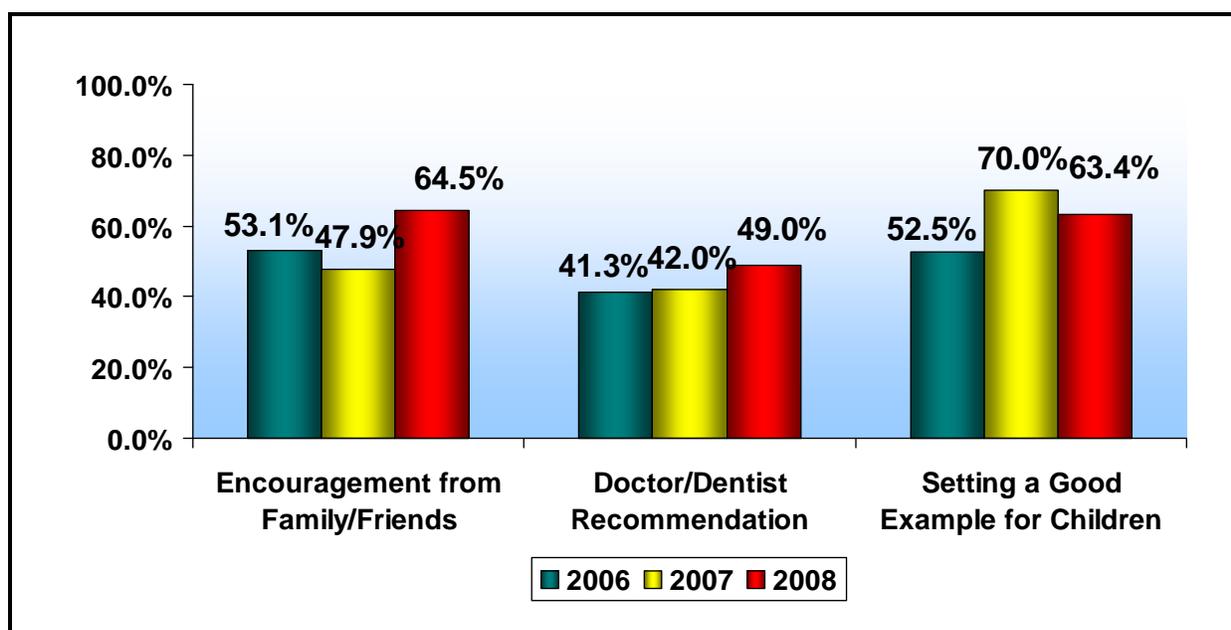
**Exhibit 5-5. Health Reasons Given for Quitting Among Current Smokers and Recent Quitters, 2006-2008 IN ATS**



\* Statistically significant difference between 2006 and 2008 (P<0.05).

- Between 2006 and 2008, the percentage of current smokers and recent quitters who cited health reasons for quitting (concern about present or future health) significantly increased by over 10%.
- The percentage of current smokers and recent quitters who indicated that they were concerned about the effect of smoking on the health of others significantly increased from 49.0% in 2006 to 66.5% in 2008. This is an increase of more than 35%.
- Concern about future health continues to be the main health reason for quitting given by current smokers and recent quitters (reported by 95.2% of current smokers and recent quitters).

**Exhibit 5-6. Social Reasons Given for Quitting Among Current Smokers and Recent Quitters, 2006–2008 IN ATS**

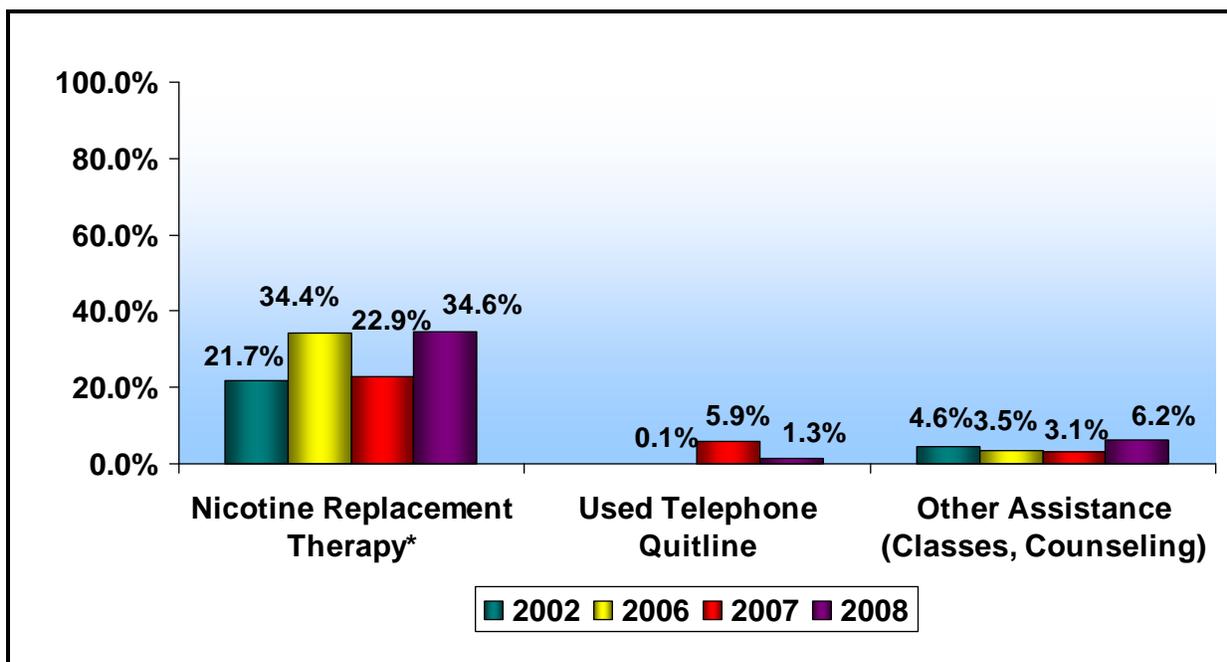


- Encouragement from family and friends continues to be the most common social reason for quitting given among current smokers and recent quitters (64.5%).

## 5.5 Use of Evidence-based Methods for Quitting

Exhibit 5-7 presents the percentage of current smokers with a quit attempt in the past 12 months and recent quitters who reported using smoking cessation assistance (nicotine replacement therapy (NRT), used a telephone quitline, or other assistance) in their most recent quit attempt. Use of NRT includes use of the nicotine patch, nicotine gum, or any other medication to help them quit. Use of other assistance includes receiving counseling or taking cessation classes.

**Exhibit 5-7. Use of Evidence-based Methods for Quitting Among Current Smokers and Recent Quitters, 2002–2008 IN ATS**



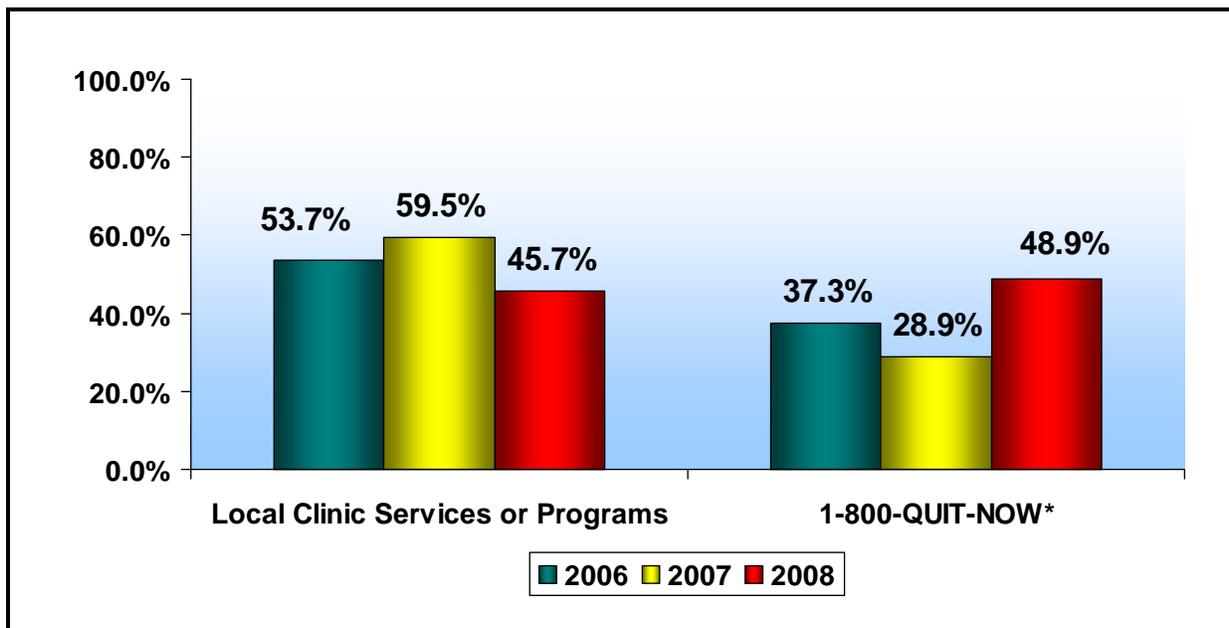
\* Statistically significant difference between 2002 and 2008 (P<0.05).

- Between 2002 and 2008, the percentage of current smokers and recent quitters who used NRT significantly increased from 21.7% to 34.6%.
- In 2008, 1.3% of current smokers used a telephone quitline.
- In 2008, 6.2% of current smokers and recent quitters used other cessation assistance.

## 5.6 Awareness of Cessation Resources

Exhibit 5-8 presents the percentage of current smokers who were aware of two types of cessation assistance. Estimates are given for the percentage of current smokers who were aware of local health clinic services or other programs to help them quit smoking and the percentage who had heard of the 1-800-QUIT-NOW Indiana Tobacco Quitline, which began in March 2006.

**Exhibit 5-8. Awareness of Cessation Resources Among Current Smokers, 2006–2008 IN ATS**



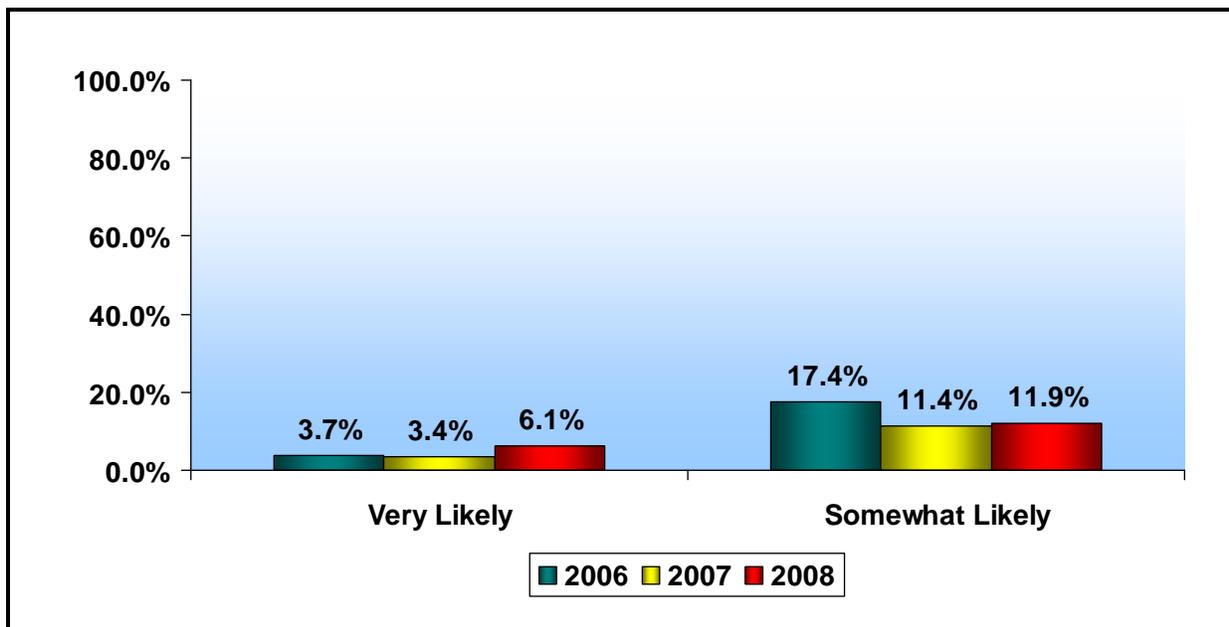
\* Statistically significant difference between 2006 and 2008 ( $P < 0.05$ ).

- In 2008, 45.7% of current smokers were aware of local clinic services or programs to help them quit smoking.
- Between 2006 and 2008, the percentage of smokers reporting that they were aware of 1-800-QUIT-NOW significantly increased from 37.3% to 48.9%.

## 5.7 Likelihood of Using Telephone Quitline Services

Exhibit 5-9 presents the likelihood of adult current smokers using telephone quitline services to quit smoking, which was assessed by the question, "How likely would you be to use telephone-based services to help you quit smoking?" Response categories ranged from "very likely" to "very unlikely."

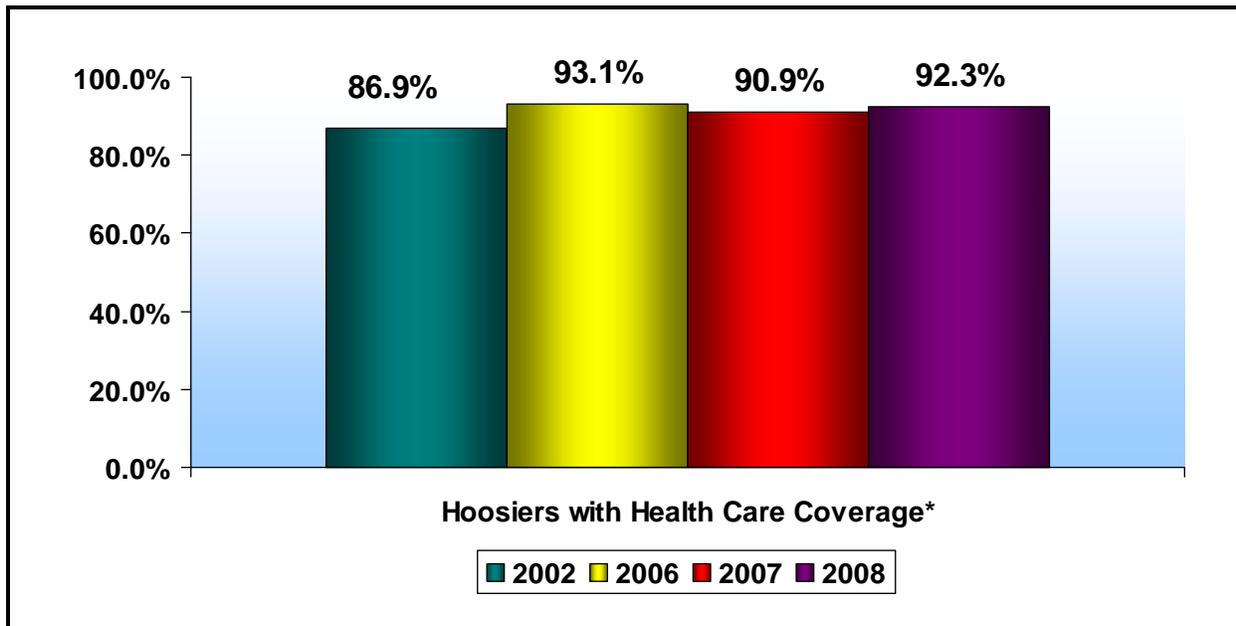
**Exhibit 5-9. Current Smokers' Likelihood of Using a Quitline, 2006–2008 IN ATS**



- In 2008, 18.0% of current smokers reported that they would be very likely or somewhat likely to use telephone-based services to help them quit smoking. Data from surveys conducted by the North American Quitline Consortium indicate that estimated utilization of quitlines is typically 1%–2% (NAQC, 2009).

## 5.8 Health Care Coverage

Exhibit 5-10 presents the percentage of Hoosiers who reported having some form of health care coverage. The estimates includes the percentage of respondents who use private insurance; Medicare; Medicaid; Military, CHAMPUS, TriCare, or Department of Veterans Affairs (VA); or other form of health insurance to pay for most of their medical care.

**Exhibit 5-10. Percentage of Hoosiers with Health Care Coverage,<sup>a</sup> 2002–2008 IN ATS**

<sup>a</sup>In 2002, respondents were asked, “Do you have any kind of health care coverage, including health insurance, prepaid plans such as HMOs, or government plans such as Medicare?” Response options were “Yes,” “No,” “Don’t Know,” or “Refused.”

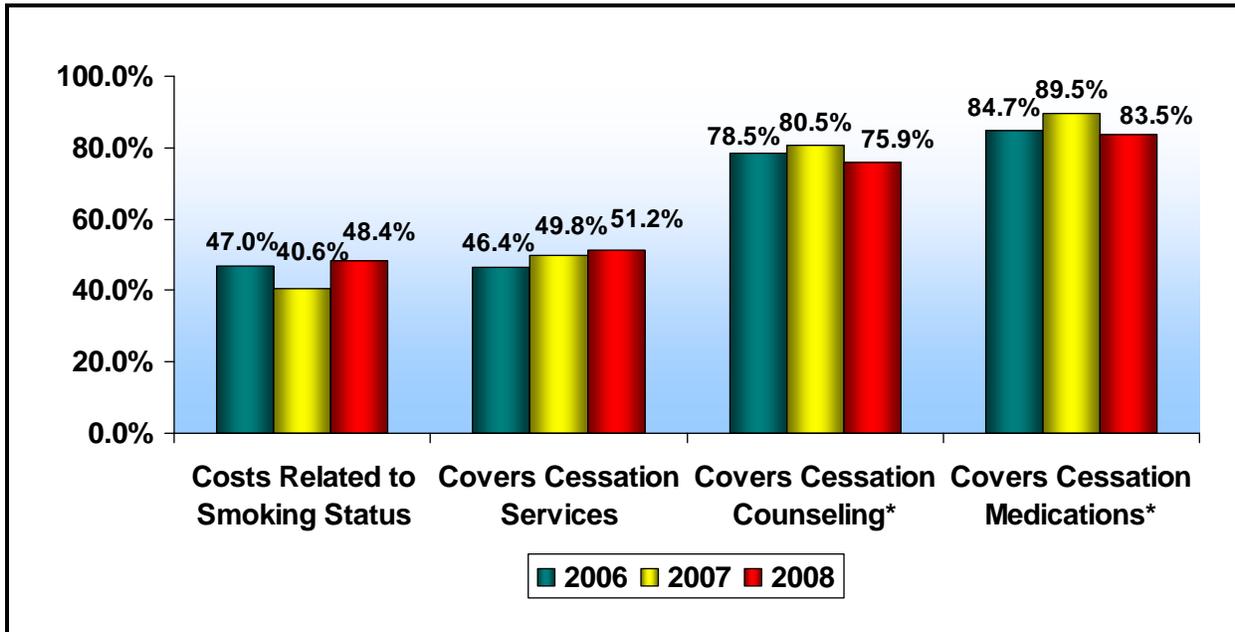
\* Statistically significant difference between 2006 and 2008 ( $P < 0.05$ ).

- The percentage of Hoosiers reporting that they have health insurance significantly increased between 2002 (86.9%) and 2008 (92.3%).

## 5.9 Cessation Coverage

Exhibit 5-11 highlights whether health care coverage is more expensive based on smoking status and the type of cessation services that are covered by health insurance. Hoosiers with health care coverage were asked if their health care coverage costs more if they smoke and if their health care coverage pays for stop-smoking services. Only Hoosiers who indicated that their health care coverage pays for stop-smoking services were asked if their health care coverage pays for cessation counseling or medications (e.g., Zyban, Wellbutrin, Bupropion, Chantix) to help people quit smoking.

**Exhibit 5-11. Cessation Coverage Among Hoosiers with Health Care Coverage, 2006–2008 IN ATS**



\* Estimated among respondents who indicated that their health insurance covers cessation services.

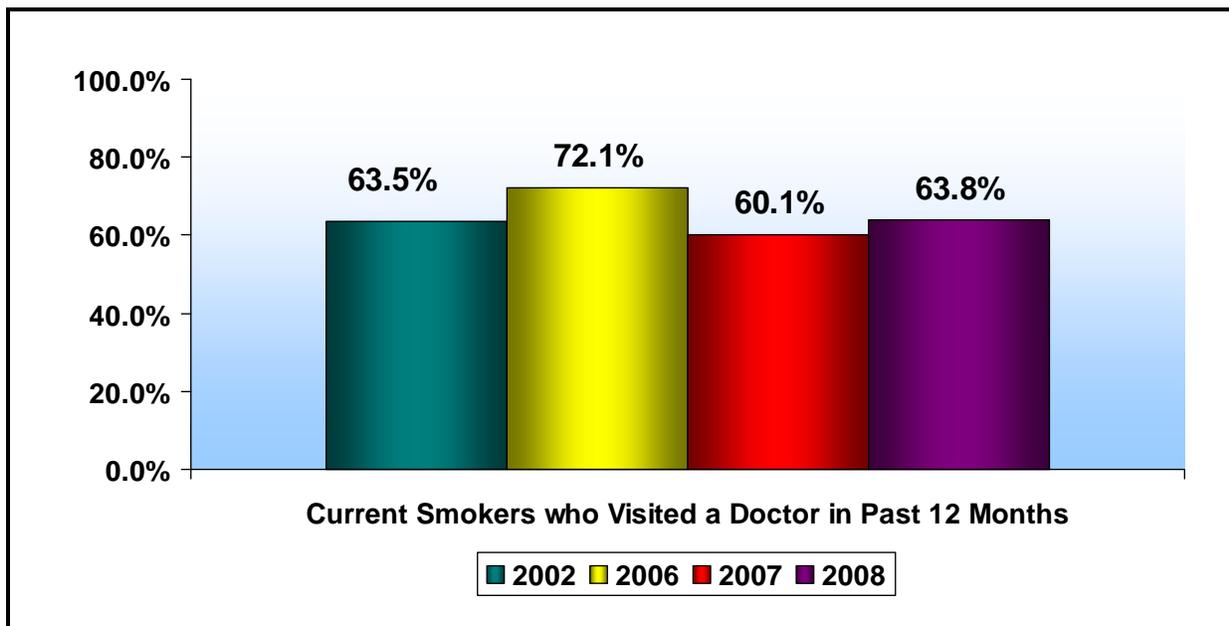
- In 2008, nearly half of Hoosiers with health care coverage reported that their health care coverage costs more if they smoke.
- The most common smoking cessation service covered by health care is cessation medications.

## 5.10 Support for Smoking Cessation from Health Care Providers

### 5.10.1 Visits to a Doctor or Health Professional in the Past 12 Months

Exhibit 5-12 presents the percentage of current smokers who visited a doctor or other health professional in the past 12 months.

**Exhibit 5-12. Current Smokers Who Visited a Doctor or Other Health Professional in the Past 12 Months, 2002–2008 IN ATS**

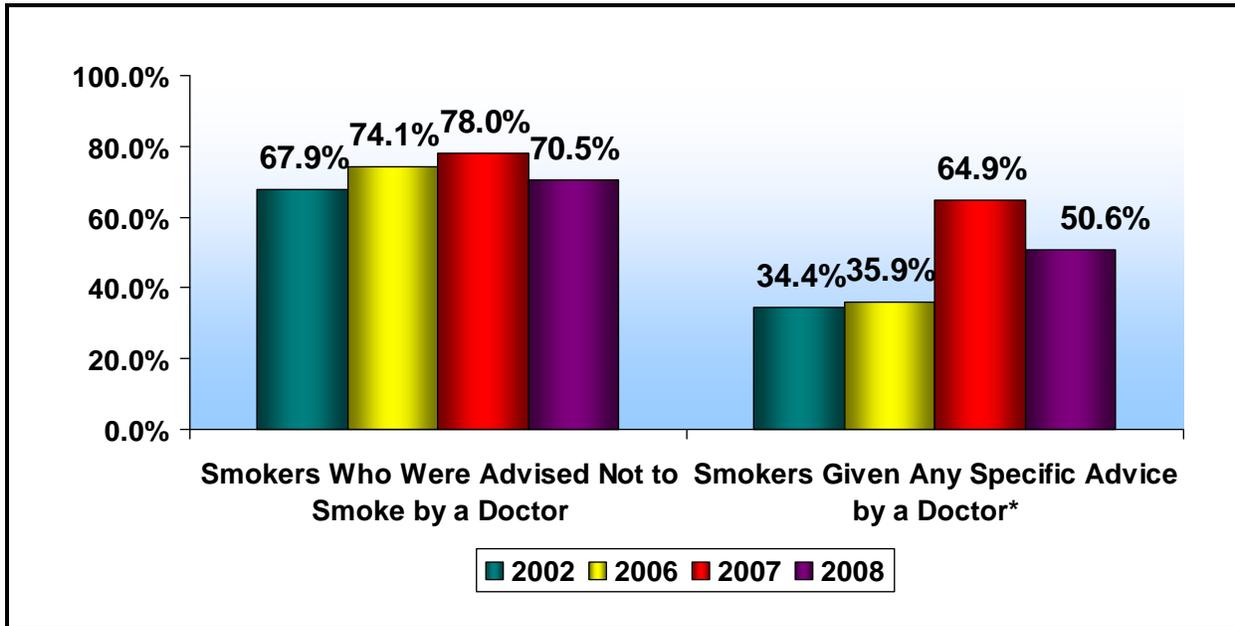


- In 2008, 63.8% of current smokers visited a doctor or other health professional in the past 12 months.

### ***5.10.2 Cessation Advice from Doctors and Other Health Professionals***

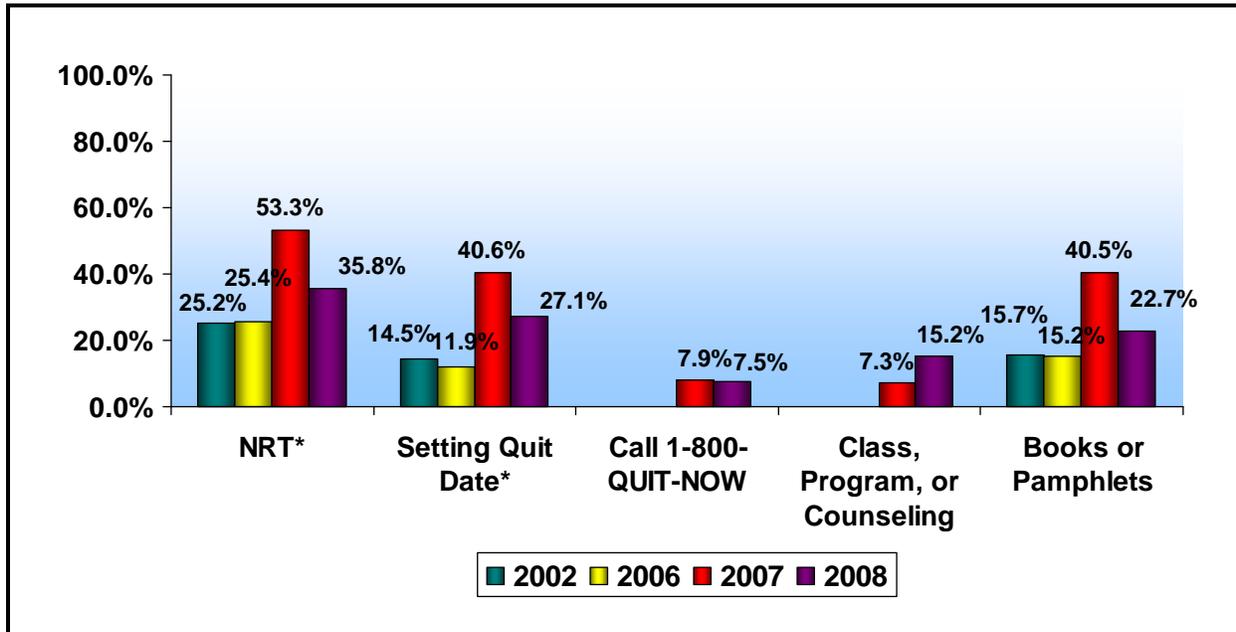
Exhibit 5-13 first presents the percentage of current smokers who were advised not to smoke by a doctor or other health professional. Current smokers who visited a doctor or other health professional in the past 12 months were also asked if the doctor or other health professional did any of the following: prescribe or recommend a patch, nicotine gum, nasal spray, an inhaler, or pills such as Zyban; suggest that the respondent set a specific date to stop smoking; suggest that the respondent call 1-800-QUIT-NOW; suggest that the respondent use a class, program, or counseling; or provide the respondent with booklets, videos, or other materials to help them quit smoking on their own. Exhibit 5-13 also presents the percentage of smokers who were given any specific cessation advice by a doctor. Exhibit 5-14 presents the percentage of current smokers who answered “yes” to each type of cessation advice.

**Exhibit 5-13. Current Smokers Who Were Advised Not to Smoke by a Doctor or Other Health Professional and Were Given Any Specific Advice by a Doctor, 2002–2008 IN ATS**



\* Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

- In 2008, 70.5% of current smokers were advised by a doctor not to smoke.
- Between 2002 and 2008, the percentage of smokers reporting that a doctor or other health professional gave them any specific advice significantly increased from 34.4% to 50.6%.

**Exhibit 5-14. Cessation Advice Given by Health Professionals to Current Smokers, 2002–2008 IN ATS**

\* Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

- Between 2002 and 2008, the percentage of smokers whose doctors recommended or prescribed NRT significantly increased from 25.2% to 35.8%.
- Between 2002 and 2008, the percentage of smokers whose doctors suggested setting a quit date significantly increased from 14.5% to 27.1%.

### 5.11 Summary

According to data from the IN ATS, several key cessation indicators have remained unchanged since 2002, including quit attempts, the rate of successful quits, and intentions to quit. Smokers continue to be confident in their ability to quit smoking. Most smokers (nearly 75%) think they are “very likely” or “somewhat likely” to successfully quit smoking if they tried to give up smoking altogether. However, in 2008, the prevalence of recent successful quits was approximately 14%. Given that trends in adult smoking prevalence in Indiana have remained unchanged since 2006, it is expected that trends in key cessation indicators have remained unchanged as well. Reductions in funding levels for tobacco control translate to fewer evidence-based cessation interventions being available to adult smokers who want to quit. Tobacco dependence is a chronic disease that often requires repeated intervention and multiple attempts to quit (Fiore et al., 2008). If available, effective interventions can significantly increase rates of long-term abstinence (Fiore et al., 2008).

The cost of smoking continues to be the number one policy reason to quit given among current smokers and recent quitters. This is not surprising given the increases in the state’s

cigarette excise tax that have occurred over the past few years. Between 2006 and 2008, the state's cigarette excise tax nearly doubled from \$0.56 to \$1.00. Although recent tax increases in the state's cigarette excise tax have given smokers a financial incentive to quit, most smokers and recent quitters cited concern for their personal health as the reason for their most recent quit attempt. Between 2006 and 2008, the percentage of current smokers and recent quitters citing health reasons for quitting significantly increased. Concern about future health continues to be the main health reason for their most recent quit attempt among current smokers and recent quitters (95.2%). ITPC should invest resources to implement media campaigns that include effective, hard-hitting cessation messages that appeal to smokers' health concerns as a result of their tobacco use. Research conducted by Biener, McCallum-Keeler, and Nyman (2000) found that advertisements eliciting strong negative emotions (e.g., sadness, fear) were rated most effective by quitters, nonsmokers, and smokers who at baseline were planning to quit soon. They concluded that advertisements that depict suffering as a result of tobacco use may promote cessation or reinforce a smoker's decision to quit. However, ITPC's ability to implement media campaigns that include effective messages to promote cessation is limited by restrictions on how they can spend tobacco control program funds (75% of funding must go to community programs).

The percentage of smokers reporting that their doctor gave them some type of cessation advice significantly increased by nearly 50% between 2002 and 2008. Among specific types of cessation methods, use of NRT, an evidence-based method for cessation, significantly increased by 60% between 2002 and 2008. Awareness of the Indiana Tobacco Quitline (1-800-QUIT-NOW) significantly increased by more than 30% since 2006, which may be explained by ITPC's concentrated efforts to promote the Indiana Tobacco Quitline in recent years. While there are multiple cessation methods available to help smokers quit, nearly 20% of smokers reported that they would be very likely or somewhat likely to use a quitline to help them quit smoking. According to CDC's *Best Practices for Comprehensive Tobacco Control Programs*, a state quitline could serve 8% of adult tobacco users with sufficient promotion and clinician referrals (CDC, 2007). ITPC should continue its efforts to increase awareness of the Indiana Tobacco Quitline, which would require additional funding for promoting it through activities such as media campaigns. In addition, ITPC should continue to invest resources to encourage smokers to use more evidence-based strategies, such as NRT, the Indiana Tobacco Quitline, or individual or group counseling.

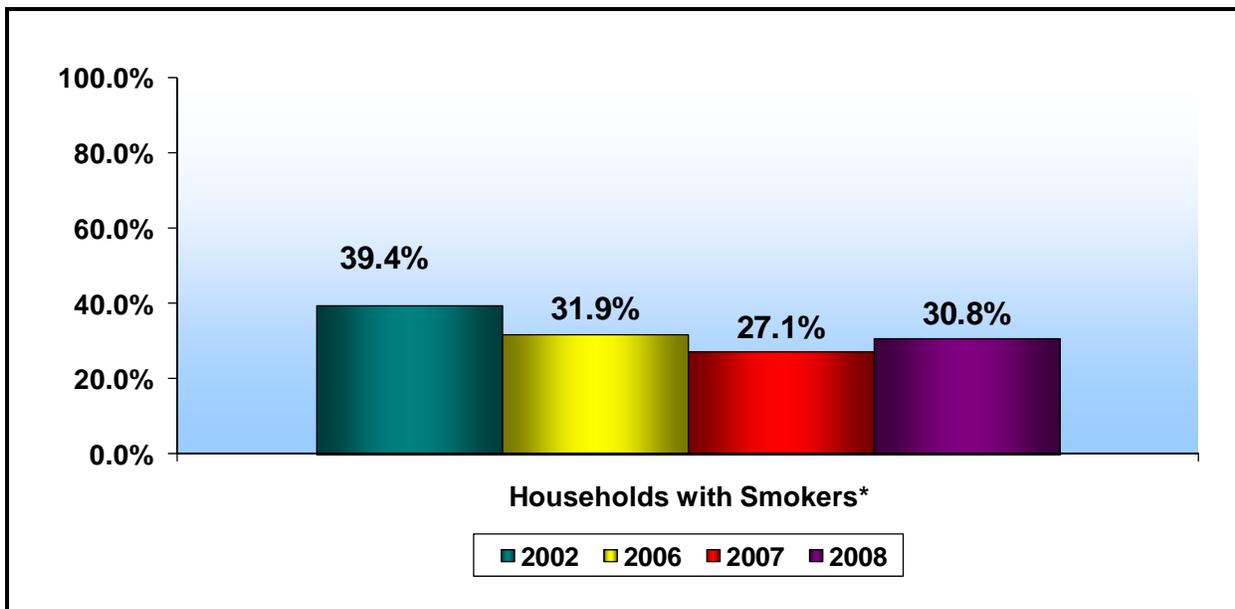
## 6. SECONDHAND SMOKE

In this section, we present measures of smoke-free homes, secondhand smoke exposure in the home, smoke-free workplaces, and attitudes and beliefs about secondhand smoke. Appendix D presents secondhand smoke measures by sociodemographic characteristics.

### 6.1 Prevalence of Households with Smokers

Exhibit 6-1 presents the prevalence of households with smokers, defined as households in which the survey participant or another adult in their household currently smokes.

**Exhibit 6-1. Prevalence of Households with Smokers, 2002-2008 IN ATS**



\* Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

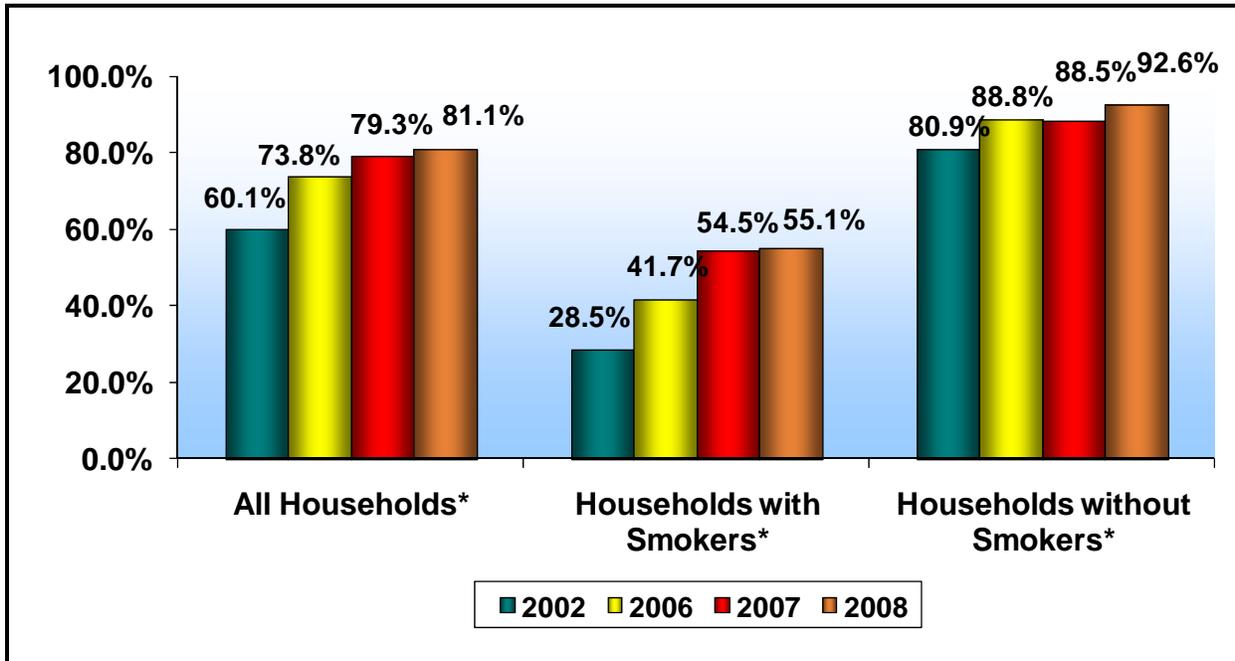
- Between 2002 and 2008, the percentage of households with smokers significantly decreased from 39.4% to 30.8%.

### 6.2 Rules About Smoking in the Home

#### 6.2.1 Prevalence of Smoke-Free Homes

Exhibit 6-2 presents the prevalence of smoke-free homes among all households and among households with and without smokers. A smoke-free home is defined as a home in which smoking is not allowed anywhere inside the home.

**Exhibit 6-2. Prevalence of Smoke-Free Households, 2002–2008 IN ATS**



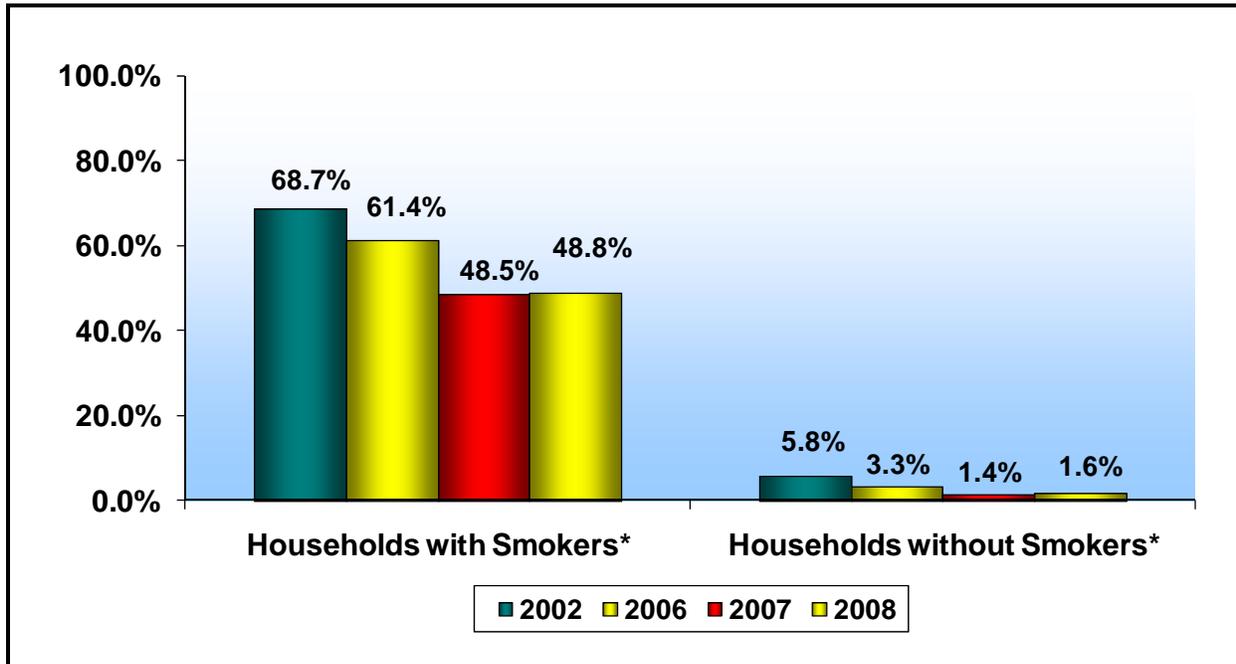
\* Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

- Among all households, the prevalence of smoke-free homes significantly increased from 60.1% in 2002 to 81.1% in 2008. This represents an increase of 35%.
- Among households with smokers, the prevalence of smoke-free homes almost doubled from 28.5% in 2002 to 55.1% in 2008.
- Among households without smokers, the prevalence of smoke-free homes significantly increased from 80.9% in 2002 to 92.6% in 2008.

### ***6.2.2 Smoking in the Household in the Past 7 Days by Household Smoking Status***

Exhibit 6-3 presents the percentage of Indiana adults who indicated that someone smoked cigarettes, cigars, or pipes anywhere inside their home in the past 7 days by household smoking status.

**Exhibit 6-3. Prevalence of Smoking in the Household in the Past 7 Days by Household Smoking Status, 2002-2008 IN ATS**



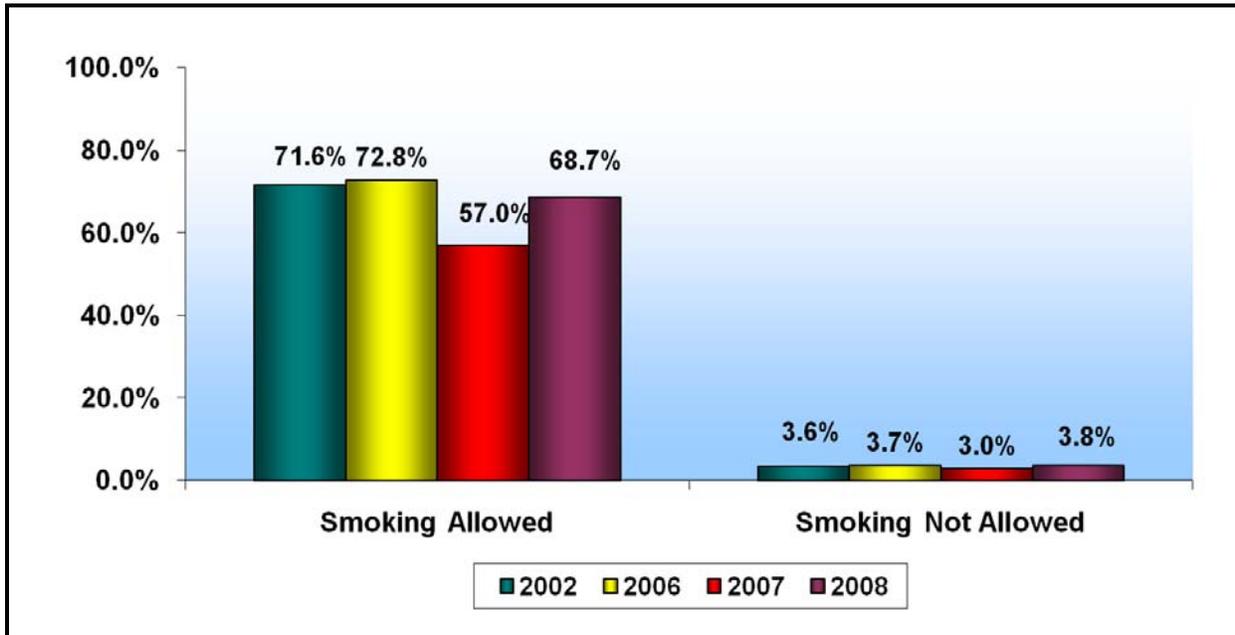
\* Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

- Among households with smokers, the prevalence of smoking in the household in the past 7 days significantly decreased by nearly 30% between 2002 and 2008 (from 68.7% to 48.8%).
- Among households without smokers, the prevalence of smoking in the household in the past 7 days significantly decreased between 2002 and 2008 (from 5.8% to 1.6%).

### ***6.2.3 Smoking in the Household in the Past 7 Days by Smoke-Free Home Status***

Exhibit 6-4 presents the percentage of Indiana adults who indicated that someone smoked cigarettes, cigars, or pipes anywhere inside their home during the past 7 days by smoke-free home status. Smoke-free homes are households that completely ban smoking in the home (i.e., smoking is not allowed anywhere in the home). This is in contrast to households that allow smoking in the home in some form or where there are no rules about smoking in the home.

**Exhibit 6-4. Prevalence of Smoking in the Household in the Past 7 Days by Smoke-Free Home Status, 2002–2008 IN ATS**



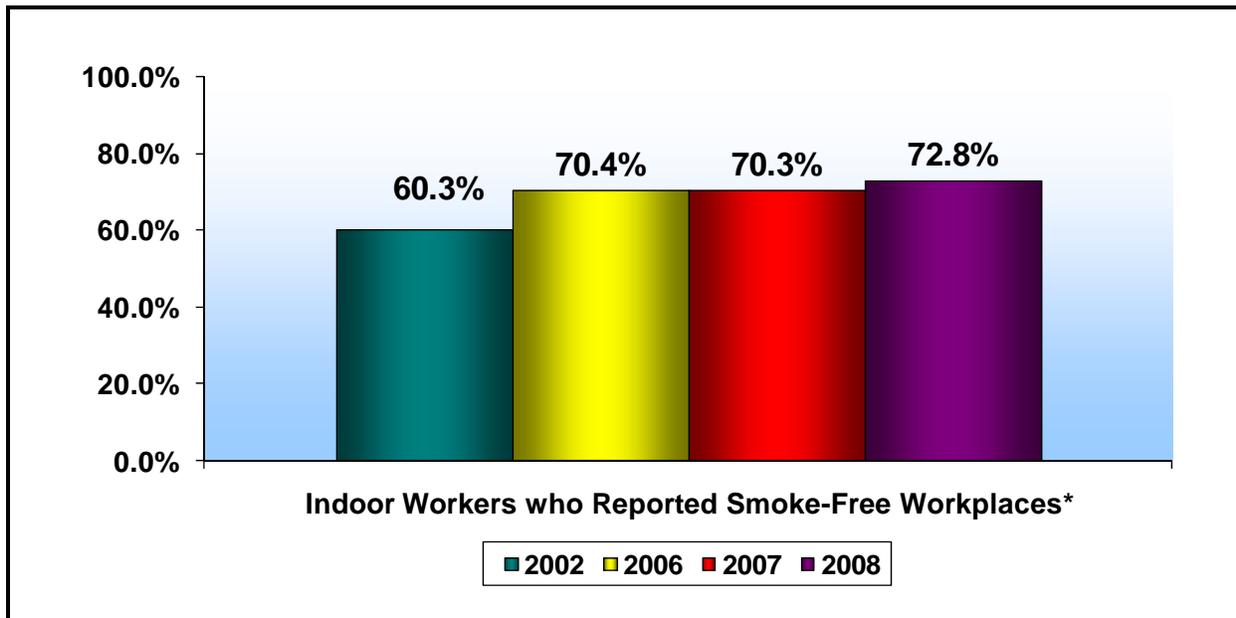
- In 2008, the prevalence of smoking in the household in the past 7 days in households that allow smoking was 68.7%. In contrast, the prevalence of smoking in the household in the past 7 days among smoke-free homes was 3.8%.

### 6.3 Smoke-Free Workplaces

#### 6.3.1 Prevalence of 100% Smoke-Free Workplaces

Exhibit 6-5 presents the prevalence of official workplace smoking bans among indoor workers in Indiana. A workplace is considered to be 100% smoke-free if the official smoking policy at work prohibits smoking in any work areas or indoor public areas, such as lobbies, restrooms, and lunchrooms. An indoor worker is an adult who is employed part-time, full-time, or is self-employed and works indoors most of the time.

**Exhibit 6-5. Prevalence of 100% Smoke-Free Workplaces Among Indoor Workers, 2002–2008 IN ATS<sup>a</sup>**



<sup>a</sup>Starting in 2006, students who were employed for wages part-time or full-time were also classified as indoor workers.

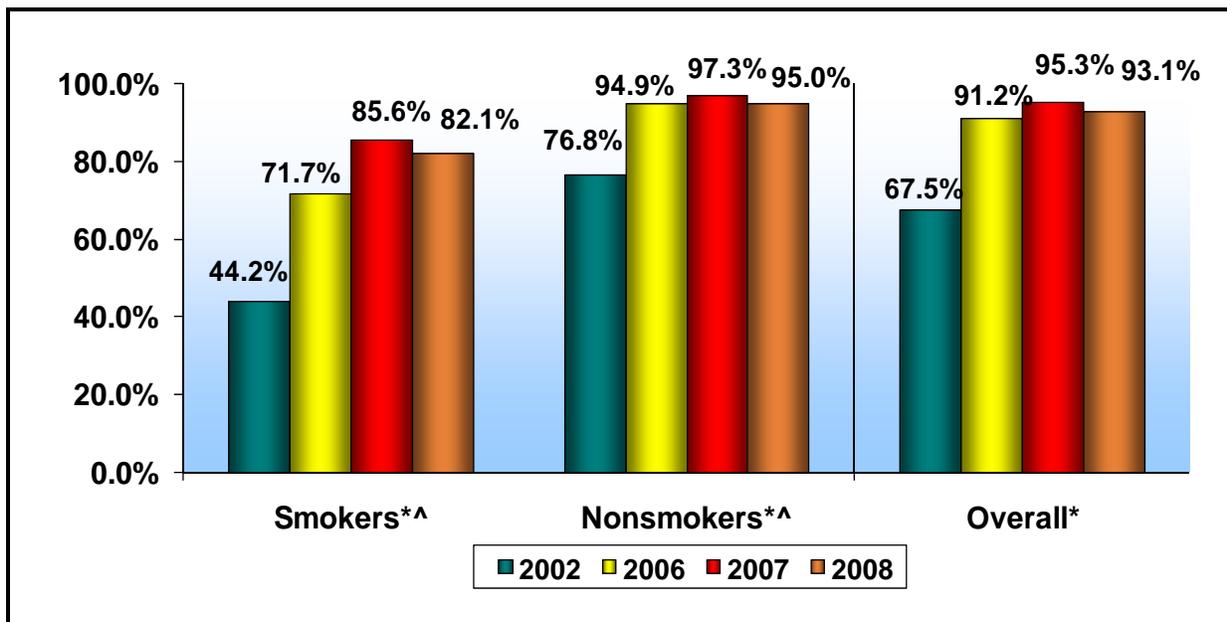
\* Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

- Between 2002 and 2008, the prevalence of 100% smoke-free indoor workplaces significantly increased by over 20% (from 60.3% to 72.8%).

### ***6.3.2 Opinions on Smoke-Free Workplaces Among Indoor Workers***

Opinions on smoke-free workplaces among indoor workers was assessed by the question, “In indoor work areas, do you think smoking should be allowed?” Exhibit 6-6 presents the percentage of indoor workers who responded that smoking should not be allowed in indoor work areas.

**Exhibit 6-6. Percentage of Indoor Workers Who Think Smoking Should Not Be Allowed in Indoor Work Areas, 2002–2008 IN ATS**



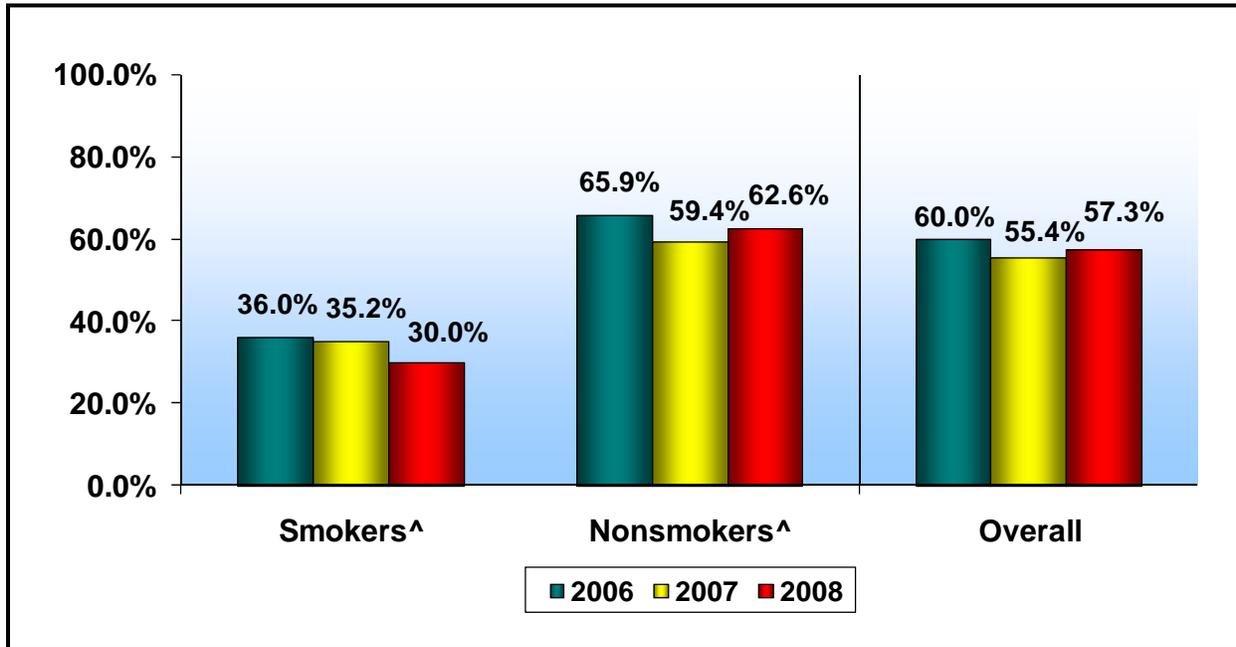
\* Statistically significant difference between 2002 and 2008 (P<0.05).

<sup>^</sup> In 2008, statistically significant difference between smokers and nonsmokers (P<0.05).

- Indoor workers show widespread support for smoke-free workplaces. In 2008, 93.1% of all indoor workers thought that smoking should not be allowed in indoor work areas.
- Overall, between 2002 and 2008, support for smoke-free workplaces significantly increased by nearly 40% (from 67.5% to 93.1%).
- In 2008, the percentage of indoor workers who thought smoking should not be allowed in indoor work areas was significantly lower among smokers (82.1%) compared with nonsmokers (95.0%).

#### 6.4 General Beliefs About the Health Hazards of Smoking

Indiana adults were asked about whether they think secondhand smoke exposure is a serious health hazard, moderate health hazard, mild health hazard, or not a health hazard at all. Exhibit 6-7 presents the percentage of adults who feel that exposure to secondhand smoke, in general, is a serious health hazard.

**Exhibit 6-7. Percentage of Hoosiers Who Think Secondhand Smoke is a Serious Health Hazard, 2006–2008 IN ATS**

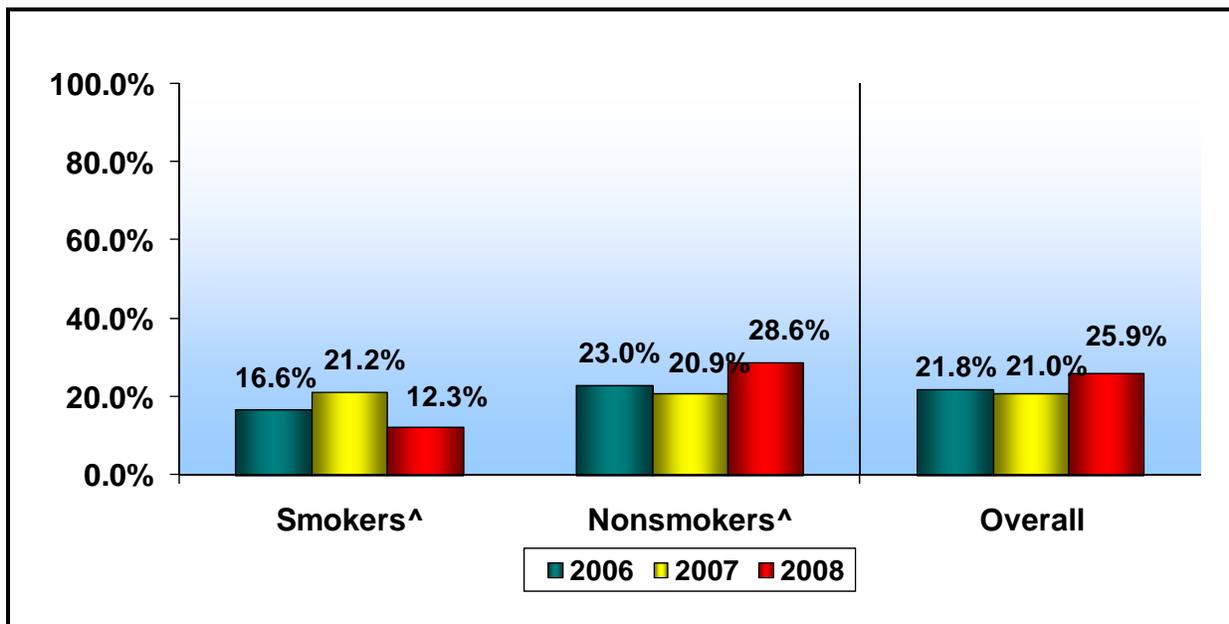
<sup>^</sup> In 2008, statistically significant difference between smokers and nonsmokers ( $P < 0.05$ ).

- Overall, in 2008, 57.3% of Hoosiers said they believed that secondhand smoke is a serious health hazard.
- In 2008, the percentage of Hoosiers who thought that secondhand smoke is a serious health hazard was significantly lower among smokers (30.0%) compared with nonsmokers (62.6%)

## 6.5 Community Attitudes About Adults Smoking Cigarettes

Indiana adults were asked, "In your opinion, how do most people in your community feel about adults smoking cigarettes?" Response categories ranged from "definitely should not smoke" to "okay to smoke as much as you want." Exhibit 6-8 presents the percentage of Hoosiers who responded "definitely should not smoke."

**Exhibit 6-8. Percentage of Hoosiers Who Think People in Community Feel Adults Should Definitely Not Smoke, 2006–2008 IN ATS**



<sup>^</sup> In 2008, statistically significant difference between smokers and nonsmokers ( $P < 0.05$ ).

- Overall, in 2008, approximately 26% of Hoosiers thought that other community members feel that adults should definitely not smoke.
- In 2008, significantly more nonsmokers (28.6%) thought that people in their community feel that adults should definitely not smoke compared with smokers (12.3%).

## 6.6 Summary

IIPC has been successful in its efforts to protect Hoosiers from secondhand smoke exposure. Overall, progress is still being made in increasing the prevalence of 100% smoke-free households according to data from the IN ATS. Currently, approximately 81% of all households are smoke-free, which is nearly 35% higher than what was observed in 2002. Furthermore, among households with smokers, the prevalence of smoking in the household in the past 7 days significantly decreased by nearly 30% between 2002 and 2008. However, while exposure to secondhand smoke among households with smokers significantly declined since 2002, it appears that the increasing trend in the prevalence of 100% smoke-free households among smoker households has stalled. Currently, approximately 55% of households with smokers are smoke-free.

Approximately 73% of indoor workers reported that their workplace is 100% smoke-free. At present, there is widespread support for smoke-free workplaces, even among current smokers. Approximately 82% of smokers and 95% of nonsmokers think that smoking should not be allowed in indoor work areas. The high level of support for smoke-free

workplaces among smokers and nonsmokers suggests that Indiana is ready for a comprehensive statewide clean indoor air law. As of July 1, 2009, 19 states (Arizona, Colorado, Delaware, Hawaii, Illinois, Iowa, Maryland, Massachusetts, Minnesota, Nebraska, New Jersey, New Mexico, New York, Ohio, Oregon, Rhode Island, Utah, Vermont, and Washington) and the District of Columbia had 100% smoke-free indoor air laws for bars, restaurants, government worksites, and private worksites (ANRF, 2009; CDC, 2009). In addition, Maine, Montana, North Carolina, and Wisconsin enacted laws in 2009 that will make bars, restaurants, government worksites, or private worksites 100% smoke-free (ANRF, 2009; CDC 2009).

Smokers continue to underestimate the health risks of secondhand smoke exposure. In 2008, only 30% of current smokers felt that secondhand smoke is a serious health hazard, compared with over 62% of nonsmokers. More media messages are needed to further educate Hoosiers, particularly smokers, about the dangers of secondhand smoke exposure. This would encourage more supportive attitudes about smoke-free policies in the home and the workplace and improve perceptions about the dangers of secondhand smoke exposure.



## 7. CAMPAIGN AWARENESS AND AWARENESS OF COMMUNITY PROGRAMS/ACTIVITIES

In this section, we present measures of general awareness of ITPC's media campaigns or slogans, awareness of individual advertisements that ran through the course of 2008, and reactions to advertising. In addition, we present measures of awareness of local antitobacco programs and organizations and measures of awareness of local efforts to restrict smoking in public places. Appendix E presents campaign awareness measures and measures of awareness of community programs/activities by sociodemographic characteristics.

### 7.1 General Campaign Awareness

Two sets of measures were used to assess general campaign awareness in the IN ATS: *confirmed awareness* of advertisements and other campaign components and *unverified aided awareness* (aided awareness). General campaign awareness items measure exposure to the campaign name, theme, or slogan.

Exhibit 7-1 presents the percentage of Indiana adults with general campaign awareness. Measuring general campaign awareness using the confirmed awareness scheme involves asking two questions. First, survey participants were asked if they know of any antitobacco advertising or campaigns taking place:

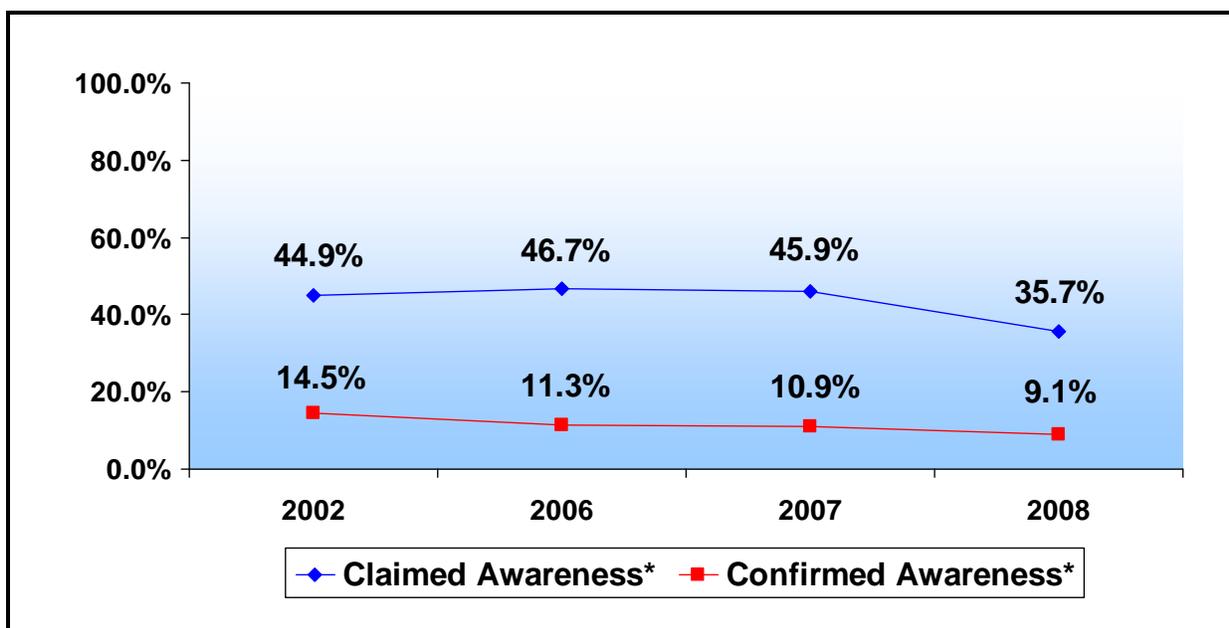
- Are you aware of any advertising or campaigns against smoking or against cigarette companies that are now taking place in Indiana?

Those who say "yes" or "maybe" were considered to have *claimed awareness*. These survey participants were then asked to name or describe the theme or slogan of the advertisement or campaign, without any prompting from interviewers.

- What is the theme or slogan of this advertising or campaign?

Survey participants were given multiple opportunities (up to five) to identify more than one slogan/campaign. A list of precoded responses corresponding to campaign names and taglines was provided to assist interviewers in coding responses, but any response given by the survey participant was recorded. All responses were coded for accuracy in describing the campaign by trained analysts. Survey participants who were able to accurately identify an Indiana campaign name, theme, or slogan (e.g., VOICE, White Lies, youth protesting against tobacco, 1-800-QUIT-NOW) were considered to have *confirmed awareness* of Indiana's campaign brands or slogans.

**Exhibit 7-1. General Campaign Awareness, 2002–2008 IN ATS**



\* Statistically significant difference between 2002 and 2008 ( $P < 0.05$ ).

- Between 2002 and 2008, unaided confirmed awareness significantly decreased from 14.5% to 9.1%.

*Aided awareness* is the broadest measure of knowledge of ITPC or an ITPC campaign. This method determines exposure to or awareness of ITPC or an ITPC campaign component by naming or describing it and by directly asking survey participants whether they are familiar with it. It is assumed that those who claim to recognize ITPC or the ITPC campaign as familiar are accurately reporting their awareness, although it is not possible to verify their exposure or awareness. To determine the level of aided awareness of ITPC, survey participants were asked

- “Have you ever heard of Indiana Tobacco Prevention and Cessation?”

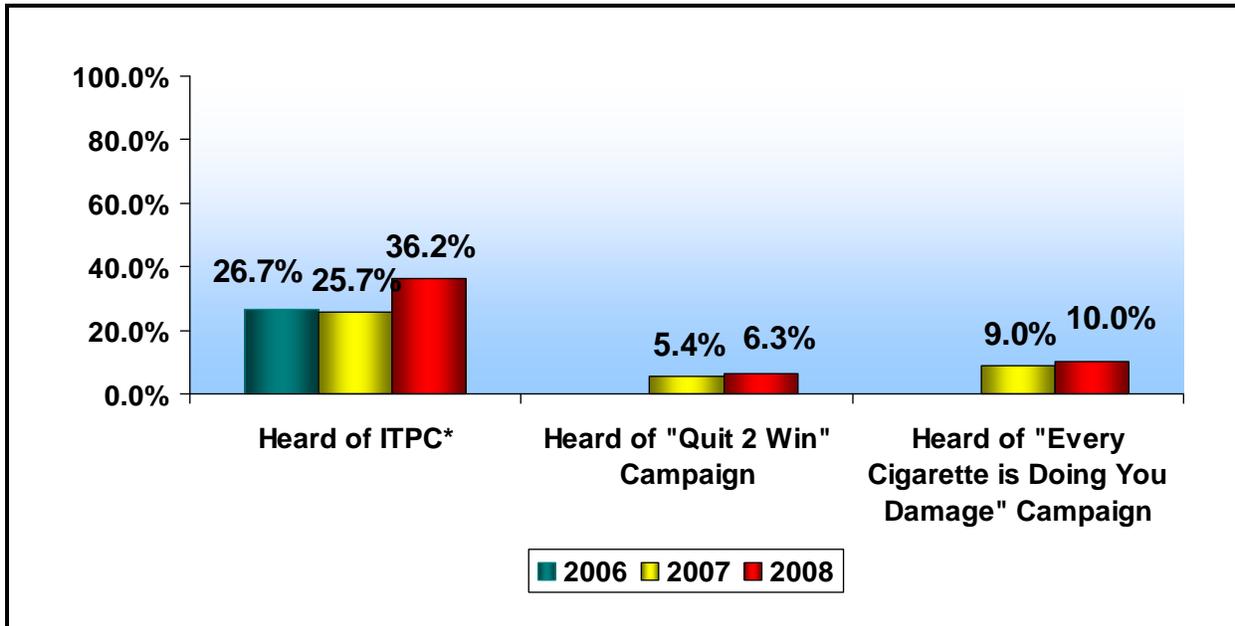
Anyone who said “yes” to the question was considered to have aided awareness of ITPC. To determine the level of aided awareness of antitobacco campaigns, survey participants were asked a single question:

- “Which of the following campaigns have you heard about recently?”

Two antitobacco campaign slogans were read to the respondent. Anyone who said “yes” to “Quit 2 Win or Quit 2 Win Contest” or “Every Cigarette is Doing You Damage” was considered to have aided awareness of an Indiana campaign.

Exhibit 7-2 presents estimates of aided awareness of ITPC and ITPC campaigns.

**Exhibit 7-2. Aided Awareness Among Indiana Adults, 2006–2008 IN ATS**



\* Statistically significant difference between 2006 and 2008 ( $P < 0.05$ ).

- Between 2006 and 2008, the percentage of Indiana adults who heard of ITPC significantly increased from 26.7% to 36.2%.
- In 2008, the percentage of adults who heard of the "Quit 2 Win" campaign was 6.3%.
- In 2008, the percentage of adults who heard of the "Every Cigarette is Doing You Damage" campaign was 10.0%.

## 7.2 Awareness of Individual Advertisements

The 2008 IN ATS included a series of questions to assess awareness of five individual television advertisements that were aired during the period immediately preceding survey administration. Two of the ads were part of ITPC's White Lies campaign (which has more of an adult focus):

- "Right to Breathe"—Features a mother strapping her child into a car seat in a car, getting in, and lighting a cigarette. As the smoke drifts upward, the child can be viewed in the rearview mirror. The screen includes the message that "everyone has a right to breathe smoke-free air."
- "This is Real"—Part of a series of advertisements featuring stand-up comic Rene Hicks. She talks about being diagnosed with lung cancer as a result of secondhand smoke exposure in her workplace. The screen includes the message that "everyone has a right to breathe smoke-free air."

Both of the ads end with a tagline that includes the White Lies website ([www.whitelies.tv](http://www.whitelies.tv)), which provides a variety of information on tobacco use prevention and cessation, the dangers of secondhand smoke exposure, and local contacts.

The remaining three ads were part of an adult-targeted campaign called "Become an EX," a series of ads which was created by the National Alliance for Tobacco Cessation (NATC). NATC, which was formed by the American Legacy Foundation, is a group of public health organizations, nonprofits, and state organizations including ITPC that is dedicated to help people quit smoking (NATC, 2009). Each of the following ads depicted the difficulty smokers may have in doing everyday routines without cigarettes and included a message that if they could learn to do everyday routines without cigarettes, then they could learn to do anything without cigarettes:

- "Start Your Day"—Features a man who is struggling through his morning routine. He falls out of bed, cooks an egg on the stovetop, and irons his shirt while wearing it. The ad ends with the message that if you can "learn to start your day without cigarettes, you can learn to do anything without cigarettes."
- "Driving"—Features a woman who is having difficulty entering her car. She falls down when she finally opens the door, gets in the back seat, and is confused about where to put her keys. She then has difficulty backing the car out of the driveway, and runs over several trashcans. The ad ends with the message that if you can "relearn to drive without cigarettes, you can relearn to do anything without cigarettes."
- "Coffee"—Features a man at a diner who is confused about how to drink a cup of coffee. He picks up the coffee cup with his mouth and pours the coffee into his hands. The ad ends with the message that if you can "relearn to drink coffee without cigarettes, you can relearn to do anything without cigarettes."

All of the ads end with a tagline that includes the "Become an EX" website ([www.becomeanex.org](http://www.becomeanex.org)), which provides information, resources, and support for quitting smoking.

Exposure to campaign ads was measured using a *confirmed awareness* scheme (similar to measures described in Section 7.1). For individual advertisements, survey participants were first provided very brief descriptions of each advertisement and asked whether they recognized the description as something they had seen or heard:

- Have you recently seen an antismoking or antitobacco ad on TV that features... (followed by a brief description of the advertisement. For example, "a mother and a child in a car")?

The questions were crafted to provide enough information for those who had seen the advertisement to recognize it, but not enough information for the survey participant to claim awareness of the advertisement without having actually seen it (Farrelly et al., 2002; Sly et al., 2002). Those who said "yes" or "maybe" were considered to have *claimed awareness*

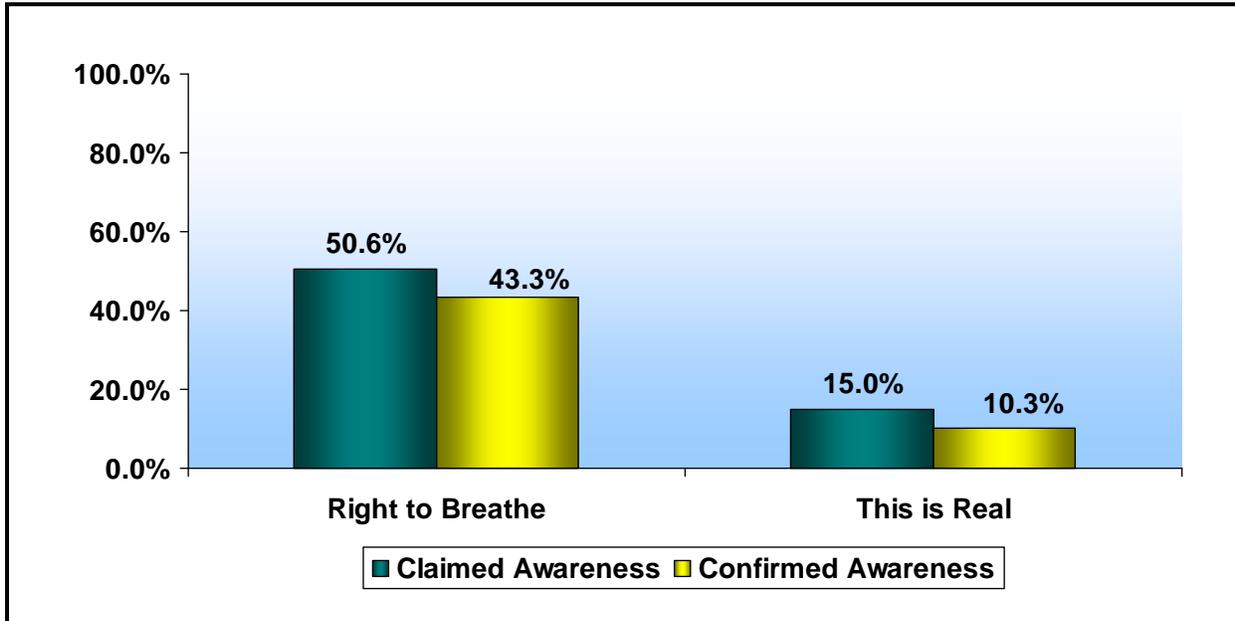
and were then asked to report what else happened in the advertisement without providing additional cues:

- What happens in this ad?

As with general campaign awareness, precoded responses were provided based on primary events in the ad. Other responses were coded for accuracy. Those who repeated the cue or gave general answers (e.g., “Don’t smoke”) did not confirm awareness, and were only considered to have *claimed awareness*. Those who accurately described ad events were considered to have *confirmed awareness*.

Exhibit 7-3 presents the percentage of Indiana adults with claimed and confirmed awareness of the “Right to Breathe” and “This is Real” advertisements.

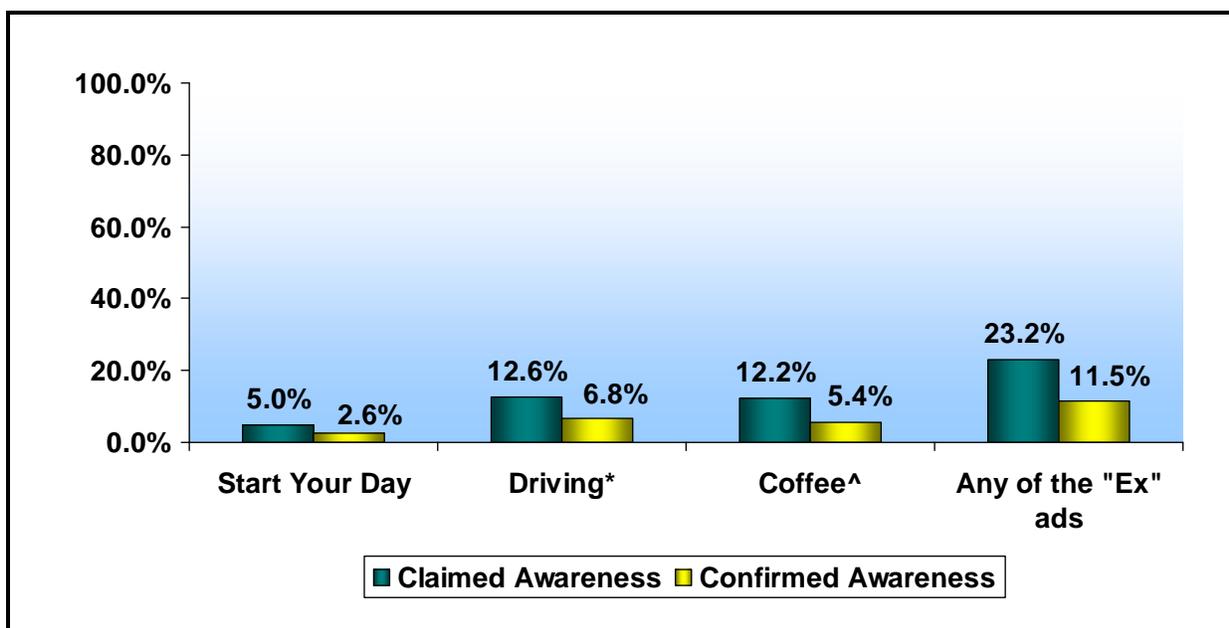
**Exhibit 7-3. Awareness of “Right to Breathe” and “This is Real” Advertisements, 2008 IN ATS**



- In 2008, confirmed awareness of the “Right to Breathe” advertisement was 43.3%.
- In 2008, confirmed awareness of the “This is Real” advertisement was 10.3%.

Exhibit 7-4 presents the percentage of Indiana adults with claimed and confirmed awareness of each of the advertisements that were part of the “Become an EX” campaign and Indiana adults with claimed and confirmed awareness of any of the “Become an EX” advertisements.

**Exhibit 7-4. Awareness of “Become an EX” Campaign, 2008 IN ATS**



\* Statistically significant difference between confirmed awareness of “Driving” and confirmed awareness of “Start Your Day” (P<0.05)

^ Statistically significant difference between confirmed awareness of “Coffee” and confirmed awareness of “Start Your Day” (P<0.05)

- The percentage of Indiana adults with confirmed awareness any of the “Become an EX” advertisements was 11.5%.
- Confirmed awareness of the “Driving” advertisement (6.8%) and the “Coffee” advertisement (5.4%) was significantly higher than confirmed awareness of the “Start Your Day” advertisement (2.6%).

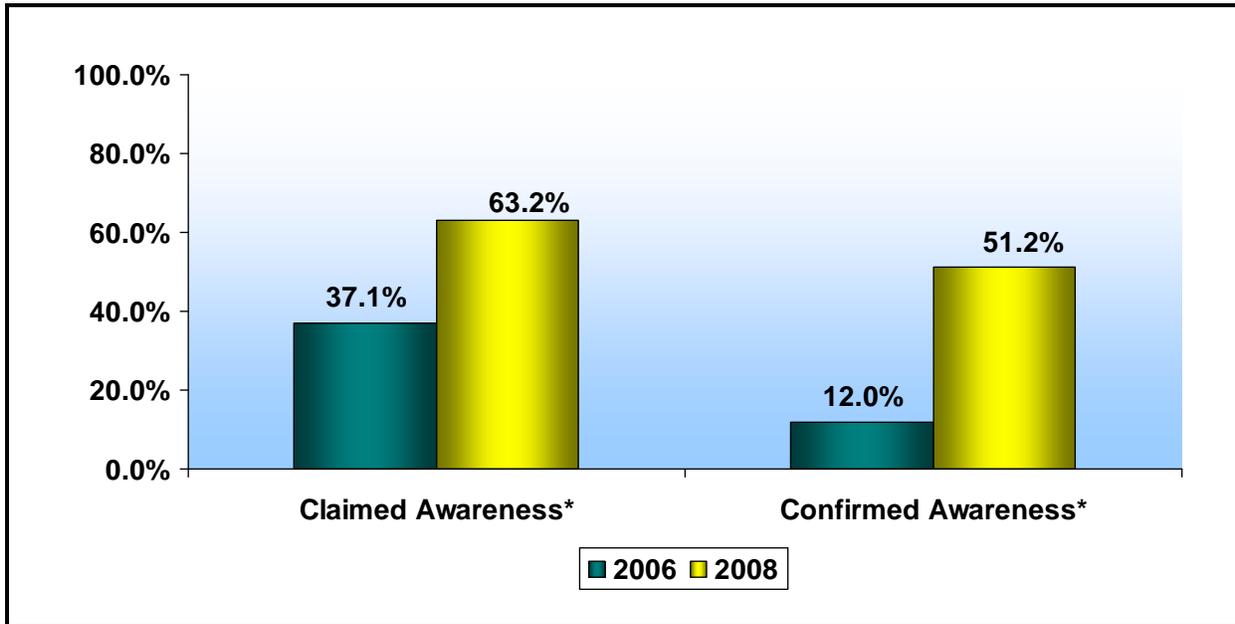
To better understand awareness of specific advertisements, awareness of individual advertisements was combined to create an overall advertisement awareness measure. This measure was then combined with general campaign awareness (name, theme, or slogan—described in Section 7.1) to create a measure of exposure to one or more Indiana campaign components. These measures were defined as follows:

- Claimed combined awareness
  - One or more TV ads—having claimed awareness of any of the five individual advertisements that aired in 2008.
  - One or more campaign components—having claimed awareness of an ITPC campaign or having claimed awareness of any of the five individual TV ads.
- Confirmed combined awareness
  - One or more TV ads—having confirmed awareness of any of the five individual advertisements that aired in 2008.

- One or more campaign components—having confirmed awareness of an ITPC campaign or having claimed awareness of any of the five individual TV ads.

Exhibit 7-5 presents the percentage of Indiana adults who were aware of one or more TV advertisements.

**Exhibit 7-5. Combined Awareness: One or More TV Advertisements, 2006 and 2008 IN ATS**

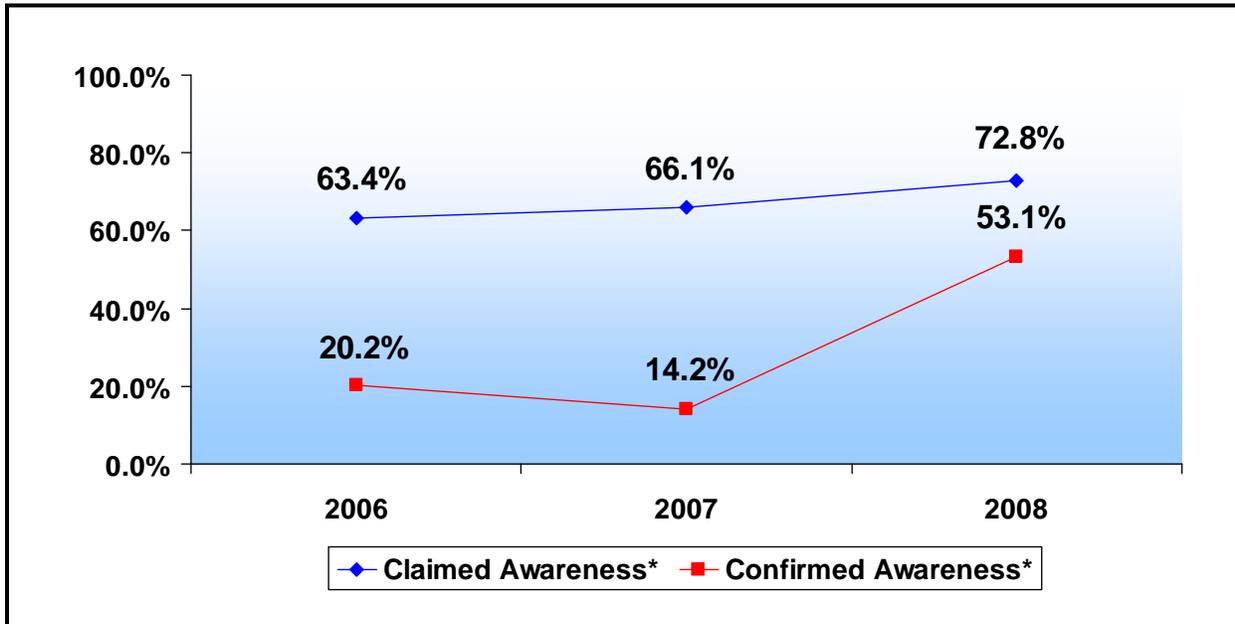


\* Statistically significant difference between 2006 and 2008 ( $P < 0.05$ ).

- In 2008, 63.2% of Indiana adults had claimed awareness of one or more TV advertisements and 51.2% of Indiana adults had confirmed awareness of one or more TV advertisements. The significant increases in claimed and confirmed awareness of one or more TV advertisements were largely driven by awareness of the "Right to Breathe" advertisement.

Exhibit 7-6 presents the percentage of Indiana adults who were aware of one or more TV ads or were aware of one or more campaign components.

**Exhibit 7-6. Combined Awareness: One or More Campaign Components,<sup>a</sup> 2006-2008 IN ATS**



<sup>a</sup> NOTE: No TV advertisements ran in 2007, which likely explains the decline in confirmed awareness between 2006 and 2007.

\* Statistically significant difference between 2006 and 2008 ( $P < 0.05$ ).

- In 2008, 72.8% of Indiana adults had claimed awareness of one or more campaign components and 53.1% of Indiana adults had confirmed awareness of one or more campaign components.

### 7.3 Reactions to Advertising

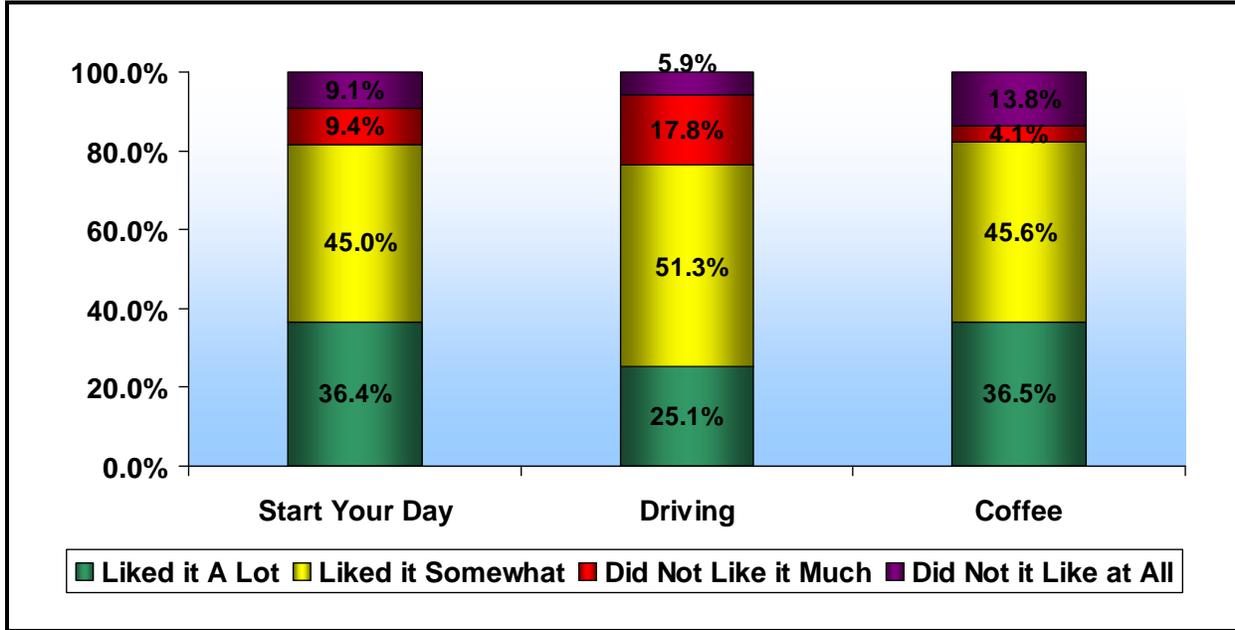
In addition to questions asking survey participants to describe the details of individual advertisements, the 2008 IN ATS assessed adult perceptions and reactions to each of the advertisements that were part of the “Become an EX” campaign. Survey participants who claimed awareness of an advertisement were subsequently asked a series of reaction items:

- How much do you like this ad?
- Tell me how much you agree or disagree with the following statement: This ad grabbed my attention.
- Tell me how much you agree or disagree with the following statement: This ad made me think about quitting smoking. (Asked among current smokers only.)

For the purposes of this report, we focus on reactions among adults with *confirmed awareness* of an individual advertisement from the “Become an EX” campaign. However, due to the small number of adults with confirmed awareness of advertisements from the “Become an EX” campaign, results should be interpreted with caution.

Exhibit 7-7 presents responses to the question “How much do you like this ad?” Possible responses were “Liked it a lot,” “Liked it somewhat,” “Didn’t like it much,” or “Didn’t like it at all.”

**Exhibit 7-7. Percentage of Hoosiers Who Reported That They “Liked the Ad,”<sup>a</sup> 2008 IN ATS**

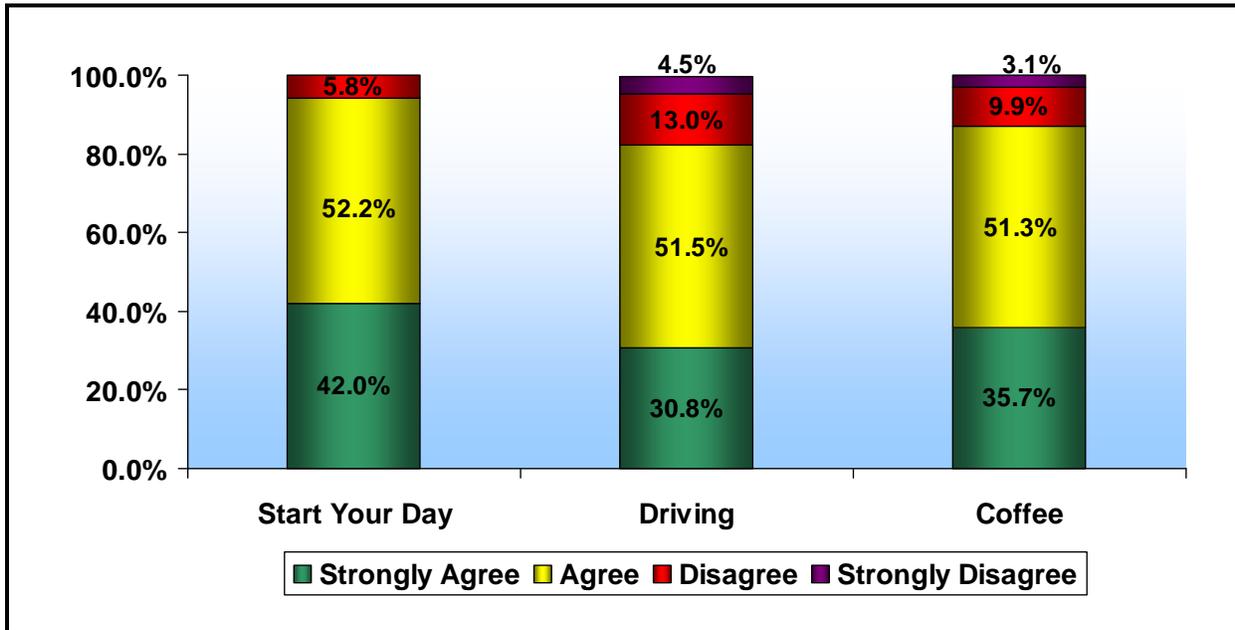


<sup>a</sup> Among adults with confirmed awareness of the ad

- Most adults with confirmed awareness reported that they liked the ad (liked it a lot or liked it somewhat) that they saw.

Exhibit 7-8 presents responses to the question “Tell me how much you agree or disagree with the following statement: “This ad grabbed my attention.” Possible responses were “strongly agree,” “agree,” “disagree,” “strongly disagree,” or “no opinion.”

**Exhibit 7-8. Extent of Agreement with the Statement That “The Ad Grabbed My Attention,”<sup>a</sup> 2008 IN ATS**

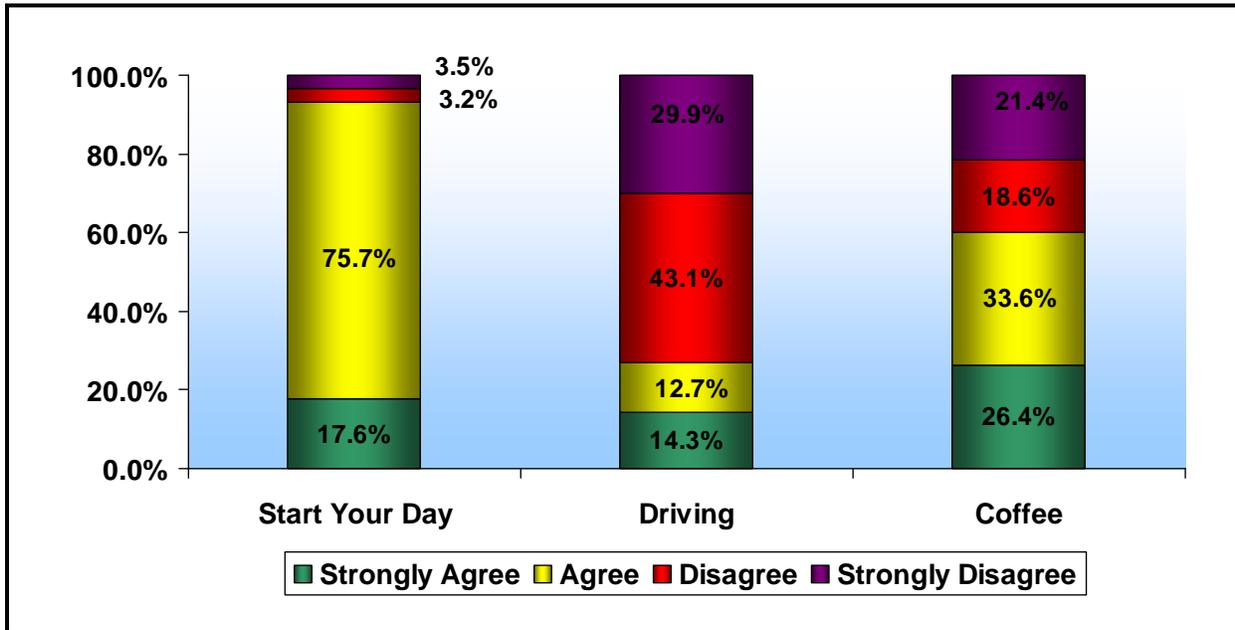


<sup>a</sup> Among adults with confirmed awareness of the ad; “No opinion” responses not shown.

- Most adults with confirmed awareness reported that they strongly agreed or agreed that the ad grabbed their attention.

Exhibit 7-9 presents current smokers’ responses to the question “Tell me how much you agree or disagree with the following statement: “This ad made me think about quitting smoking.” Possible responses were “strongly agree,” “agree,” “disagree,” “strongly disagree,” or “no opinion.”

**Exhibit 7-9. Extent of Agreement with the Statement That “The Ad Made Me Think About Quitting Smoking”<sup>a</sup> Among Current Smokers, 2008 IN ATS**



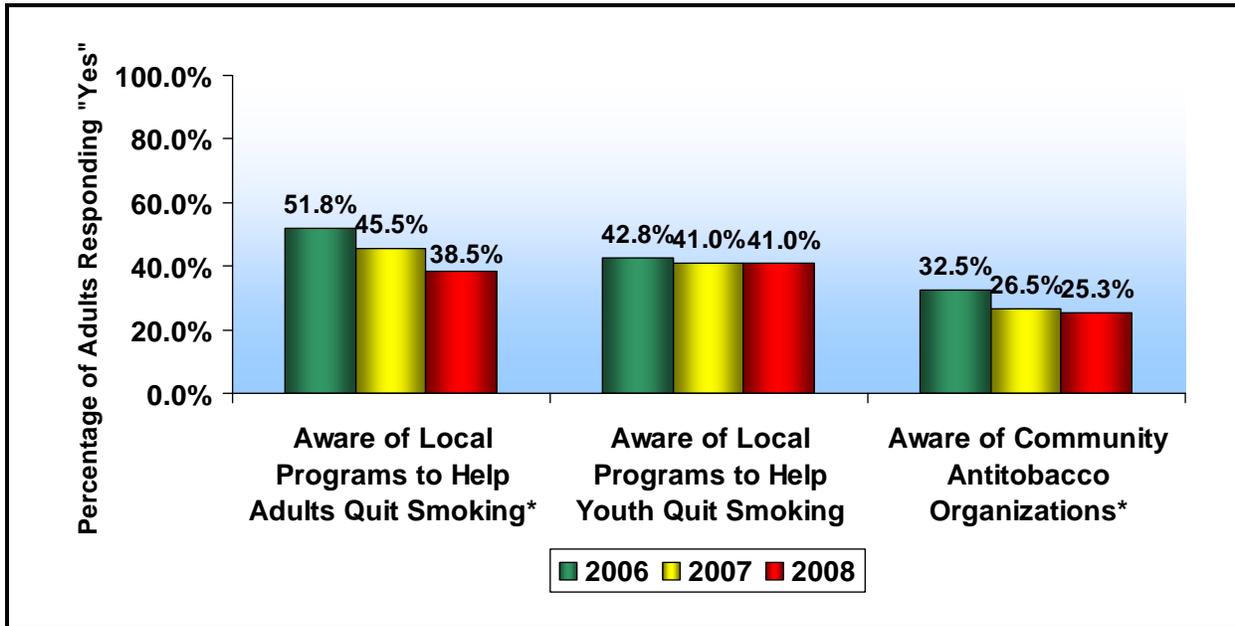
<sup>a</sup> Among adults with confirmed awareness of the ad; “No opinion” responses not shown.

- A majority of current smokers strongly agreed or agreed that the “Start Your Day” advertisement made them think about quitting smoking.
- Nearly three quarters of current smokers strongly disagreed or disagreed that the “Driving” advertisement made them think about quitting smoking.

#### 7.4 Awareness of Community Activities/Programs

The IN ATS asks a series of questions concerning awareness of local programs to quit smoking, community antitobacco organizations, and local efforts to restrict smoking in public places. Exhibit 7-10 presents awareness levels of local programs to help adults quit smoking, local programs to help youth quit smoking, and community antitobacco organizations.

**Exhibit 7-10. Awareness Levels of Local Programs to Help Adults Quit Smoking, Local Programs to Help Youth Quit Smoking, and Community Antitobacco Organizations, 2006–2008 IN ATS**

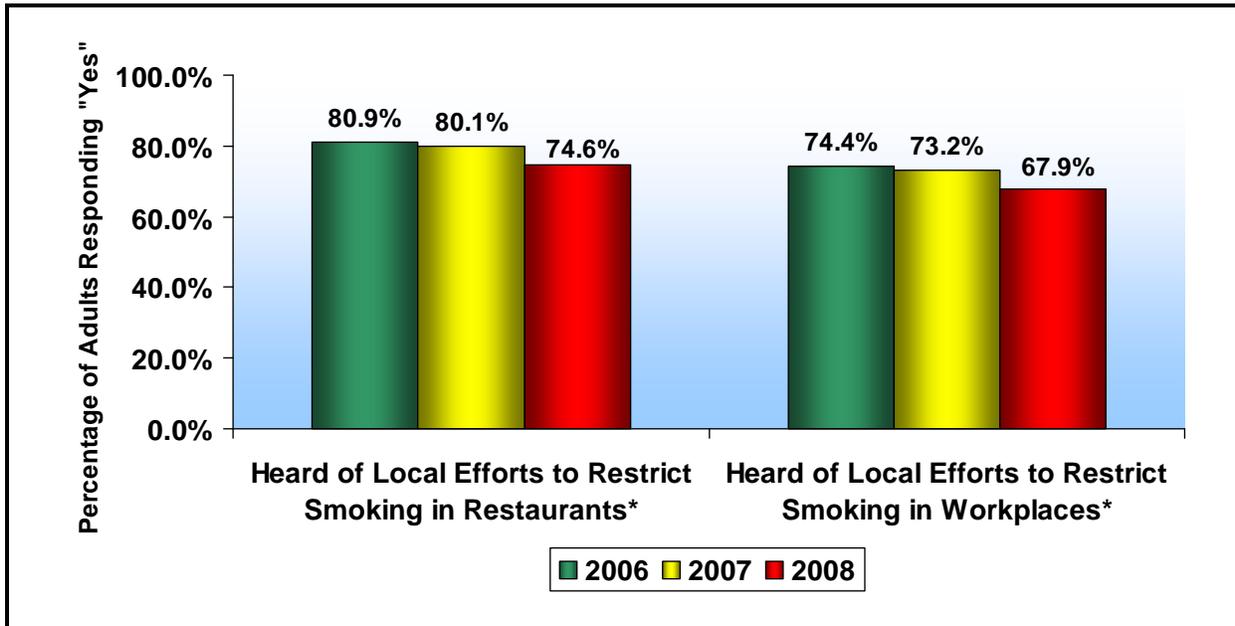


\* Statistically significant difference between 2006 and 2008 ( $P < 0.05$ ).

- Between 2006 and 2008, the percentage of Indiana adults who were aware of local programs to help adults quit smoking significantly declined from 51.8% to 38.5%.
- In 2008, 41% of Indiana adults were aware of local programs to help youth quit smoking.
- Between 2006 and 2008, the percentage of Indiana adults who reported that they were aware of community antitobacco organizations significantly declined from 32.5% to 25.3%.

Exhibit 7-11 presents awareness levels of local efforts to restrict smoking in restaurants and to restrict smoking in workplaces.

**Exhibit 7-11. Awareness of Local Efforts to Restrict Smoking in Public Places, 2006–2008 IN ATS**



\* Statistically significant difference between 2006 and 2008 ( $P < 0.05$ ).

- Between 2006 and 2008, the percentage of Indiana adults who were aware of local efforts to restrict smoking in restaurants significantly declined from 80.9% to 74.6%.
- Between 2006 and 2008, the percentage of Indiana adults who were aware of local efforts to restrict smoking in workplaces significantly declined from 74.4% to 67.9%.

## 7.5 Summary

Confirmed general campaign awareness decreased between 2002 and 2008, from 14.5% to 9.1%. Though confirmed awareness of individual ads did not reach 10% in most cases, there was one exception. Confirmed awareness of the “Right to Breathe” ad was 43.3%—much higher than any other ad in 2008. Given the limited resources ITPC had to implement media campaigns, this level of awareness is impressive and may be indicative of the impact of this type of advertising. CDC recommends that ads should reach 75%–80% the target audience each quarter of the year during a media campaign (CDC, 2007).

For individual ads in the “Become an EX” campaign, no ad generated confirmed awareness over 10%. Confirmed awareness of any “Become an EX” ad was 11.5%. Although awareness was low, those who confirmed awareness of the “Become an EX” ads showed positive reactions to them (reaction items were not asked for the White Lies ads). More than three quarters of respondents with confirmed awareness of the ads said that they liked the ad and nearly all said they grabbed their attention.

ITPC should incorporate advertisements that have high message sensation value (e.g., the use of intense images, strong emotions) as part of their media campaigns, such as advertisements from the “Every Cigarette is Doing You Damage” campaign. Research indicates that countermarketing advertisements with high message sensation value produce higher rates of awareness and more favorable audience reactions (Biener et al., 2000; Niederdeppe et al., 2007; RTI International, 2007). Furthermore, advertisements depicting suffering as a result of tobacco use may be instrumental in promoting cessation or reinforcing a smoker’s decision to quit (Biener et al., 2000). ITPC should also explicitly coordinate community-based activities and media messages. As part of health communication intervention efforts, community tie-ins such as grassroots promotion and media advocacy are needed to support and reinforce statewide media campaigns and counter pro-tobacco influences (CDC, 2007). By having a consistent message between community-based activities and media campaigns, community-based efforts will become more salient to the public when advocating for support for policy initiatives.

When combined with additional interventions, mass media campaigns are effective in reducing tobacco use initiation and increasing tobacco use cessation (TFCPS, 2005). Currently, 75% of ITPC’s budget must fund community organizations. Consequently, this limits the amount of resources that can be devoted to implementing effective statewide media campaigns.

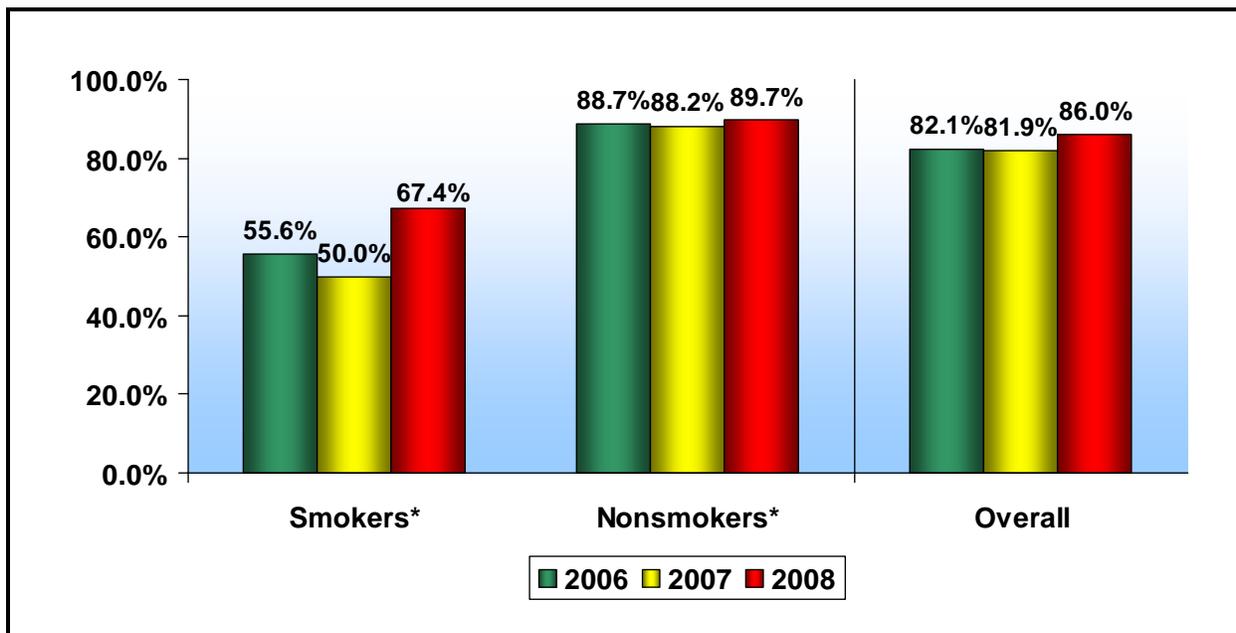
## 8. POLICY AND PROGRAM SUPPORT, KNOWLEDGE, AND ATTITUDES

In this section, we describe measures of attitudes toward tobacco-related costs and attitudes toward funding for tobacco control programs. Appendix F presents measures of policy and programs support, knowledge, and attitudes by sociodemographic characteristics.

### 8.1 Attitudes Toward the Cost of Tobacco-Related Problems

Exhibit 8-1 presents the percentage of Indiana adults who strongly agreed or agreed with the statement, "All Indiana residents are affected by the costs of tobacco-related problems, even if they don't smoke."

**Exhibit 8-1. Hoosiers Who Strongly Agree or Agree That Indiana Residents are Affected by the Costs of Tobacco-Related Problems, 2006–2008 IN ATS**



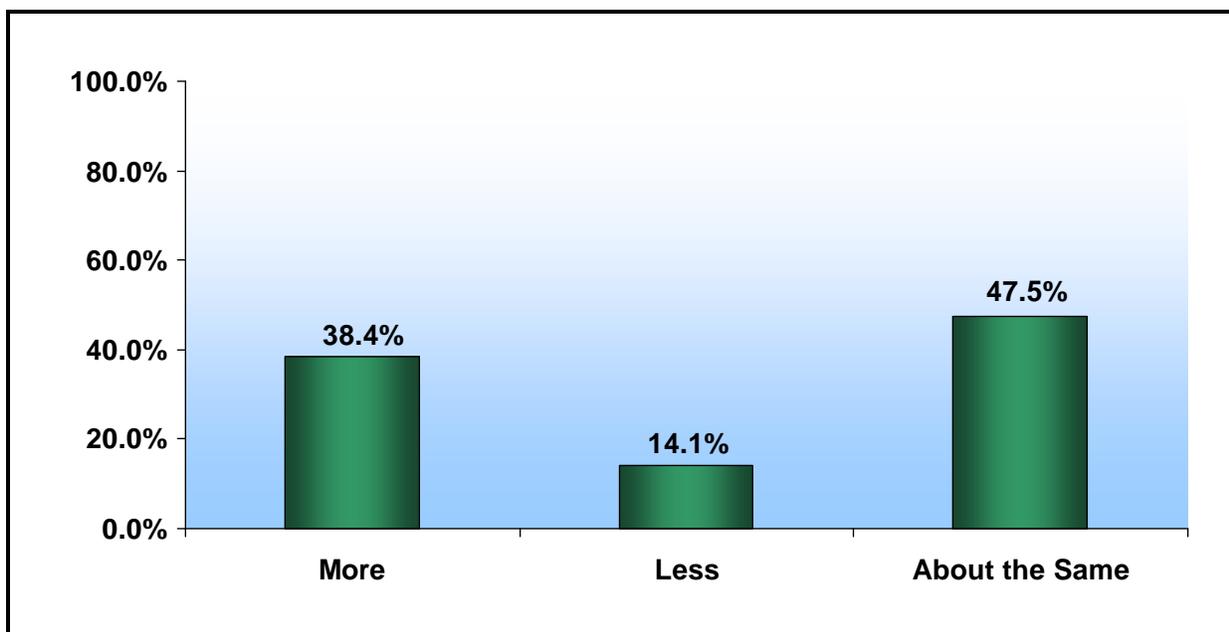
\* In 2008, statistically significant difference between smokers and nonsmokers ( $P < 0.05$ )

- In 2008, 86.0% of Indiana adults strongly agreed or agreed that Indiana residents are affected by the costs of tobacco-related problems.
- In 2008, the percentage of smokers who strongly agreed or agreed that Indiana residents are affected by the costs of tobacco-related problems was significantly lower (67.4%) than the percentage of nonsmokers who strongly agreed or agreed with the statement (89.7%).

## 8.2 Attitudes Toward Spending on Tobacco Control Programs

The 2008 IN ATS asked survey participants about their thoughts on state spending on tobacco prevention and cessation. Specifically, Indiana adults were asked, "In 2008, Indiana spent 10% of funds from a settlement with tobacco companies on tobacco prevention and cessation. Do you think the state should spend more, less, or about the same?" Exhibit 8-2 presents how Indiana residents responded to this question.

**Exhibit 8-2. Should Indiana Spend More, Less, or About the Same on Tobacco Prevention and Cessation from its Settlement Fund? 2008 IN ATS**



- Nearly 40% of all Hoosiers think that the state should spend more on tobacco control.

## 8.3 Summary

Most Hoosiers think that Indiana residents are affected by tobacco-related costs, although in 2008, significantly fewer smokers (64.7%) thought that all residents were affected by tobacco-related costs than nonsmokers (89.7%). Despite this difference in opinion between smokers and nonsmokers, tobacco use remains a public health and economic burden to the state of Indiana. It is estimated that the average annual smoking-attributable mortality in Indiana is 9,728 deaths (CDC STATE System, 2008 Tobacco Control Highlights Report). Furthermore, it is estimated that the average annual smoking-attributable productivity loss in Indiana is \$2.6 billion, and smoking-attributable health care expenditures in Indiana are estimated at \$2.2 billion (CDC STATE System, 2008 Tobacco Control Highlights Report). Reducing the public health and economic burden of tobacco use requires continued financial investment by the state of Indiana for tobacco control. In general, Hoosiers are supportive

of the state spending at least the same, if not more money on tobacco control programs. In 2008, nearly 40% of adults reported that the state should spend more on tobacco prevention and cessation from its settlement fund.



## 9. OVERALL RECOMMENDATIONS

Using results from the 2008 Indiana Adult Tobacco Survey (IN ATS), this report summarizes progress that has been made to address the following 2010 priority areas identified by the Indiana Tobacco Prevention and Cessation Program (ITPC):

- Decrease Indiana adult smoking rates.
- Increase the proportion of Hoosiers not exposed to secondhand smoke.
- Increase antitobacco knowledge, attitudes, and beliefs necessary for smoking behavior change to occur.

ITPC continues to make progress in meeting goals and objectives within each of these priority areas:

- Since 2002, the percentage of smokers reporting that their doctor gave them some type of cessation advice significantly increased by nearly 50%. Furthermore, among specific types of cessation methods available to smokers to quit smoking, use of NRT, an evidence-based method for cessation, significantly increased by 60% since 2002.
- Awareness of the Indiana Tobacco Quitline (1-800-QUIT-NOW) significantly increased by over 30% since 2006, which may be explained by ITPC's concentrated efforts to promote the Indiana Tobacco Quitline in recent years.
- Trends in the prevalence of 100% smoke-free households continue to increase. At present, approximately 81% of all households are smoke-free, which is nearly 35% higher than what was observed in 2002.
- Approximately 73% of indoor workers reported that their workplace is 100% smoke-free. At present, there is widespread support for smoke-free workplaces, even among current smokers. Approximately 82% of smokers and 95% of nonsmokers think that smoking should not be allowed in indoor work areas.
- Confirmed awareness of the "Right to Breathe" ad was 43.3%, much higher than any other ad in 2008. Given the limited resources ITPC had to implement media campaigns, this level of awareness is impressive and may be indicative of the impact of this type of advertising.

While ITPC's efforts have resulted in successful changes in key program outcomes to address each priority area, the following are recommendations for continued success and to facilitate change in program outcomes where progress has not been made:

- **Greater emphasis on health communications**—Currently, 75% of ITPC's budget must fund community organizations. Consequently, this limits the amount of resources that can be devoted to implementing statewide media campaigns. As a result, ITPC should implement the following strategies:

- *Rely on consistent, "high sensation value" messages to provoke behavior change*—ITPC should incorporate advertisements that have high message sensation value (e.g., the use of intense images, strong emotions) as part of their media campaigns, such as advertisements from the "Every Cigarette is Doing You Damage" campaign.
- *Explicitly coordinate community-based activities and media messages*—By having a consistent message between community-based activities and media campaigns, community-based efforts will become more salient to the public when advocating for support for policy initiatives.
- **Continue to focus on smoke-free environments**—Smokers continue to underestimate the health risks of secondhand smoke exposure. More media messages are needed to further educate Hoosiers, particularly smokers, about the dangers of secondhand smoke exposure. This would encourage more supportive attitudes about smoke-free policies in the home and the workplace and improve perceptions about the dangers of secondhand smoke exposure.
- **Consider somewhat greater emphasis on adult cessation**—Several key cessation indicators have remained unchanged since 2002, including quit attempts, the rate of successful quits, and intentions to quit. ITPC should invest resources to implement media campaigns that include effective, hard-hitting cessation messages that appeal to smokers' health concerns as a result of their tobacco use. In addition, ITPC should continue its efforts to increase awareness of the Indiana Tobacco Quitline, which would require additional funding for promoting it through activities such as media campaigns. Finally, ITPC should continue to invest resources to encourage smokers to use more evidence-based strategies, such as NRT, the Indiana Tobacco Quitline, or individual or group counseling.

Currently, Indiana has among the highest rates of tobacco use in the nation. Historically, funding for tobacco control in Indiana was at or above national averages, but funding steadily declined between FY 2003 and FY 2006. While funding for tobacco control in Indiana has increased in recent years, ITPC's budget for FY 2010 was cut by nearly one third. Cuts in funding will slow progress in program outcomes. Evidence shows that state tobacco control expenditures are independently associated with overall reductions in adult smoking prevalence (Farrelly et al., 2008). Reducing adult smoking prevalence in Indiana to national averages of adult smoking prevalence will require the state to invest more financial resources so that tobacco control funding in Indiana is consistently above national averages of tobacco control funding.

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## APPENDIX A: 2008 INDIANA ATS WEIGHTING PROCEDURES

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1/9/2009

### Methods for creating weights for the 2007 Indian ATS

There are data from 5 separate samples that will make our final data file.

1. RDD sample
  - a. Unlisted telephone numbers
  - b. Listed telephone numbers
2. Listed sample
3. Listed oversample of Hispanic surnames
4. Listed oversample of block groups with <65% African Americans
5. Listed oversample of block groups with <50% rural households

On the RDD frame we have the following data:

- An indicator for listed and unlisted telephone numbers
- An indicator for eligible telephone numbers
- FIPS codes.

#### Step 1: calculate nonresponse adjusted weights for the RDD unlisted sample:

The initial unlisted telephone design weight:  $W_i^1 = \frac{H_u * H_T * U_i}{H_t * n_u}$ . (Note: This weight is

defined for respondents and nonrespondents. It is zero for ineligible and unknown eligibility status.)

Where,  $W_i^1$  = the inverse of the probability of selection for the  $i$ th unlisted frame member,  
 $n_u$  = the number of RDD unlisted frame members that are respondents and nonrespondents  
 +  $U_i$  \* unlisted frame members with unknown response status,

$H_u$  = the number of unlisted eligible households on the RDD frame,

$$H_u = \sum_{eligible} H_u$$

Note: eligible households include respondents and eligible nonrespondents

$H_t$  = the total number of eligible households on the RDD frame,

$$H_t = \sum_{eligible} H_t$$

Note: eligible households include respondents and eligible nonrespondents

$H_T$  = the total number of households in Indiana from census data.

$U_i = 1$ , if the  $i$ th frame member is a respondent or a nonrespondent, or  
 (respondents + nonrespondents) / (respondents + nonrespondents + ineligible), if  
 the  $i$ th frame member is of unknown response status.

After the initial design weights are calculated we perform a non-response adjustment. The following census data by FIP code is appended to the sample frame: rural percent, occupied percent, owner percent, household size, telephone pct, ages 18-29 percent, male percent, white percent, black percent, Hispanic percent, labor percent and income. Each variable was made categorical by classifying by quartiles. A logistic regression model is fit which predicts the probability of response using the census data as predictors. A new weight is calculated:

$$W_i^2 = W_i^1 * \frac{1}{P_i}.$$

Where,  $W_i^2$  = nonresponse adjusted inverse of the probability of selection for the  $i$ th unlisted frame member,

$P_i$  = the predicted probability of response for the  $i$ th unlisted respondent from the logistic model.

Since the sum of the nonresponse adjusted weights ( $\sum W_i^2$ ) are not exactly equal to the sum of ( $\sum W_i^1$ ) we make the following ratio adjustment.

$$W_i^3 = \frac{\sum W_i^1}{\sum W_i^2} W_i^2.$$

**Step 2: Calculate nonresponse adjusted weights for the listed sample, the Hispanic oversample, the African-American oversample and the rural oversample:**

The census data by block group is appended to the each sample frame. For each frame ineligible households are removed.

$W_i = 1$ , if the  $i$ th frame member is a respondent or a nonrespondent, or  
 (respondents + nonrespondents)/ (respondents + nonrespondents + ineligibles ), if  
 the  $i$ th frame member is of unknown response status.

Then, for each frame, a logistic regression model is fit predicting the probability of response using the census data as predictors Using the weight  $W_i$  in the logistic regression model. A

new weight is calculated:  $W_i^1 = \frac{1}{P_i}$ .

Where,  $W_i^1$  = nonresponse adjusted probability for the  $i$ th unlisted frame member,

$P_i$  = the predicted probability of response for the  $i$ th unlisted respondent from the logistic model.

The nonresponse model uses the following variables at the block group level: occupied percent, owner percent, average household size, median age, male percent, white percent, black percent, Hispanic percent and average family size. Each variable is made into a categorical variable by identifying each value with its quartile.

**Step 3: Create a variable that indicates which group each RDD listed respondent belongs to:**

- 1 Not a member of groups 2, 3 or 4.

- 2 Hispanic
- 3 Block group with greater than 65% African-American households
- 4 Block group with greater than 50% rural households

Hispanic status is determined by question G1 on the instrument. Group 3 and 4 status is determined by the block group from the sample frame. If a subject is in more than one group then group 2 status supersedes group 3 and group 4 status. And, group 3 status supersedes group 4 status.

**Step 4: Concatenate the RDD listed, Listed, and the oversamples**

For each category defined in Step 3 we do the following:

1) Using only the listed RDD sample and the listed sample we determine the number of households in category *i*.

$$H^i = H_T * \frac{H_l}{H_t} * \frac{\sum_{j \in \{group\ i\}} W_j}{\sum W}$$

Where,  $H^i$  = the number of households in category *i*,

$H_T$  = the total number of households in Indiana from census data.

$H_l$  = the number of eligible households on the listed RDD and listed frame,

$$H_l = \sum_{eligible} H_l$$

Note: eligible households include respondents and eligible nonrespondents

$H_t$  = the total number of total eligible households on the listed RDD and listed frame,

$$H_t = \sum_{eligible} H_t$$

Note: eligible households include respondents and eligible nonrespondents

$\sum_{j \in \{group\ i\}} W_j$  = the sum of the weights for subjects in group *i* on the RDD listed and listed frame

$\sum W$  = the sum of the weights for all subjects on the RDD listed and listed frame.

2) We combine the 5 samples:

- RDD listed
- Listed not (oversample for black, Hispanic, rural)
- Hispanic oversample
- Black oversample
- Rural oversample

For each respondent *j* in category *i* defined in step 3 a new weight is calculated.

$$W_{i,j}^3 = \frac{W_{i,j}^1}{\sum_{\forall j} W_{i,j}^1} * H^i$$

**Step 5: Adjust for household size**

After joining all of the files each subject has a weight that reflects the inverse of the probability of selection and a nonresponse adjustment. In this step we adjust for household size. The variable S3 on the data file contains the number of adults in each household.

$$W_i^4 = W_i^3 * n_i^h$$

Where,  $W_i^4$  = the new weight for the  $i$ th subject,

$W_i^3$  = the previous weight,

$n_i^h$  = the number of adults in subject  $i$ 's household.

Note: there are 3 subjects missing data for  $n_i^h$ . We impute these missing data with the median value, which is 2.

### **Step 6: Poststratification**

The last step of weighting is post-stratification to the latest population estimates by race/ethnicity, gender, and age category at the state- and region-level. Race/ethnicity and age are imputed where missing.

### **Appendix 1: 2008 Indiana ATS Weighting QC Checks**

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1/12/2009

1. Check that case IDs (zrids) match with zrids from original sample file
2. Check that all respondents are included in the final dataset (and no non-respondents are included)
3. Check that all respondents have a positive weight
4. Ensure that the distribution of weights is reasonable
5. Ensure that the UWE is reasonable
6. Check that the unweighted and weighted percentage of smokers seems reasonable
7. Ensure that the weights were post stratified correctly (that the weights sum to population counts overall and by region)

**APPENDIX B:  
TOBACCO USE MEASURES BY SOCIODEMOGRAPHIC  
CHARACTERISTICS**

**Table B-1. Current Smoking Outcomes Overall and by Demographics, 2008 IN  
ATS [95% Confidence Interval]**

	Current Smoker (%)	Everyday Smoker (%)	Someday Smoker (%)
Overall (N = 2,147)	16.5 [14.3, 19.0]	13.2 [11.2,15.4]	3.4 [2.4,4.8]
<b>Age Group</b>			
18-24 (N = 107)	18.7 [11.4,29.1]	13.8 [7.8,23.2]	4.9 [2.0,11.7]
25-39 (N = 365)	23.7 [18.5,29.8]	17.6 [13.2,23.0]	6.1 [3.5,10.5]
40-64 (N = 1,047)	15.2 [12.4,18.5]	12.9 [10.3,16.0]	2.3 [1.3,4.0]
65 or Older (N = 617)	8.3 [5.7,11.9]	7.2 [4.7,10.8]	1.1 [0.5,2.4]
<b>Race/Ethnicity</b>			
White Non-Hispanic (N = 1,671)	15.6 [13.3,18.3]	12.9 [10.8,15.3]	2.8 [1.8,4.3]
Black Non-Hispanic (N = 260)	20.8 [14.4,29.2]	14.3 [9.0,22.1]	6.5 [3.4,12.2]
Hispanic (N = 117)	17.9 [9.4,31.6]	9.0 [4.2,18.0]	8.9 [2.9,24.4]
Other (N = 77)	32.0 [19.3,48.1]	25.9 [13.9,42.9]	6.1 [2.6,13.7]
<b>Gender</b>			
Female (N = 1,102)	16.6 [13.5,20.2]	13.4 [10.6,16.8]	3.2 [2.0,5.2]
Male (N = 1,044)	16.4 [13.5,19.8]	12.9 [10.4,15.9]	3.5 [2.1,5.8]
<b>Region</b>			
North West (N = 296)	18.9 [13.2,26.1]	12.1 [8.2,17.4]	6.8 [3.2,13.9]
North Central (N = 258)	16.3 [11.1,23.2]	13.3 [8.8,19.7]	2.9 [1.1,7.5]
North East (N = 249)	11.8 [7.5,18.3]	10.4 [6.2,16.8]	1.5 [0.6,3.7]
Central West (N = 166)	22.6 [14.4,33.8]	19.0 [11.3,30.3]	3.6 [1.4,8.9]
Central Indy (N = 608)	16.7 [12.7,21.7]	13.8 [10.1,18.6]	2.9 [1.6,5.4]
Central East (N = 142)	16.5 [9.9,26.2]	10.9 [5.5,20.4]	5.6 [2.7,11.3]
South West (N = 224)	16.8 [10.6,25.7]	13.9 [9.0,20.8]	3.0 [0.5,16.5]

Continued

**Table B-1. Current Smoking Outcomes Overall and by Demographics, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Current Smoker (%)	Everyday Smoker (%)	Someday Smoker (%)
South East (N = 204)	12.0 [7.2,19.3]	11.0 [6.5,18.0]	1.0 [0.3,3.4]
<b>Income</b>			
Less than \$25,000 (N = 496)	27.2 [21.2,34.2]	25.5 [19.5,32.5]	1.7 [0.9,3.5]
\$25,000-\$34,999 (N = 248)	23.1 [15.6,32.7]	19.5 [12.5,29.2]	3.5 [1.5,7.9]
\$35,000-\$49,999 (N = 353)	17.9 [12.5,24.9]	14.2 [9.4,20.9]	3.7 [1.9,7.0]
\$50,000-\$74,999 (N = 373)	15.4 [11.0,21.2]	9.7 [6.9,13.6]	5.7 [2.7,11.5]
\$75,000 or More (N = 501)	10.7 [7.8,14.6]	7.6 [5.4,10.6]	3.1 [1.5,6.3]
<b>Education</b>			
Less than High School (N = 146)	40.9 [28.6,54.4]	38.9 [26.7,52.6]	2.0 [0.7,5.9]
High School Graduate (N = 774)	19.2 [15.4,23.5]	15.7 [12.3,19.9]	3.4 [2.0,5.8]
Some College (N = 581)	17.0 [13.2,21.6]	13.9 [10.6,18.2]	3.1 [1.7,5.6]
College Graduate (N = 403)	10.0 [6.4,15.4]	4.7 [3.0,7.2]	5.3 [2.5,11.2]
Post-Graduate (N = 224)	3.4 [1.6,6.9]	2.1 [0.9,5.1]	1.2 [0.3,4.2]
<b>Health Insurance Status</b>			
Uninsured (N = 152)	43.3 [32.4,54.8]	33.2 [23.8,44.3]	10.0 [4.8,19.9]
Insured (N = 1,961)	14.4 [12.2,16.9]	11.5 [9.6,13.8]	2.9 [1.9,4.2]
<b>Health Insurance Type</b>			
Private (N = 1,283)	13.5 [11.2,16.2]	10.6 [8.7,12.9]	2.9 [1.8,4.7]
Medicare (N = 528)	10.3 [7.2,14.4]	9.8 [6.8,13.9]	0.5 [0.2,1.6]
Medicaid (N = 79)	37.8 [21.9,56.8]	27.1 [13.0,48.1]	10.6 [4.1,25.0]
Military, CHAMPUS, TRICARE or VA (N = 47)	19.3 [7.3,42.0]	11.5 [2.6,38.9]	7.8 [2.8,19.9]
None (N = 152)	43.3 [32.4,54.8]	33.2 [23.8,44.3]	10.0 [4.8,19.9]
Other (N = 24)	39.6 [11.8,76.1]	38.9 [11.3,76.0]	0.7 [0.1,5.5]

**Table B-2. Average Number of Cigarettes Smoked per Day Among Current Smokers by Demographics, 2008 IN ATS [95% Confidence Interval]**

	N	Current Smoker	N	Everyday Smoker	N	Someday Smoker
Overall	364	14.8 [13.3, 16.4]	298	17.8 [16.3, 19.3]	66	3.2 [1.9, 4.4]
<b>Age Group</b>						
18-24	23	12.3 [8.8, 15.8]	17	15.1 [12.4,17.9]	6	4.3 [-0.2,8.9]
25-39	97	12.2 [9.9, 14.4]	72	15.5 [13.5,17.5]	25	2.4 [0.8,4.1]
40-64	188	18.0 [15.3, 20.7]	163	20.6 [17.9,23.2]	25	3.3 [2.0,4.6]
65 or Older	55	14.6 [11.3, 17.9]	45	16.2 [12.5,19.8]	10	4.3 [2.3,6.3]
<b>Race/Ethnicity</b>						
White Non-Hispanic	262	15.7 [13.9, 17.5]	225	18.4 [16.8,20.1]	37	2.8 [1.3,4.2]
Black Non-Hispanic	60	9.0 [6.9, 11.1]	43	10.8 [8.1,13.5]	17	5.1 [2.2,8.0]
Hispanic	16	9.6 [2.3, 16.9]	11	17.1 [7.3,26.8]	5	2.1 [-1.0,5.2]
Other	23	18.7 [11.0, 26.3]	16	21.7 [12.8,30.7]	7	5.9 [2.8,9.0]
<b>Gender</b>						
Female	184	14.0 [11.8, 16.3]	153	16.8 [14.6, 19.1]	31	2.4 [1.5, 3.4]
Male	179	15.7 [14.5, 17.9]	144	18.8 [16.8, 20.8]	35	3.9 [1.6, 6.2]
<b>Region</b>						
North West	56	12.5 [8.3, 16.7]	44	17.9 [13.4,22.4]	12	2.9 [0.6,5.2]
North Central	42	15.1 [11.9, 18.2]	35	17.0 [13.8,20.2]	7	6.2 [0.8,11.6]
North East	34	15.4 [11.9, 18.8]	29	17.2 [14.0,20.5]	5	2.0 [0.9,3.1]
Central West	33	15.2 [11.1, 19.2]	27	17.0 [12.2,21.8]	6	5.2 [2.2,8.2]
Central Indy	104	16.4 [13.1, 19.7]	84	19.1 [15.9,22.4]	20	2.9 [1.0,4.8]
Central East	23	9.8 [6.6, 13.0]	14	13.3 [10.0,16.6]	9	3.0 [1.2,4.8]
South West	9	16.4 [10.2, 22.6]	36	19.8 [16.2,23.5]	3	0.5 [0.0,0.9]
South East	33	14.2 [10.1, 18.3]	29	15.4 [11.1,19.6]	4	1.7 [0.7,2.8]
<b>Income</b>						
Less than \$25,000	120	16.4 [14.2, 18.5]	105	17.2 [14.9,19.4]	15	4.7 [2.9,6.5]

Continued

**Table B-2. Average Number of Cigarettes Smoked per Day Among Current Smokers by Demographics, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Current Smoker	N	Everyday Smoker	N	Someday Smoker
\$25,000-\$34,999	57	14.9	47	16.4	10	6.5
		[12.1, 17.6]		[13.2,19.5]		[3.6,9.3]
\$35,000-\$49,999	57	15.5	45	18.2	12	5.1
		[12.8, 18.3]		[15.5,20.9]		[1.5,8.7]
\$50,000-\$74,999	58	11.8	44	17.7	14	1.4
		[7.7, 15.9]		[14.0,21.3]		[0.4,2.4]
\$75,000 or More	58	14.9	45	20.3	13	1.5
		[9.6, 20.1]		[14.7,26.0]		[0.7,2.3]
<b>Education</b>						
Less than High School	51	18.4	46	19.2	5	3.8
		[15.0, 21.9]		[15.6,22.8]		[1.9,5.7]
High School Graduate	147	16.3	122	18.8	25	5.2
		[13.6, 19.1]		[15.8,21.7]		[2.4,8.0]
Some College	111	13.6	91	16.1	20	2.3
		[11.5, 15.7]		[14.2,17.9]		[0.9,3.8]
College Graduate	44	9.4	31	18.0	13	1.9
		[4.9, 13.9]		[13.2,22.8]		[0.8,2.9]
Post-Graduate	9	9.2	6	12.9	3	0.6
		[1.9, 16.5]		[3.5,22.2]		[0.4,0.8]
<b>Health Insurance Status</b>						
Uninsured	58	13.4	48	16.1	10	4.3
		[10.6, 16.3]		[13.5, 18.8]		[0.6, 8.0]
Insured	302	15.2	247	18.2	55	2.8
		[13.4, 17.1]		[16.5, 20.0]		[1.7, 4.0]
<b>Health Insurance Type</b>						
Private	202	15.1	163	18.8	39	2.1
		[12.7, 17.5]		[16.5,21.0]		[1.2,3.1]
Medicare	57	14.5	53	15.1	4	2.9
		[11.4, 17.6]		[11.9,18.3]		[-0.4,6.2]
Medicaid	25	15.4	18	19.2	7	5.9
		[10.2, 20.7]		[11.7,26.6]		[1.9,9.8]
Military, Champus, Tricare or VA	8	14.2	4	19.2	4	4.8
		[7.4, 21.0]		[17.7,20.8]		[2.4,7.2]
None	58	13.4	48	16.1	10	4.3
		[10.5, 16.3]		[13.5,18.8]		[0.6,8.0]
Other	10	18.2	9	18.5	1	4.7
		[15.3, 21.2]		[15.8,21.1]		[.,.]

**Table B-3. Use of Menthol Cigarettes Among Current Smokers Overall and by Demographics, 2008 IN ATS [95% Confidence Interval]**

	N	Current Smoker (%)	N	Everyday Smoker (%)	N	Someday Smoker (%)
Overall	364	26.0	297	22.7	67	38.9
		[20.3,32.6]		[17.0,29.5]		[23.5,56.8]
<b>Age Group</b>						
18-24	22	33.7	16	34.0	6	32.8
		[16.3,56.9]		[14.2,61.6]		[7.7,74.0]
25-39	97	25.8	72	21.0	25	39.6
		[16.6,37.8]		[12.1,33.7]		[17.6,66.9]
40-64	189	22.9	163	18.7	26	46.8
		[15.4,32.7]		[12.2,27.5]		[21.3,74.1]
65 or Older	55	29.0	45	32.2	10	8.4
		[15.4,47.8]		[16.6,53.2]		[1.2,40.3]
<b>Race/Ethnicity</b>						
White Non-Hispanic	262	16.0	224	14.8	38	21.3
		[11.1,22.3]		[10.2,21.0]		[8.3,44.9]
Black Non-Hispanic	60	79.3	43	75.8	17	87.1
		[62.9,89.6]		[54.2,89.2]		[60.9,96.7]
Hispanic	16	71.9	11	60.4	5	83.5
		[40.8,90.5]		[24.5,87.8]		[39.4,97.5]
Other	23	25.5	16	22.1	7	39.9
		[10.0,51.4]		[6.6,53.5]		[11.4,77.4]
<b>Gender</b>						
Female	183	26.8	152	23.9	31	38.7
		[18.8,36.7]		[16.0,34.1]		[18.2,64.1]
Male	180	25.2	144	21.4	36	39.1
		[17.6,34.7]		[14.1,31.2]		[18.9,63.9]
<b>Region</b>						
North West	56	60.9	44	42.1	12	94.0
		[43.3,76.0]		[24.5,62.0]		[70.3,99.1]
North Central	42	32.9	35	36.9	7	14.8
		[17.1,53.9]		[18.8,59.6]		[2.0,59.7]
North East	34	17.3	29	12.3	5	52.5
		[7.7,34.5]		[4.8,28.1]		[15.0,87.3]
Central West	33	20.0	27	21.2	6	13.8
		[8.9,39.3]		[8.5,43.7]		[2.7,48.3]
Central Indy	105	18.7	84	16.8	21	27.8
		[11.3,29.4]		[9.2,28.8]		[10.9,54.7]
Central East	22	23.6	13	26.7	9	18.5
		[8.2,51.7]		[6.7,64.9]		[3.7,57.5]
South West	39	11.4	36	13.7	3	1.0
		[4.7,25.2]		[5.8,28.9]		[0.1,12.8]
South East	33	15.5	29	16.9	4	1.3
		[5.8,35.5]		[6.2,38.3]		[0.1,11.6]

Continued

**Table B-3. Use of Menthol Cigarettes Among Current Smokers Overall and by Demographics, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Current Smoker (%)	N	Everyday Smoker (%)	N	Someday Smoker (%)
<b>Income</b>						
Less than \$25,000	119	29.5	104	29.7	15	26.7
		[19.1,42.7]		[18.7,43.7]		[9.1,57.0]
\$25,000-\$34,999	57	21.5	47	14.8	10	58.8
		[11.2,37.5]		[6.9,28.9]		[20.4,88.8]
\$35,000-\$49,999	57	19.3	45	21.5	12	10.6
		[10.0,34.0]		[10.4,39.3]		[2.5,35.3]
\$50,000-\$74,999	59	24.6	44	22.9	15	27.6
		[13.4,40.9]		[10.6,42.7]		[9.1,59.2]
\$75,000 or More	58	26.9	45	12.7	13	61.6
		[13.8,46.0]		[5.6,26.2]		[29.9,85.8]
<b>Education</b>						
Less than High School	51	20.9	46	20.5	5	29.4
		[9.8,39.0]		[9.2,39.5]		[5.6,74.5]
High School Graduate	146	29.6	121	24.3	25	53.4
		[20.5,40.7]		[15.9,35.4]		[28.3,76.9]
Some College	111	24.8	91	23.2	20	32.2
		[16.3,36.0]		[14.1,35.8]		[13.0,60.1]
College Graduate	44	22.5	31	8.8	13	34.6
		[8.1,48.9]		[3.1,22.6]		[9.3,73.2]
Post-Graduate	10	5.3	6	7.7	4	1.0
		[0.8,29.0]		[0.9,42.7]		[0.1,9.6]
<b>Health Insurance Status</b>						
Uninsured	58	22.7	48	23.7	10	19.4
		[12.3,38.0]		[11.8,41.9]		[5.4,50.5]
Insured	302	26.0	246	21.3	56	44.5
		[19.7,33.5]		[15.6,28.5]		[26.2,64.5]
<b>Health Insurance Type</b>						
Private	201	25.1	162	20.5	39	41.6
		[17.9,34.1]		[14.0,28.8]		[20.9,65.8]
Medicare	57	28.4	53	29.8	4	1.4
		[14.6,47.9]		[15.3,49.9]		[0.1,12.6]
Medicaid	29	38.2	18	23.8	7	75
		[15.5,67.6]		[6.9,56.7]		[23.9,96.6]
Military, Champus, Tricare or VA	5	18.8	4	12.4	5	28.4
		[3.5,59.6]		[1.0,66.0]		[3.9,79.2]
None	58	22.7	48	23.7	10	19.4
		[12.3,38.0]		[11.8,41.9]		[5.4,50.5]
Other	10	10.0	9	8.4	1	100.0
		[1.6,43.7]		[1.2,41.5]		-

**Table B-4. Awareness of Snus and Snus Use Among Adult Hoosiers Overall and by Demographics, 2008 IN ATS [95% Confidence Interval]**

		Heard of Snus (%)		Used Snus in the Past Year (Among Those Who Heard of Snus) (%)
Overall	2,146	40.0	787	2.9
		[36.6, 43.5]		[1.6, 5.2]
<b>Age Group</b>				
18-24	107	39.9	38	8.2
		[25.7,56.2]		[2.0,28.5]
25-39	365	42.9	160	1.9
		[36.3,49.7]		[0.6,6.1]
40-64	1,047	42.9	425	2.3
		[38.5,47.5]		[1.1,4.7]
65 or Older	616	28.1	160	1.7
		[23.4,33.4]		[0.5,5.4]
<b>Race/Ethnicity</b>				
White Non-Hispanic	1,670	42.0	657	3.0
		[38.2,45.9]		[1.6,5.6]
Black Non-Hispanic	260	25.0	53	0.0
		[17.7,34.0]		-
Hispanic	117	30.0	41	0.0
		[20.4,41.8]		-
Other	77	41.2	30	10.4
		[27.5,56.5]		[2.2,38.0]
<b>Gender</b>				
Female	1,102	28.8	280	0.5
		[24.8,33.2]		[0.1,3.5]
Male	1,043	51.9	507	4.3
		[46.8,56.8]		[2.2,7.9]
<b>Region</b>				
North West	295	30.8	73	0.0
		[23.2,39.5]		
North Central	258	36.6	81	1.9
		[27.7,46.5]		[0.3,12.4]
North East	249	37.4	86	0.0
		[28.5,47.2]		
Central West	166	53.3	84	1.7
		[42.4,63.9]		[0.2,11.3]
Central Indy	608	43.7	237	6.8
		[37.8,49.7]		[3.3,13.6]
Central East	142	39.8	66	1.3
		[29.7,50.9]		[0.2,8.7]
South West	224	33.3	76	0.8
		[25.2,42.7]		[0.1,5.2]
South East	204	44.9	84	1.0
		[28.8,62.2]		[0.1,7.2]
<b>Income</b>				

Continued

**Table B-4. Awareness of Snus and Snus Use Among Adult Hoosiers Overall and by Demographics, 2008 IN ATS [95% Confidence Interval] (Continued)**

		Heard of Snus (%)		Used Snus in the Past Year (Among Those Who Heard of Snus) (%)
Less than \$25,000	496	39.3	156	3.9
		[32.6,46.4]		[1.5,10.0]
\$25,000-\$34,999	248	34.3	75	1.8
		[24.8,45.3]		[0.4,7.4]
\$35,000-\$49,999	352	47.4	141	4.8
		[37.4,57.7]		[1.1,18.2]
\$50,000-\$74,999	373	41.9	150	3.5
		[35.2,49.1]		[1.4,8.5]
\$75,000 or More	500	41.0	214	1.3
		[35.2,47.2]		[0.3,5.0]
<b>Education</b>				
Less than High School	146	37.6	43	2.6
		[25.5,51.5]		[0.6,10.4]
High School Graduate	773	42.6	293	5.1
		[37.5,47.9]		[2.2,11.6]
Some College	581	40.6	215	1.4
		[33.3,48.2]		[0.4,4.9]
College Graduate	403	36.7	146	2.3
		[30.2,43.7]		[0.7,7.1]
Post-Graduate	224	39.4	85	0.8
		[30.1,49.6]		[0.1,5.7]
<b>Health Insurance Status</b>				
Uninsured	152	50.1	68	3.3
		[38.6,61.5]		[0.8,12.6]
Insured	1,960	39.5	710	2.9
		[36.0,43.2]		[1.5,5.5]
<b>Health Insurance Type</b>				
Private	1,283	42.8	517	2.6
		[38.4,47.2]		[1.1,5.9]
Medicare	527	27.8	146	1.8
		[22.6,33.6]		[0.6,5.6]
Medicaid	79	31.0	19	10.8
		[17.9,48.1]		[2.2,39.4]
Military, Champus, Tricare or VA	47	33.4	20	0.0
		[17.7,54.0]		-
None	152	50.1	68	3.3
		[38.6,61.5]		[0.8,12.6]
Other	24	44.4	8	10.8
		[15.3,77.9]		[1.1,58.0]

**Table B-5. Opinions About the Harmfulness of Snus Overall and by Demographics, 2008 IN ATS [95% Confidence Interval]**

	More Harmful (%)	Less Harmful (%)	As Harmful (%)
Overall (N = 1,838)	12.6 [10.6, 14.9]	16.2 [13.9, 18.8]	71.2 [68.0, 74.2]
<b>Age Group</b>			
18-24 (N = 106)	10.3 [5.7,17.8]	10.5 [5.1,20.7]	79.2 [68.1,87.1]
25-39 (N = 336)	14.7 [9.9,21.5]	20.1 [15.0,26.5]	65.1 [57.8,71.8]
40-64 (N = 910)	10.8 [8.6,13.4]	16.3 [13.3,19.9]	72.9 [68.8,76.6]
65 or Older (N = 480)	15.8 [11.7,21.0]	15.0 [11.2,19.9]	69.1 [63.1,74.6]
<b>Race/Ethnicity</b>			
White Non-Hispanic (N = 1,437)	10.9 [8.9,13.4]	16.8 [14.2,19.7]	72.3 [68.8,75.6]
Black Non-Hispanic (N = 215)	22.0 [14.5,31.9]	8.9 [5.1,15.3]	69.1 [58.9,77.7]
Hispanic (N = 101)	23.4 [13.5,37.4]	13.4 [6.2,26.6]	63.2 [48.8,75.6]
Other (N = 67)	21.0 [12.0,34.3]	17.0 [8.6,30.7]	62.0 [46.8,75.1]
<b>Gender</b>			
Female (N = 946)	12.3 [9.5,15.9]	11.1 [8.6,14.1]	76.6 [72.4,80.3]
Male (N = 892)	12.8 [10.2,15.9]	21.5 [17.7,25.9]	65.7 [60.7,70.3]
<b>Region</b>			
North West (N = 251)	13.1 [8.2,20.1]	12.7 [8.6,18.4]	74.2 [66.3,80.8]
North Central (N = 229)	12.2 [7.4,19.5]	9.2 [5.6,14.6]	78.6 [70.6,84.9]
North East (N = 201)	11.9 [7.3,18.9]	19.3 [12.3,29.1]	68.7 [58.5,77.4]
Central West (N = 149)	7.4 [4.0,13.5]	27.0 [17.3,39.5]	65.6 [53.5,75.9]
Central Indy (N = 527)	15.2 [11.0,20.6]	16.9 [12.7,22.1]	67.9 [61.6,73.6]
Central East (N = 121)	15.0 [8.6,24.9]	13.1 [7.3,22.5]	71.9 [60.4,81.0]
South West (N = 187)	9.7 [6.1,15.0]	19.4 [12.4,29.1]	70.9 [61.2,79.0]
South East (N = 173)	10.7 [5.3,20.3]	13.9 [7.9,23.5]	75.4 [62.4,84.9]

Continued

**Table B-5. Opinions About the Harmfulness of Snus Overall and by Demographics, 2008 IN ATS [95% Confidence Interval] (Continued)**

	More Harmful (%)	Less Harmful (%)	As Harmful (%)
<b>Income</b>			
Less than \$25,000 (N = 416)	16.3 [12.1,21.8]	14.3 [9.9,20.3]	69.3 [62.4,75.5]
\$25,000-\$34,999 (N = 213)	16.6 [10.6,25.2]	14.6 [9.2,22.3]	68.8 [58.9,77.3]
\$35,000-\$49,999 (N = 306)	11.8 [7.7,17.8]	16.2 [10.7,24.0]	71.9 [63.0,79.4]
\$50,000-\$74,999 (N = 326)	8.0 [5.1,12.4]	16.7 [11.8,23.2]	75.3 [68.4,81.1]
\$75,000 or More (N = 453)	13.0 [9.0,18.4]	18.4 [14.1,23.7]	68.6 [62.3,74.3]
<b>Education</b>			
Less than High School (N = 124)	16.4 [10.0,25.8]	13.9 [7.5,24.2]	69.7 [57.7,79.5]
High School Graduate (N = 670)	12.7 [9.8,16.2]	17.4 [13.6,22.0]	69.9 [64.8,74.6]
Some College (N = 497)	11.4 [8.1,15.7]	14.4 [10.7,19.2]	74.2 [68.1,79.4]
College Graduate (N = 341)	11.8 [7.9,17.3]	17.8 [12.2,25.3]	70.4 [62.6,77.2]
Post-Graduate (N = 193)	13.7 [6.4,27.1]	14.8 [9.8,21.6]	71.5 [60.2,80.7]
<b>Health Insurance Status</b>			
Uninsured (N = 135)	12.0 [7.1,19.7]	9.9 [5.4,17.5]	78.0 [68.5,85.3]
Insured (N = 1,678)	12.5 [10.4,14.9]	16.8 [14.3,19.6]	70.7 [67.3,73.9]
<b>Health Insurance Type</b>			
Private (N = 1,131)	11.9 [9.4,14.8]	17.2 [14.3,20.7]	70.9 [66.8,74.6]
Medicare (N = 414)	15.8 [11.3,21.5]	15.6 [11.6,20.8]	68.6 [61.8,74.7]
Medicaid (N = 72)	11.5 [5.8,21.5]	15.1 [5.4,35.5]	73.4 [55.4,86.0]
Military, Champus, Tricare or VA (N = 39)	7.0 [1.8,23.4]	21.6 [8.3,45.7]	71.4 [48.1,87.1]
None (N = 135)	12.0 [7.1,19.7]	9.9 [5.4,17.5]	78.0 [68.5,85.3]
Other (N = 22)	17.9 [2.9,61.4]	5.2 [1.3,18.4]	76.9 [38.3,94.7]

## APPENDIX C: SMOKING CESSATION MEASURES OVERALL AND BY SOCIODEMOGRAPHIC CHARACTERISTICS

**Table C-1. Quit Attempts and Recent Successful Quits, 2008 IN ATS [95% Confidence Interval]**

	N	Quit Attempt in Past Year (%)	N	Successful Quits in Past Year (%)
Overall	364	49.9 [42.5, 57.3]	417	13.7 [8.8, 20.7]
<b>Age Group</b>				
18-24	23	73.2 [50.0,88.1]	23	0.0 -
25-39	97	49.6 [36.6,62.6]	111	18.9 [8.8,36.0]
40-64	188	45.4 [35.4,55.9]	218	12.4 [7.8,19.3]
65 or Older	55	32.8 [19.4,49.8]	64	17.1 [8.3,32.1]
<b>Race/Ethnicity</b>				
White Non-Hispanic	262	45.6 [37.4,54.1]	299	13.4 [7.9,22.0]
Black Non-Hispanic	60	69.5 [49.2,84.3]	70	21.4 [9.8,40.6]
Hispanic	16	89.0 [71.4,96.3]	19	3.9 [1.0,14.2]
Other	23	57.3 [30.2,80.7]	26	10.9 [3.2,31.0]
<b>Gender</b>				
Female	183	51.5 [40.5,62.4]	212	14.4 [7.3,26.3]
Male	180	48.0 [38.2,58.1]	204	13.0 [7.4,21.8]
<b>Region</b>				
North West	56	56.9 [38.1,73.9]	63	12.1 [5.4,24.9]
North Central	42	60.2 [41.6,76.3]	45	2.7 [0.8,8.5]
North East	34	29.0 [14.5,49.7]	38	9.9 [3.0,27.7]
Central West	33	36.1 [18.2,58.9]	40	10.6 [3.8,25.9]
Central Indy	105	51.5 [36.9,65.8]	122	18.9 [8.5,37.1]
Central East	22	56.0 [29.8,79.3]	24	1.0 [0.1,7.4]
South West	39	42.2 [22.2,65.1]	45	5.6 [2.2,13.7]

Continued

**Table C-1. Quit Attempts and Recent Successful Quits, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Quit Attempt in Past Year (%)	N	Successful Quits in Past Year (%)
South East	33	61.3	40	36.0
		[40.3,78.8]		[15.7,62.8]
<b>Income</b>				
Less than \$25,000	120	51.5	136	11.7
		[37.2,65.6]		[6.3,20.9]
\$25,000-\$34,999	57	49.6	61	8.7
		[29.6,69.7]		[3.1,22.5]
\$35,000-\$49,999	57	55.5	67	11.6
		[38.0,71.6]		[5.2,23.7]
\$50,000-\$74,999	59	46.8	66	8.4
		[30.3,64.0]		[2.7,23.4]
\$75,000 or More	57	49.7	69	25.0
		[34.0,65.6]		[10.3,49.2]
<b>Education</b>				
Less than High School	51	42.5	53	1.8
		[23.4,64.3]		[0.3,8.5]
High School Graduate	146	59.1	168	11.9
		[47.2,70.1]		[7.1,19.3]
Some College	111	49.2	129	14.1
		[37.1,61.4]		[7.1,26.2]
College Graduate	44	34.4	47	2.5
		[18.3,55.2]		[0.7,8.9]
Post-Graduate	10	64.8	17	70.8
		[27.8,89.8]		[36.7,91.0]
<b>Health Insurance Status</b>				
Uninsured	58	54.1	67	9.7
		[38.2,69.3]		[4.1,21.4]
Insured	302	49.4	344	14.5
		[41.0,57.8]		[8.8,23.1]
<b>Health Insurance Type</b>				
Private	201	51.7	232	16.1
		[42.2,61.1]		[8.8,27.4]
Medicare	57	39.1	65	13.6
		[23.2,57.6]		[6.3,27.1]
Medicaid	25	66.7	27	3.8
		[26.9,91.6]		[0.8,15.9]
Military, Champus, Tricare or VA	9	38.0	9	0.0
		[9.6,78.0]		-
None	58	54.1	67	9.7
		[38.2,69.3]		[4.1,21.4]
Other	10	10.2	11	20.7
		[1.3,50.3]		[2.3,74.6]

**Table C-2. Intentions to Quit Among Current Smokers, 2008 IN ATS [95% Confidence Interval]**

	Intends to Quit: 30 Days (%)	Intends to Quit: 6 Months (%)	Intends to Quit: Some Other Time (%)	Never Intends to Quit (%)
Overall	22.8	31.6	32.5	13.1
(N = 359)	[17.4, 29.2]	[25.4, 38.6]	[25.9, 39.8]	[8.1, 20.5]
<b>Age Group</b>				
18-24	22.7	26.5	46.3	4.5
(N = 23)	[8.9,46.8]	[12.1,48.4]	[25.1,69.0]	[0.6,26.1]
25-39	26.4	36.5	33.6	3.4
(N = 95)	[16.9,38.8]	[24.7,50.2]	[22.8,46.5]	[0.8,14.1]
40-64	21.2	30.7	30.6	17.5
(N = 189)	[14.5,29.9]	[22.7,40.2]	[22.0,40.7]	[8.8,31.7]
65 or Older	15.8	25.4	11.8	47.0
(N = 51)	[7.6,30.0]	[13.9,41.7]	[5.2,24.8]	[27.4,67.6]
<b>Race/Ethnicity</b>				
White Non-Hispanic	20.2	30.8	34.0	15.0
(N = 259)	[14.6,27.2]	[23.8,38.9]	[26.5,42.4]	[9.0,24.0]
Black Non-Hispanic	40.9	31.2	26.1	1.8
(N = 59)	[23.8,60.4]	[16.5,51.2]	[12.0,47.8]	[0.5,6.5]
Hispanic	32.4	61.5	4.4	1.6
(N = 16)	[8.2,71.9]	[26.2,87.8]	[1.0,18.1]	[0.2,11.6]
Other	23.1	16.2	38.8	22.0
(N = 22)	[7.6,52.1]	[5.1,41.0]	[13.9,71.3]	[7.0,51.2]
<b>Gender</b>				
Female	19.9	34.5	32.1	13.4
(N = 181)	[13.0,29.3]	[25.1,45.3]	[23.0,42.8]	[6.1,27.0]
Male	25.7	28.6	33.0	12.8
(N = 177)	[18.3,34.9]	[21.0,37.5]	[24.0,43.3]	[7.6,20.6]
<b>Region</b>				
North West	29.8	31.7	30.4	8.1
(N = 56)	[15.9,48.7]	[18.1,49.4]	[15.1,51.8]	[2.5,23.0]
North Central	22.3	22.2	49.9	5.6
(N = 42)	[9.1,45.1]	[10.9,40.0]	[31.5,68.3]	[1.8,16.0]
North East	20.2	32.0	36.6	11.2
(N = 34)	[8.8,40.0]	[16.1,53.5]	[16.2,63.2]	[4.2,27.1]
Central West	12.0	48.7	19.9	19.4
(N = 33)	[4.1,29.9]	[25.7,72.3]	[8.8,39.1]	[6.7,44.8]
Central Indy	27.4	31.1	26.9	14.6
(N = 102)	[16.9,41.3]	[20.4,44.1]	[15.6,42.1]	[4.8,36.9]
Central East	23.8	26.3	27.4	22.5
(N = 22)	[9.8,47.3]	[11.1,50.5]	[9.0,58.9]	[6.4,55.3]
South West	11.9	29.6	42.5	16.0
(N = 37)	[4.4,28.1]	[13.3,53.5]	[23.4,64.0]	[5.6,38.0]
South East	22.8	30.0	38.8	8.5
(N = 33)	[9.6,45.0]	[15.4,50.2]	[21.1,59.9]	[1.2,40.9]

Continued

**Table C-2. Intentions to Quit Among Current Smokers, 2008 IN ATS [95% Confidence Interval]**

	<b>Intends to Quit: 30 Days (%)</b>	<b>Intends to Quit: 6 Months (%)</b>	<b>Intends to Quit: Some Other Time (%)</b>	<b>Never Intends to Quit (%)</b>
<b>Income</b>				
Less than \$25,000 (N = 116)	17.5 [10.0,28.7]	31.6 [20.9,44.6]	29.4 [18.3,43.7]	21.5 [9.4,42.0]
\$25,000-\$34,999 (N = 57)	16.5 [7.3,32.9]	52.6 [32.5,71.9]	28.2 [14.6,47.3]	2.8 [0.6,11.9]
\$35,000-\$49,999 (N = 57)	19.7 [10.3,34.5]	21.1 [11.9,34.6]	40.4 [24.0,59.1]	18.8 [8.1,37.7]
\$50,000-\$74,999 (N = 58)	31.3 [17.6,49.2]	30.3 [18.0,46.3]	32.4 [19.9,48.1]	6.1 [1.8,18.1]
\$75,000 or More (N = 57)	28.8 [16.2,45.9]	31.4 [18.9,47.3]	30.6 [17.5,47.8]	9.2 [3.6,21.5]
<b>Education</b>				
Less than High School (N = 51)	16.3 [6.7,34.9]	29.4 [15.1,49.4]	16.5 [6.3,36.8]	37.8 [17.3,63.8]
High School Graduate (N = 143)	25.2 [16.7,36.0]	33.6 [23.2,46.0]	34.5 [24.2,46.4]	6.8 [3.0,14.6]
Some College (N = 111)	20.9 [12.4,32.9]	30.3 [20.7,42.1]	36.1 [25.0,48.8]	12.7 [6.0,24.9]
College Graduate (N = 42)	29.1 [14.6,49.5]	32.6 [17.6,52.1]	32.9 [15.0,57.6]	5.5 [1.8,15.5]
Post-Graduate (N = 10)	15.8 [3.6,48.5]	48.6 [18.2,80.0]	30.7 [7.6,70.3]	4.9 [0.6,29.8]
<b>Health Insurance Status</b>				
Uninsured (N = 57)	35.3 [21.1,52.6]	29.2 [17.5,44.5]	29.4 [16.4,47.0]	6.1 [1.8,18.4]
Insured (N = 298)	19.8 [14.5,26.3]	32.7 [25.5,40.8]	32.5 [25.2,40.7]	15.1 [9.0,24.1]
<b>Health Insurance Type</b>				
Private (N = 200)	21.8 [15.3,30.0]	32.5 [24.9,41.1]	37.4 [28.7,47.0]	8.4 [4.5,15.2]
Medicare (N = 55)	16.8 [8.4,30.6]	20.6 [11.2,34.9]	31.3 [15.9,52.4]	31.3 [16.5,51.2]
Medicaid (N = 25)	17.7 [5.3,45.1]	58.4 [29.4,82.5]	18.6 [6.5,42.8]	5.3 [0.8,28.4]
Military, Champus, Tricare or VA (N = 8)	22.8 [4.3,65.9]	28.0 [6.1,70.1]	0.0 -	49.2 [10.2,89.2]
None (N = 57)	35.3 [21.1,52.6]	29.2 [17.5,44.5]	29.4 [16.4,47.0]	6.1 [1.8,18.4]
Other (N = 10)	0.0 -	15.4 [2.3,58.7]	8.2 [1.3,38.1]	76.4 [29.6,96.1]

**Table C-3. Current Smokers' Perceived Likelihood of Cessation Success, 2008 IN ATS [95% Confidence Interval]**

	Very Likely (%)	Somewhat Likely (%)	Somewhat Unlikely (%)	Very Unlikely (%)
Overall	28.2	45.1	13.4	13.3
(N = 364)	[22.2, 35.2]	[37.9, 52.5]	[9.1, 19.3]	[8.0, 21.4]
<b>Age Group</b>				
18-24	9.7	71.7	18.6	0.0
(N = 23)	[2.9,27.8]	[49.0,87.0]	[6.8,41.9]	-
25-39	40.9	34.0	9.3	15.8
(N = 97)	[28.6,54.4]	[23.7,46.1]	[3.7,21.3]	[7.1,31.7]
40-64	24.5	48.1	12.7	14.7
(N = 189)	[17.3,33.5]	[37.8,58.6]	[7.4,20.8]	[6.6,29.5]
65 or Older	25.0	30.3	25.5	19.2
(N = 54)	[12.1,44.8]	[17.7,46.7]	[10.4,50.2]	[7.3,41.5]
<b>Race/Ethnicity</b>				
White Non-Hispanic	25.6	44.4	15.3	14.7
(N = 262)	[19.1,33.3]	[36.3,52.9]	[10.1,22.5]	[8.3,24.6]
Black Non-Hispanic	27.1	63.2	8.9	0.8
(N = 60)	[13.7,46.6]	[44.2,78.9]	[3.3,21.7]	[0.1,5.6]
Hispanic	58.4	29.3	0.0	12.3
(N = 16)	[27.8,83.7]	[10.1,60.3]	-	[3.2,37.3]
Other	55.3	18.8	3.7	22.3
(N = 23)	[28.2,79.5]	[5.3,48.7]	[0.6,20.0]	[8.0,48.7]
<b>Gender</b>				
Female	21.6	46.1	14.3	18.0
(N =183)	[14.8,30.3]	[35.6,57.0]	[8.3,23.5]	[9.2,32.3]
Male	35.4	43.8	12.4	8.3
(N = 180)	[26.2,45.9]	[34.3,53.8]	[7.1,21.0]	[4.4,15.1]
<b>Region</b>				
North West	37.8	44.9	2.0	15.3
(N = 56)	[21.7,57.2]	[27.6,63.5]	[0.4,8.8]	[7.3,29.2]
North Central	22.3	59.7	11.0	7.0
(N = 42)	[10.7,40.7]	[41.1,75.9]	[3.8,27.6]	[2.6,17.7]
North East	19.8	56.9	21.5	1.8
(N = 34)	[9.3,37.3]	[33.2,77.9]	[5.3,57.4]	[0.2,11.9]
Central West	30.0	27.1	15.6	27.3
(N = 33)	[14.4,52.2]	[13.2,47.8]	[4.6,41.3]	[8.0,61.9]
Central Indy	26.1	47.8	11.0	15.1
(N = 105)	[16.5,38.7]	[33.7,62.3]	[5.2,21.9]	[5.2,36.5]
Central East	13.9	35.5	31.9	18.6
(N = 22)	[4.2,37.4]	[16.4,60.7]	[11.9,61.9]	[4.9,50.5]
South West	33.6	39.9	16.9	9.6
(N = 29)	[13.4,62.3]	[21.0,62.4]	[5.9,39.8]	[2.3,31.9]
South East	39.4	42.8	15.8	2.0
(N = 33)	[21.3,60.9]	[24.4,63.4]	[5.2,39.3]	[0.3,13.3]

Continued

**Table C-3. Current Smokers' Perceived Likelihood of Cessation Success, 2008 IN ATS [95% Confidence Interval]**

	Very Likely (%)	Somewhat Likely (%)	Somewhat Unlikely (%)	Very Unlikely (%)
<b>Income</b>				
Less than \$25,000 (N = 119)	27.0 [17.1,40.0]	34.7 [23.3,48.3]	17.2 [9.1,29.9]	21.0 [9.3,41.0]
\$25,000-\$34,999 (N = 57)	23.1 [11.9,40.0]	41.9 [24.2,61.9]	14.3 [5.0,34.4]	20.8 [5.4,54.8]
\$35,000-\$49,999 (N = 57)	17.5 [8.4,32.8]	54.0 [36.6,70.4]	19.1 [8.2,38.3]	9.4 [2.9,26.9]
\$50,000-\$74,999 (N = 59)	35.0 [19.3,54.8]	57.7 [39.3,74.1]	4.3 [1.2,14.4]	3.0 [0.8,11.4]
\$75,000 or More (N = 58)	38.6 [24.5,54.9]	38.6 [24.5,55.0]	12.0 [4.5,28.3]	10.8 [4.5,24.1]
<b>Education</b>				
Less than High School (N = 51)	14.4 [6.7,28.3]	29.4 [14.8,50.0]	20.5 [8.2,42.7]	35.6 [15.6,62.5]
High School Graduate (N = 147)	26.5 [17.9,37.4]	46.9 [35.7,58.4]	12.6 [7.1,21.5]	14.0 [6.2,28.4]
Some College (N = 111)	32.5 [22.4,44.6]	44.6 [32.9,57.0]	15.5 [7.7,28.8]	7.4 [3.0,17.0]
College Graduate (N = 43)	36.4 [16.3,62.7]	55.2 [31.8,76.5]	5.1 [1.7,14.2]	3.3 [0.8,12.7]
Post-Graduate (N = 10)	66.5 [33.2,88.8]	33.5 [11.2,66.8]	0.0 -	0.0 -
<b>Health Insurance Status</b>				
Uninsured (N = 58)	21.6 [11.7,36.5]	62.8 [46.5,76.7]	12.9 [4.8,30.1]	2.7 [0.8,9.1]
Insured (N = 302)	30.2 [23.2,38.2]	40.1 [32.4,48.2]	13.7 [8.9,20.4]	16.1 [9.5,25.9]
<b>Health Insurance Type</b>				
Private (N = 202)	31.8 [23.5,41.5]	46.3 [37.2,55.7]	13.5 [8.0,21.8]	8.4 [4.5,15.0]
Medicare (N = 56)	39.0 [22.8,58.0]	27.2 [14.7,44.8]	11.4 [4.5,25.9]	22.4 [10.5,41.5]
Medicaid (N = 25)	20.2 [6.0,49.8]	25.7 [9.0,54.6]	14.3 [4.4,37.6]	39.9 [12.9,74.7]
Military, Champus, Tricare or VA (N = 9)	8.2 [0.9,45.3]	41.2 [10.3,81.1]	50.6 [12.6,87.9]	0.0 -
None (N = 58)	21.6 [11.7,36.5]	62.8 [46.5,76.7]	12.9 [4.8,30.1]	2.7 [0.8,9.1]
Other (N = 10)	14.3 [2.1,56.4]	7.8 [1.0,40.3]	0.0 -	78.0 [31.7,96.4]

**Table C-4. Policy Reasons Given for Quit Attempts Among Current Smokers and Recent Quitters, 2008 IN ATS [95% Confidence Interval]**

	N	Cost of Cigarettes (%)	N	Workplace Rules (%)	N	Community Laws (%)
Overall	238	48.3	237	10.7	238	25.4
		[39.1, 57.6]		[6.8, 16.4]		[17.6, 35.4]
<b>Age Group</b>						
18-24	16	56.6	16	13.8	16	18.2
		[29.7,80.1]		[3.4,42.6]		[5.6,45.3]
25-39	67	46.3	67	4.2	67	23.8
		[30.3,63.1]		[1.3,12.6]		[9.9,46.9]
40-64	118	47.4	117	15.1	118	25.2
		[36.2,58.9]		[9.1,24.1]		[16.9,35.8]
65 or Older	36	45.1	36	16.0	36	53.0
		[27.1,64.5]		[6.2,35.3]		[33.7,71.4]
<b>Race/Ethnicity</b>						
White Non-Hispanic	158	47.3	158	8.4	158	24.6
		[36.5,58.4]		[4.6,14.7]		[15.2,37.3]
Black Non-Hispanic	50	55.5	50	25.1	50	28.2
		[35.8,73.6]		[11.6,46.2]		[14.9,46.7]
Hispanic	14	52.6	14	0.0	14	34.2
		[19.7,83.4]		-		[10.3,70.1]
Other	15	32.5	14	17.4	15	16.3
		[10.0,67.5]		[4.6,47.9]		[4.7,43.4]
<b>Gender</b>						
Female	131	41.9	130	11.3	131	27.6
		[30.2,54.7]		[6.2,19.7]		[15.9,43.4]
Male	106	55.4	106	10.0	106	23.1
		[42.0,68.0]		[5.0,19.2]		[14.5,34.7]
<b>Region</b>						
North West	38	46.6	38	23.3	38	35.1
		[27.5,66.7]		[10.4,44.4]		[18.9,55.7]
North Central	23	42.2	23	13.6	23	23.7
		[20.5,67.4]		[2.9,45.3]		[8.4,51.3]
North East	16	82.4	16	5.1	16	12.2
		[53.4,95.0]		[1.1,20.0]		[4.0,31.6]
Central West	20	51.1	20	13.0	20	12.0
		[26.9,74.8]		[3.4,38.7]		[2.3,44.3]
Central Indy	74	45.2	74	4.6	74	32.0
		[28.0,63.5]		[1.8,11.2]		[15.6,54.4]
Central East	15	63.9	15	8.4	15	8.4
		[31.6,87.1]		[1.8,32.1]		[1.8,32.0]
South West	26	41.4	26	8.3	26	22.6
		[19.8,66.8]		[2.4,25.4]		[8.9,46.7]
South East	26	48.3	25	11.6	26	19.9
		[23.3,74.2]		[3.5,32.0]		[8.0,41.4]

Continued

**Table C-4. Policy Reasons Given for Quit Attempts Among Current Smokers and Recent Quitters, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Cost of Cigarettes (%)	N	Workplace Rules (%)	N	Community Laws (%)
<b>Income</b>						
Less than \$25,000	84	59.6 [44.9,72.8]	83	9.4 [4.9,17.3]	84	32.2 [20.6,46.5]
\$25,000-\$34,999	31	48.0 [27.0,69.7]	31	20.9 [8.0,44.4]	31	43.8 [23.6,66.3]
\$35,000-\$49,999	38	55.1 [34.9,73.7]	38	8.1 [2.0,27.2]	38	12.4 [4.9,28.0]
\$50,000-\$74,999	38	48.5 [28.5,69.1]	38	18.1 [6.5,41.4]	38	9.8 [3.7,23.5]
\$75,000 or More	38	31.1 [15.8,52.0]	38	3.6 [1.1,10.8]	38	29.7 [10.1,61.4]
<b>Education</b>						
Less than High School	29	66.4 [37.1,86.9]	29	5.7 [1.8,16.5]	29	38.8 [17.5,65.4]
High School Graduate	100	54.7 [41.6,67.2]	99	12.4 [6.4,22.4]	100	27.2 [17.9,39.2]
Some College	72	38.0 [24.9,53.1]	72	12.8 [5.9,25.8]	72	15.2 [8.0,26.9]
College Graduate	22	50.3 [26.2,74.2]	22	8.2 [1.9,29.2]	22	8.2 [1.9,29.2]
Post-Graduate	14	34.1 [8.3,74.9]	14	2.8 [0.3,21.1]	14	51.1 [12.8,88.2]
<b>Health Insurance Status</b>						
Uninsured	37	48.2 [28.6,68.4]	37	13.5 [4.8,32.7]	37	12.3 [5.3,25.9]
Insured	197	48.6 [38.3,59.1]	196	9.9 [5.9,16.0]	197	28.7 [19.3,40.3]
<b>Health Insurance Type</b>						
Private	130	47.4 [35.1,60.0]	130	8.6 [4.9,14.8]	130	23.1 [12.6,38.5]
Medicare	36	47.0 [25.2,70.0]	36	18.8 [5.1,49.9]	36	37.1 [18.8,59.9]
Medicaid	21	54.2 [27.7,78.5]	20	14.0 [3.1,45.4]	21	70.3 [46.9,86.4]
Military, Champus, Tricare or VA	6	35.4 [6.5,81.2]	6	0.0 -	6	2.7 [0.3,20.0]
None	37	48.2 [28.6,68.4]	37	13.5 [4.8,32.7]	37	12.3 [5.3,25.9]
Other	4	78.9 [20.5,98.2]	4	0.0 -	4	2.1 [0.2,20.8]

**Table C-5. Health Reasons Given for Quit Attempts Among Current Smokers and Recent Quitters, 2008 IN ATS [95% Confidence Interval]**

	N	Concern About Present Health (%)	N	Concern About Future Health (%)	N	Concern About Effect on Health of Others (%)
Overall	238	90.5	238	95.2	238	66.5
		[85.2, 94.0]		[91.6, 97.2]		[57.6, 74.3]
<b>Age Group</b>						
18-24	16	93.3	16	100.0	16	87.5
		[64.0,99.1]		-		[62.6,96.7]
25-39	67	91.7	67	95.7	67	69.9
		[80.8,96.7]		[85.8,98.8]		[52.7,82.9]
40-64	118	90.4	118	94.6	118	54.6
		[83.1,94.8]		[89.5,97.3]		[42.9,65.7]
65 or Older	36	77.3	36	84.7	36	63.6
		[57.8,89.5]		[68.0,93.5]		[44.1,79.4]
<b>Race/Ethnicity</b>						
White Non-Hispanic	158	90.9	158	96.1	158	70.6
		[84.6,94.8]		[92.6,98.0]		[60.2,79.2]
Black Non-Hispanic	50	90.7	50	90.5	50	56.0
		[70.8,97.5]		[70.9,97.4]		[35.5,74.7]
Hispanic	14	88.5	14	97.7	14	63.5
		[55.3,97.9]		[83.9,99.7]		[30.5,87.3]
Other	15	87.0	15	89.9	15	32.7
		[58.9,96.9]		[62.9,97.9]		[10.1,67.9]
<b>Gender</b>						
Female	131	89.7	131	93.9	131	66.5
		[82.6,94.2]		[88.8,96.8]		[54.5,76.7]
Male	106	91.4	106	96.6	106	66.2
		[81.9,96.1]		[89.7,98.9]		[52.7,77.5]
<b>Region</b>						
North West	38	84.0	38	91.2	38	59.6
		[63.7,94.0]		[71.1,97.8]		[39.2,77.1]
North Central	23	86.5	23	98.5	23	79.9
		[58.3,96.7]		[92.1,99.7]		[53.7,93.2]
North East	16	97.2	16	92.2	16	52.7
		[81.4,99.6]		[71.0,98.3]		[26.1,77.8]
Central West	20	81.3	20	89.6	20	73.4
		[53.9,94.2]		[65.0,97.5]		[45.9,90.0]
Central Indy	74	91.8	74	94.7	74	66.1
		[84.0,96.0]		[88.9,97.6]		[49.4,79.6]
Central East	15	86.6	15	98.0	15	72.5
		[57.7,96.9]		[86.1,99.8]		[40.6,91.0]
South West	26	99.7	26	98.1	26	89.7
		[97.8,100.0]		[89.7,99.7]		[73.9,96.4]
South East	26	99.0	26	99.9	26	43.8
		[92.7,99.9]		[99.3,100.0]		[20.9,69.8]

Continued

**Table C-5. Health Reasons Given for Quit Attempts Among Current Smokers and Recent Quitters, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Concern About Present Health (%)	N	Concern About Future Health (%)	N	Concern About Effect on Health of Others (%)
<b>Income</b>						
Less than \$25,000	84	89.5 [79.0,95.0]	84	93.9 [85.6,97.6]	84	65.0 [50.6,77.2]
\$25,000-\$34,999	31	74.3 [49.3,89.6]	31	88.2 [64.4,96.9]	31	80.2 [60.9,91.4]
\$35,000-\$49,999	38	93.6 [82.2,97.9]	38	96.7 [89.4,99.0]	38	69.0 [48.5,84.0]
\$50,000-\$74,999	38	98.3 [93.6,99.6]	38	98.3 [93.6,99.6]	38	62.9 [41.3,80.4]
\$75,000 or More	38	94.3 [80.3,98.5]	38	99.2 [96.3,99.8]	38	62.1 [38.3,81.3]
<b>Education</b>						
Less than High School	29	85.2 [52.9,96.7]	29	96.1 [81.6,99.3]	29	80.0 [59.1,91.7]
High School Graduate	100	90.9 [82.7,95.5]	100	92.3 [84.4,96.4]	100	77.9 [66.4,86.2]
Some College	72	90.1 [80.0,95.4]	72	97.5 [93.4,99.1]	72	50.6 [35.0,66.0]
College Graduate	22	99.7 [97.4,100.0]	22	99.7 [97.4,100.0]	22	65.7 [41.4,83.8]
Post-Graduate	14	90.6 [60.7,98.4]	14	97.6 [82.4,99.7]	14	56.2 [16.8,89.1]
<b>Health Insurance Status</b>						
Uninsured	37	91.7 [77.6,97.2]	37	95.9 [82.4,99.1]	37	72.6 [53.3,86.1]
Insured	197	90.7 [84.5,94.6]	197	95.5 [91.6,97.7]	197	65.3 [55.1,74.2]
<b>Health Insurance Type</b>						
Private	130	93.7 [87.7,96.8]	130	97.5 [94.4,98.9]	130	67.9 [55.8,78.0]
Medicare	36	81.2 [62.0,92.0]	36	88.1 [72.2,95.5]	36	48.3 [26.2,71.0]
Medicaid	21	76.7 [41.9,93.8]	21	87.1 [55.0,97.4]	21	75.3 [52.4,89.4]
Military, Champus, Tricare or VA	6	100.0	6	100.0	6	50.6 [13.5,87.0]
None	37	91.7 [77.6,97.2]	37	95.9 [82.4,99.1]	37	72.6 [53.3,86.1]
Other	4	95.0 [60.7,99.6]	4	100.0	4	23.2 [2.2,80.0]

**Table C-6. Social Reasons Given for Quit Attempts Among Current Smokers and Recent Quitters, 2008 IN ATS [95% Confidence Interval]**

	N	Encouragement from Family/Friends (%)	N	Doctor/Dentist Recommendation (%)	N	Setting Good Example for Children (%)
Overall	238	64.5	238	49.0	237	63.4
		[55.3, 72.7]		[39.7, 58.4]		[53.9, 71.9]
<b>Age Group</b>						
18-24	16	68.8	16	55.3	16	42.3
		[39.8,88.1]		[29.1,78.9]		[19.6,68.9]
25-39	67	64.1	67	32.9	67	80.1
		[47.0,78.1]		[19.8,49.3]		[62.6,90.6]
40-64	118	61.0	118	59.6	118	56.1
		[49.3,71.6]		[48.1,70.1]		[44.4,67.1]
65 or Older	36	75.8	36	67.5	35	58.5
		[58.1,87.6]		[48.3,82.2]		[38.6,75.9]
<b>Race/Ethnicity</b>						
White Non-Hispanic	158	62.0	158	45.7	157	63.9
		[50.8,72.0]		[34.9,56.9]		[52.3,74.1]
Black Non-Hispanic	50	77.1	50	57.8	50	64.0
		[58.6,88.9]		[37.3,75.9]		[43.3,80.5]
Hispanic	14	83.0	14	59.5	14	78.0
		[46.7,96.5]		[25.6,86.2]		[46.0,93.7]
Other	15	34.2	15	61.4	15	26.3
		[10.8,69.0]		[27.4,87.0]		[7.1,62.7]
<b>Gender</b>						
Female	131	58.2	131	46.4	130	63.9
		[45.2,70.2]		[33.8,59.5]		[50.9,75.1]
Male	106	72.0	106	51.8	106	62.7
		[58.6,82.4]		[38.7,64.6]		[48.5,75.0]
<b>Region</b>						
North West	38	70.0	38	64.6	38	65.7
		[50.2,84.4]		[43.8,81.0]		[44.7,81.9]
North Central	23	49.8	23	36.8	23	65.3
		[26.1,73.7]		[17.0,62.4]		[38.8,84.8]
North East	16	65.3	16	31.7	16	69.8
		[38.4,85.1]		[12.4,60.4]		[42.3,88.0]
Central West	20	60.9	20	26.7	20	74.7
		[34.9,82.0]		[10.8,52.3]		[46.9,90.8]
Central Indy	74	68.5	74	53.0	73	61.7
		[51.0,82.0]		[34.2,71.0]		[43.0,77.5]
Central East	15	89.8	15	57.3	15	77.7
		[58.5,98.2]		[26.1,83.6]		[46.5,93.3]
South West	26	65.4	26	50.2	26	66.8
		[38.0,85.4]		[24.9,75.4]		[37.9,86.9]
South East	26	49.0	26	45.8	26	43.3
		[23.7,74.8]		[21.8,72.0]		[20.7,69.1]

Continued

**Table C-6. Social Reasons Given for Quit Attempts Among Current Smokers and Recent Quitters, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Encouragement from Family/Friends (%)	N	Doctor/Dentist Recommendation (%)	N	Setting Good Example for Children (%)
<b>Income</b>						
Less than \$25,000	84	62.7 [48.2,75.2]	84	59.9 [45.1,73.0]	83	66.0 [51.3,78.2]
\$25,000-\$34,999	31	65.4 [41.4,83.5]	31	57.4 [34.4,77.6]	31	64.6 [42.3,81.9]
\$35,000-\$49,999	38	69.6 [49.3,84.3]	38	55.8 [35.8,74.2]	38	58.6 [36.3,77.8]
\$50,000-\$74,999	38	65.4 [40.9,83.7]	38	43.9 [24.1,65.9]	38	61.0 [37.9,80.1]
\$75,000 or More	38	61.3 [37.4,80.8]	38	28.0 [13.0,50.3]	38	66.8 [42.3,84.7]
<b>Education</b>						
Less than High School	29	70.3 [44.1,87.7]	29	56.0 [29.2,79.7]	29	79.4 [58.9,91.2]
High School Graduate	100	68.8 [56.2,79.1]	100	60.6 [47.8,72.2]	100	69.1 [54.7,80.6]
Some College	72	51.6 [35.8,67.1]	72	41.3 [27.2,57.1]	71	45.4 [30.7,60.9]
College Graduate	22	65.2 [37.3,85.5]	22	42.2 [19.9,68.2]	22	63.6 [39.1,82.7]
Post-Graduate	14	83.3 [51.7,95.9]	14	20.5 [3.7,63.5]	14	82.4 [53.0,95.1]
<b>Health Insurance Status</b>						
Uninsured	37	65.4 [43.3,82.4]	37	40.4 [21.8,62.2]	37	54.3 [33.5,73.6]
Insured	197	64.6 [54.4,73.6]	197	51.3 [40.8,61.8]	196	65.9 [55.3,75.1]
<b>Health Insurance Type</b>						
Private	130	64.4 [52.0,75.2]	130	46.6 [34.4,59.3]	130	67.4 [54.4,78.2]
Medicare	36	62.8 [37.5,82.6]	36	73.9 [54.0,87.3]	36	49.4 [27.0,72.0]
Medicaid	21	60.7 [33.3,82.7]	21	47.8 [23.4,73.4]	20	70.1 [42.9,88.0]
Military, Champus, Tricare or VA	6	54.5 [15.7,88.5]	6	76.0 [30.1,95.9]	6	26.7 [5.2,70.8]
None	37	65.4 [43.3,82.4]	37	40.4 [21.8,62.2]	37	54.3 [33.5,73.6]
Other	4	100.0	4	100.0	4	97.9 [79.2,99.8]
		-		-		

**Table C-7. Use of Evidence-Based Methods for Quitting Among Current Smokers and Recent Quitters, 2008 IN ATS [95% Confidence Interval]**

	Nicotine Replacement Therapy (%)	Other Assistance (Classes or Counseling) (%)	Quitline (%)
Overall	34.6	6.2	1.3
(N = 238)	[26.7, 43.5]	[3.5, 10.8]	[0.3, 4.5]
<b>Age Group</b>			
18-24	10.0	4.1	0.0
(N = 16)	[2.4,33.4]	[0.6,24.9]	-
25-39	32.4	4.6	2.1
(N = 67)	[19.0,49.5]	[1.6,12.7]	[0.4,11.0]
40-64	47.1	8.6	1.2
(N = 118)	[35.9,58.7]	[3.9,18.0]	[0.2,6.9]
65 or Older	36.8	7.3	0.0
(N = 36)	[20.8,56.4]	[1.8,25.4]	-
<b>Race/Ethnicity</b>			
White Non-Hispanic	40.2	6.6	1.6
(N = 158)	[30.1,51.1]	[3.5,12.1]	[0.4,6.0]
Black Non-Hispanic	18.0	4.7	0.2
(N = 50)	[8.8,33.5]	[0.7,25.2]	[0.0,1.4]
Hispanic	18.0	9.1	0.0
(N = 14)	[4.7,49.6]	[1.2,45.3]	-
Other	18.2	0.0	0.0
(N = 15)	[5.1,47.9]	-	-
<b>Gender</b>			
Female	34.9	5.3	1.3
(N = 131)	[24.4,47.0]	[2.1,12.8]	[0.2,8.9]
Male	34.5	7.3	1.2
(N = 106)	[23.2,47.9]	[3.5,14.4]	[0.3,5.3]
<b>Region</b>			
North West	19.8	6.3	2.6
(N = 38)	[8.7,39.0]	[1.5,22.7]	[0.4,16.5]
North Central	30.6	6.8	6.1
(N = 23)	[13.8,54.8]	[2.0,20.6]	[0.8,33.0]
North East	50.3	13.3	0.0
(N = 16)	[24.5,76.0]	[1.9,54.4]	-
Central West	42.2	8.2	0.0
(N = 20)	[20.4,67.5]	[1.2,40.7]	-
Central Indy	35.5	7.3	0.1
(N = 74)	[21.5,52.5]	[2.6,18.9]	[0.0,0.6]
Central East	10.8	1.9	1.9
(N = 15)	[2.6,35.3]	[0.2,13.6]	[0.2,13.6]
South West	58.6	6.6	0.0
(N = 26)	[31.7,81.1]	[2.0,19.6]	-
South East	39.9	0.0	0.0
(N = 26)	[15.9,70.0]	-	-

Continued

**Table C-7. Use of Evidence-Based Methods for Quitting Among Current Smokers and Recent Quitters, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Nicotine Replacement Therapy (%)	Other Assistance (Classes or Counseling) (%)	Quitline (%)
<b>Income</b>			
Less than \$25,000 (N = 84)	30.0 [18.7,44.4]	3.4 [1.2,9.0]	0.0 -
\$25,000-\$34,999 (N = 31)	35.4 [17.3,58.9]	2.6 [0.4,14.7]	0.2 [0.0,1.7]
\$35,000-\$49,999 (N = 38)	32.6 [18.0,51.7]	7.6 [1.9,26.4]	4.2 [0.7,20.6]
\$50,000-\$74,999 (N = 38)	36.8 [20.2,57.2]	5.2 [1.1,21.2]	0.0 -
\$75,000 or More (N = 38)	41.8 [21.3,65.5]	7.8 [2.6,21.6]	1.7 [0.2,11.5]
<b>Education</b>			
Less than High School (N = 29)	27.6 [10.6,55.1]	1.8 [0.3,9.7]	0.3 [0.0,2.2]
High School Graduate (N = 100)	30.8 [20.6,43.2]	5.9 [2.5,12.9]	2.9 [0.8,10.4]
Some College (N = 72)	46.6 [31.4,62.4]	6.3 [1.8,19.5]	0.0 -
College Graduate (N = 22)	32.2 [14.3,57.4]	3.3 [0.4,20.7]	0.0 -
Post-Graduate (N = 14)	21.2 [5.5,55.3]	14.3 [3.3,44.7]	0.0 -
<b>Health Insurance Status</b>			
Uninsured (N = 37)	17.1 [7.0,36.0]	10.9 [3.4,29.9]	0.0 -
Insured (N = 197)	39.2 [29.9,49.4]	5.1 [2.7,9.4]	1.6 [0.4,5.6]
<b>Health Insurance Type</b>			
Private (N = 130)	44.5 [32.6,57.1]	5.2 [2.4,10.9]	2.1 [0.6,7.4]
Medicare (N = 36)	19.2 [8.9,36.7]	5.9 [1.4,21.8]	0.0 -
Medicaid (N = 21)	26.1 [9.9,53.2]	5.3 [1.2,20.5]	0.0 -
Military, Champus, Tricare or VA (N = 6)	54.5 [15.8,88.4]	0.0 -	0.0 -
None (N = 37)	17.1 [7.0,36.0]	10.9 [3.4,29.9]	0.0 -
Other (N = 4)	7.1 [0.9,40.3]	0.0 -	0.0 -

**Table C-8. Awareness of Cessation Resources Among Current Smokers, 2008 IN  
ATS [95% Confidence Interval]**

	Local Clinic Services or Programs (%)	1-800-QUIT-NOW (%)
Overall	45.7	48.8
(N = 365)	[38.5, 53.2]	[41.5, 56.3]
<b>Age Group</b>		
18-24	40.0	43.9
(N = 23)	[20.5, 63.3]	[23.7, 66.4]
25-39	34.4	48.8
(N = 97)	[23.7, 47.0]	[35.9, 61.8]
40-64	54.0	50.6
(N = 189)	[43.5, 64.1]	[40.1, 61.0]
65 or Older	61.9	48.9
(N = 55)	[43.1, 77.7]	[30.3, 67.7]
<b>Race/Ethnicity</b>		
White Non-Hispanic	47.2	50.1
(N = 263)	[38.8, 55.8]	[41.6, 58.6]
Black Non-Hispanic	39.6	43.8
(N = 60)	[23.8, 57.8]	[26.5, 62.7]
Hispanic	30.2	52.4
(N = 16)	[10.2, 62.2]	[22.0, 81.2]
Other	57.4	46.8
(N = 23)	[30.5, 80.5]	[20.7, 74.7]
<b>Gender</b>		
Female	54.1	49.6
(N = 184)	[43.1, 64.7]	[38.7, 60.4]
Male	36.7	47.9
(N = 180)	[28.0, 46.3]	[38.1, 57.9]
<b>Region</b>		
North West	28.6	44.9
(N = 56)	[16.3, 45.1]	[27.8, 63.3]
North Central	36.6	43.1
(N = 42)	[21.4, 55.0]	[25.9, 62.1]
North East	56.3	47.3
(N = 34)	[34.4, 76.1]	[26.6, 69.0]
Central West	46.4	37.5
(N = 33)	[24.5, 69.8]	[18.5, 61.4]
Central Indy	52.1	49.9
(N = 105)	[37.7, 66.2]	[35.5, 64.3]
Central East	75.8	88.3
(N = 23)	[52.8, 89.8]	[68.6, 96.3]
South West	38.7	52.7
(N = 29)	[20.0, 61.4]	[29.5, 74.9]
South East	38.9	36.0
(N = 33)	[21.5, 59.7]	[19.2, 57.0]

Continued

**Table C-8. Awareness of Cessation Resources Among Current Smokers, 2008 IN ATS [95% Confidence Interval]**

	Local Clinic Services or Programs (%)	1-800-QUIT-NOW (%)
<b>Income</b>		
Less than \$25,000 (N = 120)	58.5 [44.6,71.1]	59.0 [45.5,71.4]
\$25,000-\$34,999 (N = 57)	28.7 [15.8,46.3]	38.1 [21.4,58.2]
\$35,000-\$49,999 (N = 57)	50.6 [33.6,67.5]	47.7 [31.2,64.8]
\$50,000-\$74,999 (N = 59)	38.9 [24.0,56.2]	43.6 [28.0,60.5]
\$75,000 or More (N = 58)	42.8 [28.3,58.5]	49.1 [33.6,64.7]
<b>Education</b>		
Less than High School (N = 51)	54.0 [32.5,74.0]	64.3 [43.8,80.6]
High School Graduate (N = 147)	42.4 [31.9,53.5]	45.1 [34.2,56.5]
Some College (N = 111)	54.1 [41.8,65.9]	50.9 [38.7,63.0]
College Graduate (N = 44)	27.6 [14.3,46.4]	43.8 [24.4,65.3]
Post-Graduate (N = 10)	58.1 [24.3,85.7]	40.6 [13.2,75.5]
<b>Health Insurance Status</b>		
Uninsured (N = 58)	44.9 [29.5,61.3]	50.9 [35.1,66.6]
Insured (N = 303)	46.6 [38.3,55.0]	49.0 [40.6,57.4]
<b>Health Insurance Type</b>		
Private (N = 202)	42.2 [33.5,51.5]	48.6 [39.3,57.9]
Medicare (N = 57)	66.2 [47.6,80.8]	39.6 [23.6,58.2]
Medicaid (N = 25)	29.6 [11.8,56.8]	41.8 [17.3,71.2]
Military, Champus, Tricare or VA (N = 9)	71.6 [31.4,93.3]	75.5 [36.8,94.2]
None (N = 58)	44.9 [29.5,61.3]	50.9 [35.1,66.6]
Other (N = 10)	82.2 [37.4,97.3]	82.2 [37.4,97.3]

**Table C-9. Current Smokers' Likelihood of Using a Quitline, 2008 IN ATS [95% Confidence Interval]**

	Very Likely or Somewhat Likely (%)	Very Unlikely or Somewhat Unlikely (%)
Overall	18.0	82.0
(N = 365)	[13.6,23.6]	[76.4,86.4]
<b>Age Group</b>		
18-24	14.7	85.3
(N = 23)	[4.5,38.7]	[61.3,95.5]
25-39	10.7	89.3
(N = 97)	[5.7,19.2]	[80.8,94.3]
40-64	25.6	74.4
(N = 189)	[18.1,34.8]	[65.2,81.9]
65 or Older	17.2	82.8
(N = 55)	[8.9,30.5]	[69.5,91.1]
<b>Race/Ethnicity</b>		
White Non-Hispanic	14.9	85.1
(N = 263)	[10.5,20.8]	[79.2,89.5]
Black Non-Hispanic	35.9	64.1
(N = 60)	[19.9,55.8]	[44.2,80.1]
Hispanic	40.3	59.7
(N = 16)	[14.5,72.9]	[27.1,85.5]
Other	16.6	83.4
(N = 23)	[5.5,40.6]	[59.4,94.5]
<b>Gender</b>		
Female	23.0	77.0
(N = 184)	[15.9,32.1]	[67.9,84.1]
Male	12.8	87.2
(N = 180)	[8.2,19.5]	[80.5,91.8]
<b>Region</b>		
North West	25.9	74.1
(N = 56)	[13.6,43.5]	[56.5,86.4]
North Central	6.5	93.5
(N = 42)	[2.6,15.0]	[85.0,97.4]
North East	11.6	88.4
(N = 34)	[3.9,30.1]	[69.9,96.1]
Central West	18.4	81.6
(N = 33)	[7.3,39.2]	[60.8,92.7]
Central Indy	22.9	77.1
(N = 105)	[14.2,34.7]	[65.3,85.8]
Central East	24.7	75.3
(N = 23)	[7.7,56.2]	[43.8,92.3]
South West	10.9	89.1
(N = 29)	[4.4,24.6]	[75.4,95.6]
South East	11.4	88.6
(N = 33)	[3.0,34.6]	[65.4,97.0]

Continued

**Table C-9. Current Smokers' Likelihood of Using a Quitline, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Very Likely or Somewhat Likely (%)	Very Unlikely or Somewhat Unlikely (%)
<b>Income</b>		
Less than \$25,000 (N = 120)	26.3 [16.7,38.7]	73.7 [61.3,83.3]
\$25,000-\$34,999 (N = 57)	18.2 [9.0,33.5]	81.8 [66.5,91.0]
\$35,000-\$49,999 (N = 57)	7.0 [2.2,19.9]	93.0 [80.1,97.8]
\$50,000-\$74,999 (N = 59)	22.5 [11.6,39.1]	77.5 [60.9,88.4]
\$75,000 or More (N = 58)	9.9 [3.9,22.8]	90.1 [77.2,96.1]
<b>Education</b>		
Less than High School (N = 51)	16.9 [6.8,36.3]	83.1 [63.7,93.2]
High School Graduate (N = 147)	19.5 [12.8,28.6]	80.5 [71.4,87.2]
Some College (N = 111)	17.1 [10.2,27.5]	82.9 [72.5,89.8]
College Graduate (N = 44)	14.8 [5.7,33.5]	85.2 [66.5,94.3]
Post-Graduate (N = 10)	19.9 [4.7,55.8]	80.1 [44.2,95.3]
<b>Health Insurance Status</b>		
Uninsured (N = 58)	25.6 [14.3,41.6]	74.4 [58.4,85.7]
Insured (N = 303)	16.3 [11.8,22.1]	83.7 [77.9,88.2]
<b>Health Insurance Type</b>		
Private (N = 202)	15.2 [10.2,22.2]	84.8 [77.8,89.8]
Medicare (N = 57)	14.3 [6.9,27.3]	85.7 [72.7,93.1]
Medicaid (N = 25)	31.1 [11.9,59.9]	68.9 [40.1,88.1]
Military, Champus, Tricare or VA (N = 9)	16.3 [3.3,52.9]	83.7 [47.1,96.7]
None (N = 58)	25.6 [14.3,41.6]	74.4 [58.4,85.7]
Other (N = 10)	6.7 [0.9,35.6]	93.3 [64.4,99.1]

**Table C-10. Percentage of Hoosiers with Health Care Coverage, 2008 IN ATS  
[95% Confidence Interval]**

	Has Health Care Coverage (%)
Overall	92.3
(N = 2,114)	[90.4, 93.9]
<b>Age Group</b>	
18-24	90.9
(N = 100)	[63.6, 98.3]
25-39	57.4
(N = 360)	[36.4, 76.0]
40-64	70.2
(N = 1,068)	[58.0, 80.0]
65 or Older	90.4
(N = 607)	[74.0, 96.9]
<b>Race/Ethnicity</b>	
White Non-Hispanic	74.3
(N = 1,656)	[63.1, 83.0]
Black Non-Hispanic	62.2
(N = 257)	[36.6, 82.4]
Hispanic	75.0
(N = 114)	[30.2, 95.4]
Other	49.3
(N = 72)	[15.0, 84.2]
<b>Gender</b>	
Female	70.7
(N = 1,085)	[58.0, 80.8]
Male	73.1
(N = 1,028)	[56.7, 84.9]
<b>Region</b>	
North West	70.6
(N = 291)	[47.2, 86.6]
North Central	62.5
(N = 250)	[32.3, 85.3]
North East	50.2
(N = 247)	[18.3, 82.0]
Central West	64.0
(N = 161)	[32.8, 86.6]
Central Indy	80.8
(N = 602)	[65.0, 90.5]
Central East	94.2
(N = 140)	[64.9, 99.3]
South West	79.2
(N = 223)	[42.1, 95.2]
South East	40.7
(N = 200)	[16.5, 70.4]

Continued

**Table C-10. Percentage of Hoosiers with Health Care Coverage, 2008 IN ATS  
[95% Confidence Interval] (Continued)**

	Has Health Care Coverage (%)
<b>Income</b>	
Less than \$25,000 (N = 490)	71.8 [53.8,84.8]
\$25,000-\$34,999 (N = 247)	73.9 [48.7,89.4]
\$35,000-\$49,999 (N = 351)	66.9 [39.5,86.2]
\$50,000-\$74,999 (N = 370)	78.7 [57.1,91.1]
\$75,000 or More (N = 497)	70.3 [48.0,85.8]
<b>Education</b>	
Less than High School (N = 142)	88.3 [72.7,95.5]
High School Graduate (N = 768)	76.1 [61.0,86.6]
Some College (N = 574)	64.2 [43.2,80.9]
College Graduate (N = 399)	69.1 [44.9,86.0]
Post-Graduate (N = 223)	49.9 [15.1,84.8]

**Table C-11. Cessation Coverage Among Hoosiers with Health Care Coverage, 2008  
IN ATS [95% Confidence Interval]**

	N	Health Insurance Costs are Related to Smoking Status	N	Health Insurance Covers Cessation Services	N	Health Insurance Covers Cessation Counseling	N	Health Insurance Covers Cessation Medication
Overall	1,708	48.4	1,496	51.2	655	75.9	621	83.5
		[44.5, 52.3]		[47.0, 55.4]		[70.5, 80.6]		[78.6, 87.4]
Age Group								
18-24	64	59.3	62	29.6	20	43.8	21	64.1
		[36.4,78.7]		[15.5,49.2]		[18.7,72.6]		[29.7,88.3]
25-39	299	47.7	262	54.8	142	83.6	130	87.5
		[40.3,55.2]		[46.7,62.8]		[74.6,89.8]		[78.2,93.2]
40-64	855	48.8	735	63.0	389	76.8	366	87.6
		[43.7,53.9]		[57.8,67.9]		[70.3,82.2]		[82.9,91.1]
65 or Older	484	42.0	433	26.1	102	68.6	102	60.3
		[36.1,48.1]		[20.7,32.2]		[55.2,79.4]		[46.4,72.8]
Race/Ethnicity								
White Non-Hispanic	1,336	48.5	1,170	51.3	505	74.0	485	83.6
		[44.2,52.9]		[46.6,55.9]		[67.8,79.3]		[78.0,88.0]
Black Non-Hispanic	211	50.2	186	50.0	79	87.7	72	78.9
		[39.4,61.0]		[38.5,61.5]		[76.2,94.0]		[63.4,89.0]
Hispanic	94	42.8	80	54.5	48	83.1	43	85.2
		[28.9,58.0]		[37.9,70.2]		[66.3,92.5]		[69.5,93.6]
Other	60	44.5	55	44.3	21	86.4	19	89.8
		[28.7,61.4]		[27.8,62.1]		[66.1,95.4]		[68.8,97.2]
Gender								
Female	860	48.1	758	51.7	318	81.4	315	87.3
		[42.9,53.4]		[46.2,57.3]		[75.6,86.2]		[81.9,91.3]
Male	848	48.7	737	50.6	337	70.1	305	79.3
		[43.0,54.4]		[44.4,56.8]		[61.4,77.6]		[70.9,85.9]
Region								
North West	234	49.4	202	56.1	95	85.3	80	90.1
		[39.9,58.8]		[45.8,65.8]		[76.3,91.3]		[81.5,95.0]
North Central	194	45.9	168	53.3	69	83.3	70	88.8
		[36.1,56.0]		[42.7,63.6]		[71.0,91.0]		[77.9,94.7]
North East	195	58.7	175	61.3	81	65.3	79	76.4
		[48.0,68.6]		[50.2,71.3]		[44.3,81.7]		[53.1,90.3]
Central West	135	38.6	118	43.0	43	46.4	45	73.0
		[27.7,50.8]		[30.8,56.2]		[26.7,67.3]		[50.1,87.9]
Central Indy	488	53.1	433	53.0	197	80.0	181	86.8
		[46.3,59.7]		[45.6,60.3]		[70.3,87.1]		[78.3,92.4]
Central East	108	44.8	98	60.0	47	72.9	44	68.8
		[31.6,58.9]		[46.0,72.6]		[53.6,86.2]		[48.0,84.0]
South West	183	50.4	153	38.7	57	81.5	55	89.4
		[39.8,60.9]		[28.8,49.7]		[66.3,90.8]		[76.9,95.5]
South East	171	32.6	149	40.5	66	71.4	67	83.8
		[20.5,47.7]		[24.7,58.6]		[55.2,83.5]		[71.2,91.6]

Continued

**Table C-11. Cessation Coverage Among Hoosiers with Health Care Coverage, 2008  
IN ATS [95% Confidence Interval]**

	N	Health Insurance Costs are Related to Smoking Status	N	Health Insurance Covers Cessation Services	N	Health Insurance Covers Cessation Counseling	N	Health Insurance Covers Cessation Medication
Income								
Less than \$25,000	355	48.2	315	40.8	101	64.8	101	58.6
		[39.6,56.9]		[31.7,50.6]		[44.8,80.7]		[40.0,75.0]
\$25,000-\$34,999	197	42.8	174	38.6	64	64.0	64	87.4
		[33.2,53.0]		[29.3,48.8]		[47.3,77.9]		[75.6,94.0]
\$35,000-\$49,999	283	40.2	249	41.2	97	70.9	96	89.5
		[30.3,50.9]		[30.7,52.7]		[56.9,81.8]		[80.5,94.6]
\$50,000-\$74,999	316	47.8	273	54.3	131	77.0	127	81.6
		[39.8,55.9]		[45.7,62.6]		[64.9,85.9]		[70.0,89.3]
\$75,000 or More	444	53.5	394	63.2	233	82.4	206	88.9
		[47.0,59.9]		[56.3,69.6]		[74.5,88.3]		[82.9,92.9]
Education								
Less than High School	105	49.0	103	27.6	36	46.4	37	81.2
		[33.7,64.5]		[17.2,41.1]		[26.1,67.9]		[64.4,91.1]
High School Graduate	618	46.5	547	49.4	204	74.2	202	79.6
		[40.7,52.3]		[43.5,55.4]		[64.7,81.8]		[71.3,86.0]
Some College	464	47.9	401	51.3	182	80.6	171	83.7
		[39.7,56.1]		[42.2,60.4]		[68.4,88.8]		[70.8,91.6]
College Graduate	333	53.1	286	62.1	162	76.3	147	88.3
		[45.0,61.1]		[53.4,70.0]		[65.3,84.6]		[80.6,93.2]
Post-Graduate	184	46.8	158	48.0	70	75.3	64	84.6
		[35.8,58.2]		[36.3,60.0]		[59.6,86.3]		[69.6,92.9]
Health Insurance Type								
Private	1,148	51.3	997	57.0	516	77.8	482	87.7
		[46.6,55.9]		[51.9,62.1]		[72.4,82.5]		[83.6,90.9]
Medicare	482	45.5	379	28.5	91	54.0	91	53.0
		[38.3,52.9]		[21.3,37.1]		[34.8,72.1]		[33.8,71.5]
Medicaid	70	38.9	64	38.2	20	64.1	20	64.6
		[22.8,57.9]		[22.3,57.0]		[27.5,89.4]		[26.3,90.3]
Military, Champus, Tricare or the VA	45	11.2	40	67.0	21	96.2	21	80.1
		[4.5,25.4]		[43.2,84.4]		[87.2,98.9]		[47.9,94.7]
Other	17	11.1	16	22.5	7	100.0	7	95.6
		[2.5,38.0]		[4.8,62.3]		-		[66.2,99.6]

**Table C-12. Current Smokers Who Visited a Doctor in the Past 12 Months, 2008 IN  
ATS [95% Confidence Interval]**

	Current Smoker Who Visited a Doctor in Past 12 Months (%)
Overall	63.8
(N = 364)	[55.8, 71.0]
<b>Age Group</b>	
18-24	74.7
(N = 23)	[52.3, 88.8]
25-39	50.4
(N = 97)	[37.3, 63.4]
40-64	69.2
(N = 189)	[56.7, 79.5]
65 or Older	73.7
(N = 54)	[57.1, 85.5]
<b>Race/Ethnicity</b>	
White Non-Hispanic	63.0
(N = 263)	[53.9, 71.3]
Black Non-Hispanic	81.9
(N = 59)	[65.1, 91.6]
Hispanic	48.7
(N = 16)	[19.4, 78.9]
Other	70.2
(N = 23)	[42.6, 88.2]
<b>Gender</b>	
Female	69.1
(N = 184)	[56.3, 79.4]
Male	58.0
(N = 179)	[47.8, 67.6]
<b>Region</b>	
North West	72.9
(N = 55)	[49.5, 88.0]
North Central	51.7
(N = 42)	[33.1, 69.9]
North East	60.5
(N = 34)	[38.4, 79.0]
Central West	49.0
(N = 33)	[26.2, 72.2]
Central Indy	70.3
(N = 105)	[53.5, 82.9]
Central East	77.9
(N = 23)	[55.8, 90.7]
South West	62.7
(N = 39)	[35.9, 83.5]
South East	52.1
(N = 33)	[31.8, 71.7]

Continued

**Table C-12. Current Smokers Who Visited a Doctor in the Past 12 Months, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Current Smoker Who Visited a Doctor in Past 12 Months (%)
<b>Income</b>	
Less than \$25,000 (N = 120)	61.3 [45.5,75.1]
\$25,000-\$34,999 (N = 56)	63.2 [38.6,82.4]
\$35,000-\$49,999 (N = 57)	73.4 [58.2,84.5]
\$50,000-\$74,999 (N = 59)	62.4 [43.4,78.3]
\$75,000 or More (N = 58)	60.2 [43.2,75.1]
<b>Education</b>	
Less than High School (N = 50)	51.3 [29.4,72.8]
High School Graduate (N = 147)	61.9 [49.7,72.7]
Some College (N = 111)	76.9 [66.5,84.9]
College Graduate (N = 44)	51.0 [28.8,72.8]
Post-Graduate (N = 10)	78.6 [46.3,94.0]
<b>Health Insurance Status</b>	
Uninsured (N = 58)	71.4 [57.0,82.5]
Insured (N = 302)	62.5 [53.4,70.9]
<b>Health Insurance Type</b>	
Private (N = 202)	64.7 [54.8,73.4]
Medicare (N = 56)	70.6 [53.7,83.2]
Medicaid (N = 25)	51.8 [22.0,80.4]
Military, Champus, Tricare or VA (N = 9)	94.7 [66.2,99.4]
None (N = 58)	71.4 [57.0,82.5]
Other (N = 10)	10.1 [1.6,43.8]

**Table C-13. Current Smokers Who Were Advised Not to Smoke by a Doctor and Doctor Gave Any Specific Advice, 2008 IN ATS [95% Confidence Interval]**

	N	Current Smoker Who Was Advised Not to Smoke By a Doctor (%)	N	Doctor Gave Any Specific Advice (%)
Overall	243	70.5	243	50.6
		[62.1, 77.7]		[42.0, 59.2]
<b>Age Group</b>				
18-24	16	60.3	16	54.8
		[33.5, 82.0]		[28.6, 78.6]
25-39	51	67.3	51	38.6
		[50.4, 80.7]		[24.2, 55.4]
40-64	136	75.7	136	53.2
		[64.9, 84.1]		[42.3, 63.7]
65 or Older	39	73.0	39	66.0
		[48.7, 88.5]		[42.4, 83.7]
<b>Race/Ethnicity</b>				
White Non-Hispanic	171	70.9	171	52.7
		[61.3, 78.9]		[42.8, 62.3]
Black Non-Hispanic	48	58.6	48	36.5
		[35.5, 78.5]		[18.8, 58.8]
Hispanic	10	90.3	10	67.7
		[63.5, 98.0]		[29.2, 91.4]
Other	14	84.2	14	41.5
		[53.2, 96.1]		[14.4, 74.9]
<b>Gender</b>				
Female	139	69.4	139	49.1
		[57.6, 79.2]		[37.8, 60.4]
Male	103	71.7	103	52.4
		[59.5, 81.4]		[39.4, 65.1]
<b>Region</b>				
North West	45	64.3	45	45.4
		[44.1, 80.4]		[28.1, 64.0]
North Central	22	84.5	22	52.8
		[63.7, 94.4]		[27.6, 76.7]
North East	20	88.2	20	44.3
		[65.1, 96.8]		[17.8, 74.4]
Central West	17	79.9	17	51.1
		[52.6, 93.4]		[24.6, 77.0]
Central Indy	78	70.5	78	57.0
		[54.2, 82.9]		[41.1, 71.6]
Central East	14	49.5	14	46.7
		[21.8, 77.6]		[19.7, 75.7]
South West	28	72.0	28	57.1
		[45.8, 88.7]		[31.8, 79.1]
South East	19	58.1	19	23.6
		[29.4, 82.2]		[9.6, 47.5]

Continued

**Table C-13. Current Smokers Who were Advised Not to Smoke by a Doctor and Doctor Gave Any Specific Advice, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Current Smoker Who Was Advised Not to Smoke By a Doctor (%)	N	Doctor Gave Any Specific Advice (%)
<b>Income</b>				
Less than \$25,000	84	73.3 [56.8,85.1]	84	52.6 [37.2,67.6]
\$25,000-\$34,999	38	72.5 [51.4,86.7]	38	53.5 [33.3,72.7]
\$35,000-\$49,999	38	73.6 [52.5,87.5]	38	49.2 [28.4,70.2]
\$50,000-\$74,999	37	64.7 [43.5,81.3]	37	50.9 [31.1,70.4]
\$75,000 or More	37	63.5 [43.0,80.0]	37	44.6 [27.2,63.5]
<b>Education</b>				
Less than High School	32	88.6 [72.4,95.8]	32	78.2 [59.8,89.6]
High School Graduate	94	75.4 [61.5,85.4]	94	57.3 [43.3,70.2]
Some College	81	56.1 [41.3,69.8]	81	36.0 [23.2,51.2]
College Graduate	28	77.9 [53.5,91.5]	28	53.8 [32.0,74.2]
Post-Graduate	7	100.0 -	7	49.9 [15.0,84.9]
<b>Health Insurance Status</b>				
Uninsured	33	67.0 [45.7,83.1]	33	51.1 [31.2,70.7]
Insured	208	71.5 [62.5,79.2]	208	50.5 [41.2,59.8]
<b>Health Insurance Type</b>				
Private	135	69.5 [58.5,78.6]	135	48.1 [37.1,59.3]
Medicare	41	70.0 [44.9,86.9]	41	44.4 [24.6,66.1]
Medicaid	19	77.7 [44.3,93.9]	19	70.6 [39.7,89.7]
Military, Champus, Tricare or VA	8	98.2 [85.6,99.8]	8	69.7 [27.6,93.3]
None	33	67.0 [45.7,83.1]	33	51.1 [31.2,70.7]
Other	5	92.3 [54.6,99.2]	5	76.6 [29.7,96.2]

**Table C-14. Cessation Advice Given by Health Professionals to Current Smokers, 2008 IN ATS [95% Confidence Interval]**

	Doctor Prescribed Cessation Medication (%)	Doctor Suggested Setting a Quit Date (%)	Doctor Suggested Calling 1-800-QUIT-NOW (%)	Doctor Suggested using Class, Program, or Counseling (%)	Doctor Gave Book or Pamphlets (%)
Overall	35.8	27.1	7.3	15.2	22.7
(N = 243)	[27.9,44.5]	[19.7,36.2]	[3.6, 14.4]	[9.7, 23.1]	[15.6,31.7]
<b>Age Group</b>					
18-24	24.3	32.9	23.0	20.0	37.1
(N = 16)	[6.4,60.3]	[12.0,63.8]	[7.4, 52.7]	[5.2, 53.4]	[14.2,67.6]
25-39	23.2	23.7	10.8	8.7	19.2
(N = 51)	[12.6,38.9]	[12.1,41.4]	[4.4, 24.0]	[3.3, 20.8]	[9.3,35.3]
40-64	43.8	25.2	0.6	15.8	18.5
(N = 136)	[33.5,54.6]	[16.7,36.0]	[0.1, 3.3]	[9.2, 25.7]	[11.7,27.9]
65 or Older	55.1	36.4	0.4	22.5	27.4
(N = 39)	[32.0,76.3]	[15.0,64.9]	[0.1, 3.0]	[6.1, 56.4]	[9.3,58.1]
<b>Race/Ethnicity</b>					
White Non-Hispanic	40.8	28.1	6.7	15.7	23.3
(N = 171)	[31.4,50.8]	[19.6,38.5]	[2.8, 15.2]	[9.3, 25.5]	[15.1,34.0]
Black Non-Hispanic	11.3	22.4	3.4	8.7	22.8
(N = 48)	[4.6,25.0]	[8.2,48.1]	[0.9, 12.2]	[3.3, 20.8]	[9.0,46.9]
Hispanic	21.4	49.7	46.3	31.5	14.4
(N = 10)	[5.2,57.6]	[15.6,84.1]	[13.3, 82.9]	[8.3, 70.0]	[1.9,59.8]
Other	28.0	4.7	0.0	12.2	17.5
(N = 14)	[8.7,61.4]	[0.6,29.3]	-	[20., 48.9]	[3.7,54.2]
<b>Gender</b>					
Female	31.8	25.5	10.8	18.9	21.8
(N = 139)	[22.3,43.2]	[16.7,36.9]	[4.7, 22.9]	[10.6, 31.5]	[13.1,33.9]
Male	40.5	29.4	3.1	10.6	23.9
(N = 103)	[28.3,54.0]	[17.8,44.5]	[1.1, 8.5]	[5.6, 19.3]	[13.5,38.7]
<b>Region</b>					
North West	27.2	25.7	12.8	15.9	17.0
(N = 45)	[14.5,45.1]	[12.4,45.9]	[4.1, 33.2]	[6.6, 33.7]	[8.1,32.3]
North Central	13.2	36.3	12.8	4.5	24.7
(N = 22)	[3.7,37.7]	[14.5,65.8]	[1.9, 53.1]	[0.9, 19.4]	[7.6,56.5]
North East	33.8	3.6	10.0	12.3	24.1
(N = 20)	[12.6,64.5]	[0.5,23.1]	[2.6, 31.7]	[3.8, 33.3]	[7.8,54.5]
Central West	51.1	39.0	0.0	31.8	30.0
(N = 17)	[24.6,77.0]	[14.7,70.5]	-	[10.3, 65.5]	[9.1,64.6]
Central Indy	39.7	32.1	0.1	19.6	23.9
(N = 78)	[25.3,56.2]	[18.5,49.7]	[0.0, 0.7]	[9.6, 36.1]	[11.2,43.8]
Central East	37.7	7.1	24.5	22.7	32.8
(N = 14)	[13.8,69.6]	[1.9,23.0]	[5.7, 63.7]	[4.8, 63.0]	[10.5,66.9]
South West	50.1	33.8	9.4	0.4	18.6
(N = 28)	[26.5,73.6]	[14.1,61.4]	[1.3, 44.4]	[0.1, 3.2]	[5.9,45.3]

Continued

**Table C-14. Cessation Advice Given by Health Professionals to Current Smokers, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Doctor Prescribed Cessation Medication (%)	Doctor Suggested Setting a Quit Date (%)	Doctor Suggested Calling 1-800-QUIT-NOW (%)	Doctor Suggested using Class, Program, or Counseling (%)	Doctor Gave Book or Pamphlets (%)
South East (N = 19)	23.6 [9.6,47.5]	11.1 [3.3,31.6]	0.0 -	0.0 -	8.1 [1.9,28.7]
<b>Income</b>					
Less than \$25,000 (N = 84)	28.6 [16.9,44.1]	22.7 [12.0,38.8]	8.4 [2.0, 28.8]	15.3 [6.6, 31.5]	24.6 [12.9,41.8]
\$25,000-\$34,999 (N = 38)	45.2 [25.9,66.0]	32.5 [15.5,55.8]	11.7 [3.0, 36.4]	11.5 [3.3, 33.3]	30.2 [14.5,52.5]
\$35,000-\$49,999 (N = 38)	46.1 [25.7,67.8]	34.0 [15.5,59.2]	0.0 -	14.9 [4.8, 38.1]	27.1 [10.5,54.1]
\$50,000-\$74,999 (N = 37)	28.1 [14.6,47.2]	24.4 [10.9,46.0]	11.6 [3.1, 35.0]	24.6 [10.0, 48.9]	16.9 [5.0,44.1]
\$75,000 or More (N = 37)	33.8 [19.0,52.7]	22.5 [10.1,42.9]	7.7 [1.6, 30.3]	11.0 [3.3, 30.8]	16.0 [6.7,33.5]
<b>Education</b>					
Less than High School (N = 32)	58.5 [34.9,78.8]	38.2 [17.8,63.7]	20.1 [5.5, 52.2]	21.1 [6.1, 52.3]	43.5 [21.4,68.4]
High School Graduate (N = 94)	43.8 [30.5,58.1]	32.4 [19.8,48.2]	9.0 [3.4, 21.4]	11.6 [5.7, 22.1]	26.1 [14.5,42.2]
Some College (N = 81)	19.7 [10.9,32.9]	21.3 [11.5,36.1]	4.0 [0.7, 18.8]	15.7 [6.9, 31.8]	13.6 [5.4,30.2]
College Graduate (N = 28)	43.8 [23.5,66.3]	22.1 [7.0,51.8]	0.0 -	26.2 [9.9, 53.5]	21.7 [9.4,42.4]
Post-Graduate (N = 7)	37.7 [8.7,79.2]	12.2 [1.5,55.5]	0.0 -	0.0 -	23.2 [5.0,63.4]
<b>Health Insurance Status</b>					
Uninsured (N = 33)	19.1 [7.5,40.7]	25.0 [11.4,46.3]	13.8 [3.9, 38.5]	22.9 [8.9, 47.6]	29.1 [13.2,52.6]
Insured (N = 208)	40.7 [31.7,50.3]	27.7 [19.3,37.9]	5.5 [2.4, 11.9]	13.0 [8.0, 20.6]	20.7 [13.5,30.5]
<b>Health Insurance Type</b>					
Private (N = 135)	40.7 [30.1,52.2]	25.2 [15.8,37.7]	4.4 [1.6, 11.5]	11.0 [6.2, 18.8]	19.7 [11.4,31.8]
Medicare (N = 41)	35.7 [18.2,58.1]	19.3 [6.7,44.3]	0.6 [0.1, 2.5]	2.6 [0.9, 7.3]	7.2 [2.0,22.6]
Medicaid (N = 19)	38.8 [15.8,68.2]	55.4 [27.5,80.3]	25.1 [6.2, 62.8]	25.4 [7.5, 58.8]	29.2 [9.9,60.8]
Military, Champus, Tricare or VA (N = 8)	69.7 [27.6,93.3]	47.9 [9.7,88.8]	0.0 -	60.3 [19.0, 90.7]	60.3 [19.0,90.8]
None (N = 33)	19.1 [7.5,40.7]	25.0 [11.4,46.3]	13.8 [3.9, 38.5]	22.9 [8.9, 47.6]	29.1 [13.2,52.6]
Other (N = 5)	0.0 -	17.9 [2.0,70.1]	0.0 -	17.9 [2.0, 70.0]	76.6 [29.7,96.2]

**APPENDIX D:  
SECONDHAND SMOKE MEASURES OVERALL AND BY  
SOCIODEMOGRAPHIC CHARACTERISTICS**

**Table D-1. Prevalence of Households with Smokers, 2008 IN ATS [95% Confidence Interval]**

	Lives in a Household with a Smoker (%)
Overall	30.8
(N = 2,147)	[27.5, 34.2]
<b>Age Group</b>	
18-24	45.5
(N = 107)	[31.3, 60.5]
25-39	38.3
(N = 365)	[31.9, 45.1]
40-64	28.4
(N = 1,047)	[24.5, 32.7]
65 or Older	15.1
(N = 617)	[11.6, 19.4]
<b>Race/Ethnicity</b>	
White Non-Hispanic	29.3
(N = 1,671)	[25.7, 33.2]
Black Non-Hispanic	34.2
(N = 260)	[25.7, 43.8]
Hispanic	44.2
(N = 117)	[31.4, 57.7]
Other	47.6
(N = 77)	[33.2, 62.4]
<b>Gender</b>	
Female	30.8
(N = 1,102)	[26.8, 35.2]
Male	30.7
(N = 1,044)	[25.7, 36.2]
<b>Region</b>	
North West	31.7
(N = 296)	[24.5, 39.8]
North Central	32.5
(N = 258)	[24.7, 41.3]
North East	22.2
(N = 249)	[15.7, 30.4]
Central West	33.1
(N = 166)	[23.6, 44.3]
Central Indy	29.1
(N = 608)	[23.8, 35.2]
Central East	27.2
(N = 142)	[18.3, 38.5]
South West	31.6
(N = 224)	[23.2, 41.5]

Continued

**Table D-1. Prevalence of Households with Smokers, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Lives in a Household with a Smoker (%)
South East	41.5
(N = 204)	[25.1,60.1]
Income	
Less than \$25,000	41.9
(N = 496)	[35.0,49.0]
\$25,000-\$34,999	35.4
(N = 248)	[26.3,45.6]
\$35,000-\$49,999	40.7
(N = 353)	[30.3,51.9]
\$50,000-\$74,999	27.6
(N = 373)	[21.8,34.3]
\$75,000 or More	23.4
(N = 501)	[18.5,29.2]
Education	
Less than High School	53.7
(N = 146)	[41.2,65.8]
High School Graduate	35.2
(N = 774)	[30.3,40.4]
Some College	37.4
(N = 581)	[30.2,45.2]
College Graduate	17.3
(N = 403)	[12.5,23.3]
Post-Graduate	6.1
(N = 224)	[3.6,10.2]
Health Insurance Status	
Uninsured	61.7
(N = 152)	[49.3,72.8]
Insured	28.3
(N = 1,961)	[24.9,32.0]
Health Insurance Type	
Private	28.6
(N = 1,283)	[24.5,33.1]
Medicare	19.1
(N = 528)	[14.8,24.4]
Medicaid	51.7
(N = 79)	[34.6,68.4]
Military, Champus, Tricare or VA	31.4
(N = 47)	[15.3,53.9]
None	61.7
(N = 152)	[49.3,72.8]
Other	59.8
(N = 24)	[29.0,84.4]

**Table D-2. Prevalence of Smoke-Free Homes, 2008 IN ATS [95% Confidence Interval]**

	N	All Households (%)	N	Households with Smokers (%)	N	Households without Smokers (%)
Overall	2,138	81.1	575	55.1	1,562	92.6
		[78.5, 83.4]		[48.4, 61.6]		[90.6, 94.2]
<b>Age Group</b>						
18-24	106	78.4	48	62.9	58	91.1
		[67.4,86.4]		[40.8,80.7]		[80.1,96.3]
25-39	365	84.3	140	67.5	225	94.8
		[78.7,88.7]		[56.5,76.9]		[89.8,97.4]
40-64	1,045	79.2	294	47.5	751	91.9
		[75.4,82.6]		[39.0,56.0]		[88.5,94.3]
65 or Older	611	83.6	91	30.9	519	93.1
		[79.6,87.0]		[19.2,45.9]		[90.4,95.0]
<b>Race/Ethnicity</b>						
White Non-Hispanic	1,665	82.8	421	56.6	1,243	93.6
		[80.0,85.2]		[48.8,64.0]		[91.6,95.2]
Black Non-Hispanic	259	67.3	87	39.0	172	81.9
		[57.3,75.9]		[24.8,55.3]		[69.7,90.0]
Hispanic	117	81.0	32	65.4	85	93.3
		[68.8,89.2]		[43.2,82.5]		[85.5,97.1]
Other	75	72.6	30	49.5	45	92.9
		[58.7,83.2]		[26.3,72.8]		[79.3,97.8]
<b>Gender</b>						
Female	1,096	81.3	306	52.6	789	94.1
		[77.7,84.5]		[44.4,60.7]		[91.8,95.8]
Male	1,041	80.8	268	57.8	773	91.0
		[77.0,84.1]		[47.3,67.6]		[87.5,93.6]
<b>Region</b>						
North West	295	80.8	88	61.0	207	90.0
		[73.0,86.8]		[47.4,73.1]		[78.3,95.8]
North Central	256	82.6	72	58.9	184	94.0
		[75.7,87.8]		[44.2,72.2]		[88.4,97.0]
North East	249	84.9	55	63.4	194	91.1
		[78.0,89.9]		[45.0,78.6]		[85.1,94.8]
Central West	167	74.2	48	38.4	118	91.9
		[63.3,82.7]		[22.2,57.7]		[84.2,96.0]
Central Indy	603	81.5	157	47.4	446	95.6
		[76.2,85.8]		[35.8,59.3]		[92.9,97.3]
Central East	140	75.0	34	37.0	106	88.9
		[63.7,83.7]		[19.5,58.9]		[78.1,94.8]
South West	224	82.9	64	59.0	160	93.9
		[75.4,88.5]		[42.4,73.8]		[86.1,97.5]
South East	204	82.2	57	75.0	147	87.4
		[73.1,88.8]		[51.1,89.6]		[78.5,92.9]

Continued

**Table D-2. Prevalence of Smoke-Free Homes, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	All Households (%)	N	Households with Smokers (%)	N	Households without Smokers (%)
<b>Income</b>						
Less than \$25,000	490	64.0	166	34.0	324	85.8
		[56.9,70.6]		[24.3,45.2]		[78.9,90.7]
\$25,000-\$34,999	258	74.0	79	45.4	169	89.7
		[64.0,82.0]		[29.8,62.0]		[82.6,94.1]
\$35,000-\$49,999	352	78.8	98	60.8	254	91.1
		[71.3,84.7]		[42.2,76.6]		[85.9,94.5]
\$50,000-\$74,999	373	82.4	99	59.6	274	91.0
		[76.4,87.0]		[47.1,70.9]		[83.3,95.4]
\$75,000 or More	500	91.8	106	74.9	394	96.9
		[88.1,94.3]		[62.7,84.1]		[94.3,98.4]
<b>Education</b>						
Less than High School	144	63.8	67	41.2	77	90.4
		[50.2,75.5]		[24.8,59.7]		[80.2,95.6]
High School Graduate	769	72.5	231	43.3	538	88.4
		[67.4,77.0]		[34.8,52.2]		[83.2,92.1]
Some College	579	84.3	188	69.7	391	93.0
		[79.9,87.8]		[58.5,78.9]		[89.3,95.5]
College Graduate	403	91.2	67	64.3	336	96.8
		[87.1,94.0]		[47.8,78.0]		[94.2,98.3]
Post-Graduate	225	92.1	18	42.6	206	95.3
		[86.7,95.4]		[20.7,67.8]		[89.8,97.9]
<b>Health Insurance Status</b>						
Uninsured	151	68.2	79	56.6	72	86.7
		[57.7,77.1]		[43.3,69.0]		[70.8,94.6]
Insured	1,953	82.3	489	55.1	1,463	93.1
		[79.7,84.7]		[47.5,62.5]		[91.1,94.7]
<b>Health Insurance Type</b>						
Private	1,281	85.1	342	62.3	939	94.2
		[82.2,87.5]		[53.8,70.1]		[91.8,96.0]
Medicare	523	82.4	91	40.6	431	92.3
		[77.8,86.2]		[27.7,54.8]		[89.3,94.5]
Medicaid	78	45.0	31	19.7	47	72.3
		[28.9,62.1]		[6.9,44.7]		[47.7,88.2]
Military, Champus, Tricare or VA	47	83.2	13	54.1	34	96.6
		[60.0,94.3]		[20.0,84.7]		[88.8,99.0]
None	151	68.2	79	56.6	72	86.7
		[57.7,77.1]		[43.3,69.0]		[70.8,94.6]
Other	24	39.5	12	17.9	12	71.5
		[15.7,69.6]		[3.6,56.3]		[26.9,94.5]

**Table D-3. Prevalence of Smoking in the Household in the Past 7 Days by Household Smoking Status, 2008 IN ATS [95% Confidence Interval]**

	N	Households with Smokers (%)	N	Households without Smokers (%)
Overall	574	48.8	1,570	1.6
		[42.0, 55.7]		[1.0, 2.3]
<b>Age Group</b>				
18-24	49	49.7	58	1.5
		[26.6,72.9]		[0.4,5.8]
25-39	140	37.1	225	0.4
		[27.1,48.4]		[0.1,1.8]
40-64	292	54.4	753	2.3
		[45.7,62.9]		[1.4,3.9]
65 or Older	91	61.3	525	1.1
		[46.9,73.9]		[0.6,2.0]
<b>Race/Ethnicity</b>				
White Non-Hispanic	419	47.7	1,249	1.3
		[39.8,55.7]		[0.8,2.0]
Black Non-Hispanic	87	59.5	173	3.3
		[43.3,73.9]		[1.5,6.8]
Hispanic	32	34.9	85	1.3
		[18.1,56.7]		[0.2,8.6]
Other	31	72.4	46	1.3
		[43.2,90.0]		[0.3,5.9]
<b>Gender</b>				
Female	306	51.6	794	1.7
		[43.4,59.8]		[1.0,2.8]
Male	267	45.8	776	1.4
		[35.3,56.7]		[0.7,2.8]
<b>Region</b>				
North West	87	40.6	208	1.3
		[28.2,54.3]		[0.5,3.4]
North Central	72	44.7	186	0.2
		[30.7,59.6]		[0.1,1.1]
North East	55	42.2	194	3.2
		[26.0,60.2]		[1.1,9.3]
Central West	48	62.5	118	1.8
		[43.4,78.3]		[0.5,6.9]
Central Indy	157	55.8	450	1.1
		[43.8,67.2]		[0.5,2.6]
Central East	35	71.3	107	2.2
		[52.2,85.0]		[0.9,5.6]
South West	63	43.6	160	1.1
		[28.1,60.4]		[0.4,2.8]
South East	57	33.0	147	3.1
		[13.1,61.5]		[1.0,9.1]

Continued)

**Table D-3. Prevalence of Smoking in the Household in the Past 7 Days by Household Smoking Status, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Households with Smokers (%)	N	Households without Smokers (%)
<b>Income</b>				
Less than \$25,000	165	73.9 [63.7,82.1]	330	6.8 [4.0,11.3]
\$25,000-\$34,999	79	54.9 [38.3,70.4]	169	0.2 [0.0,1.5]
\$35,000-\$49,999	98	41.5 [24.9,60.4]	255	0.4 [0.1,1.2]
\$50,000-\$74,999	99	41.8 [30.2,54.5]	274	1.7 [0.6,4.8]
\$75,000 or More	106	30.5 [19.8,43.7]	395	0.4 [0.1,1.1]
<b>Education</b>				
Less than High School	66	70.6 [53.3,83.5]	79	5.8 [2.4,13.3]
High School Graduate	231	60.0 [51.1,68.3]	542	2.8 [1.6,5.1]
Some College	188	35.3 [24.8,47.5]	393	1.1 [0.5,2.4]
College Graduate	67	36.1 [22.4,52.6]	336	0.5 [0.1,2.5]
Post-Graduate	18	46.7 [23.7,71.2]	206	0.1 [0.0,1.0]
<b>Health Insurance Status</b>				
Uninsured	79	53.0 [39.4,66.2]	72	1.0 [0.1,7.0]
Insured	488	47.8 [40.2,55.6]	1,471	1.5 [1.0,2.3]
<b>Health Insurance Type</b>				
Private	341	43.2 [34.6,52.2]	941	1.3 [0.7,2.4]
Medicare	91	48.9 [35.7,62.4]	436	1.6 [0.8,3.1]
Medicaid	31	82.3 [58.6,93.9]	48	7.1 [3.0,15.8]
Military, Champus, Tricare or VA	13	45.9 [15.3,80.0]	34	2.4 [0.5,10.0]
None	79	53.0 [39.4,66.2]	72	1.0 [0.1,7.0]
Other	12	79.3 [40.7,95.5]	12	0.0 -

**Table D-4. Prevalence of Smoking in the Household in the Past 7 Days by Smoke-Free Home Status, 2008 IN ATS [95% Confidence Interval]**

	N	Smoking Allowed (%)	N	Smoking Not Allowed (%)
Overall	464	68.7 [62.1, 74.6]	1,671	3.8 [2.7, 5.4]
<b>Age Group</b>				
18-24	31	71.6 [49.5,86.6]	75	9.8 [4.6,19.5]
25-39	61	73.0 [56.9,84.6]	304	3.6 [1.5,8.1]
40-64	250	69.6 [60.0,77.7]	793	3.5 [2.3,5.3]
65 or Older	119	57.8 [46.2,68.6]	491	0.9 [0.4,2.2]
<b>Race/Ethnicity</b>				
White Non-Hispanic	332	70.0 [62.5,76.6]	1,330	3.5 [2.3,5.2]
Black Non-Hispanic	83	57.3 [39.1,73.7]	176	5.6 [2.3,12.7]
Hispanic	20	63.8 [33.7,85.9]	97	5.0 [1.3,17.4]
Other	23	85.8 [62.9,95.5]	52	14.2 [4.6,36.1]
<b>Gender</b>				
Female	238	74.4 [66.0,81.2]	856	3.9 [2.6,5.9]
Male	225	62.8 [52.7,71.8]	815	3.8 [2.2,6.5]
<b>Region</b>				
North West	63	56.5 [34.9,75.8]	231	3.8 [1.7,8.1]
North Central	54	65.0 [47.1,79.5]	202	4.1 [1.4,11.2]
North East	46	58.0 [38.8,75.1]	203	3.7 [1.4,8.9]
Central West	48	68.6 [48.0,83.8]	119	5.6 [1.9,15.3]
Central Indy	120	80.4 [69.9,87.9]	482	2.8 [1.5,5.1]
Central East	38	66.0 [43.0,83.3]	102	5.4 [1.6,16.6]
South West	47	72.9 [50.1,87.8]	176	2.9 [1.2,6.9]
South East	48	59.8 [41.1,76.1]	156	5.9 [1.6,19.6]

Continued

**Table D-4. Prevalence of Smoking in the Household in the Past 7 Days by Smoke-Free Home Status, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Smoking Allowed (%)	N	Smoking Not Allowed (%)
<b>Income</b>				
Less than \$25,000	165	79.5 [69.3,87.0]	324	10.2 [5.9,16.9]
\$25,000-\$34,999	69	69.0 [51.8,82.2]	179	2.2 [0.7,7.1]
\$35,000-\$49,999	77	64.0 [48.6,77.0]	275	4.5 [2.1,9.4]
\$50,000-\$74,999	75	53.8 [37.2,69.6]	298	4.0 [2.0,7.9]
\$75,000 or More	51	68.0 [49.5,82.2]	449	2.0 [0.7,5.7]
<b>Education</b>				
Less than High School	56	85.8 [71.1,93.6]	87	15.8 [6.9,32.1]
High School Graduate	208	69.0 [58.5,77.8]	560	5.6 [3.5,8.7]
Some College	126	67.5 [55.2,77.8]	453	3.9 [2.0,7.6]
College Graduate	47	66.1 [47.6,80.7]	356	0.9 [0.3,2.4]
Post-Graduate	24	38.0 [17.6,63.7]	201	0.0 -
<b>Health Insurance Status</b>				
Uninsured	52	78.0 [61.1,88.9]	98	11.9 [5.4,24.3]
Insured	404	67.6 [60.3,74.2]	1,547	3.3 [2.3,4.9]
<b>Health Insurance Type</b>				
Private	235	68.7 [59.4,76.7]	1,045	3.6 [2.3,5.5]
Medicare	112	50.6 [38.4,62.7]	410	2.2 [0.9,5.2]
Medicaid	37	78.1 [51.4,92.3]	41	7.2 [1.5,28.1]
Military, Champus, Tricare or VA	9	95.9 [70.5,99.6]	38	0.0 -
None	52	78.0 [61.1,88.9]	98	11.9 [5.4,24.3]
Other	11	78.4 [31.6,96.6]	13	0.0 -

**Table D-5. Prevalence of 100% Smoke-Free Workplaces Among Indoor Workers, 2008 IN ATS [95% Confidence Interval]**

	Workplace is 100% Smoke-Free (%)
Overall	72.8
(N = 991)	[68.3, 76.9]
<b>Age Group</b>	
18-24	63.5
(N = 61)	[44.5, 79.0]
25-39	73.4
(N = 253)	[65.0, 80.4]
40-64	74.9
(N = 604)	[69.0, 80.0]
65 or Older	70.8
(N = 69)	[54.4, 83.2]
<b>Race/Ethnicity</b>	
White Non-Hispanic	74.2
(N = 794)	[69.2, 78.6]
Black Non-Hispanic	70.5
(N = 98)	[54.6, 82.6]
Hispanic	62.6
(N = 58)	[44.0, 78.1]
Other	55.1
(N = 34)	[34.5, 74.1]
<b>Gender</b>	
Female	77.5
(N = 501)	[70.9, 82.9]
Male	67.7
(N = 490)	[60.9, 73.8]
<b>Region</b>	
North West	55.2
(N = 130)	[42.8, 67.0]
North Central	72.4
(N = 115)	[58.9, 82.8]
North East	82.6
(N = 121)	[72.7, 89.4]
Central West	68.8
(N = 74)	[50.9, 82.4]
Central Indy	76.7
(N = 296)	[67.3, 84.0]
Central East	66.6
(N = 62)	[49.3, 80.4]
South West	74.7
(N = 97)	[63.0, 83.6]
South East	78.2
(N = 96)	[61.3, 89.1]

Continued

**Table D-5. Prevalence of 100% Smoke-Free Workplaces Among Indoor Workers, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Workplace is 100% Smoke-Free (%)
<b>Income</b>	
Less than \$25,000 (N = 116)	58.8 [46.4,70.2]
\$25,000-\$34,999 (N = 111)	62.5 [46.8,75.9]
\$35,000-\$49,999 (N = 166)	75.7 [64.2,84.4]
\$50,000-\$74,999 (N = 211)	80.2 [71.9,86.5]
\$75,000 or More (N = 332)	75.3 [67.1,82.0]
<b>Education</b>	
Less than High School (N = 33)	52.9 [31.2,73.5]
High School Graduate (N = 301)	63.1 [54.8,70.6]
Some College (N = 281)	76.9 [68.0,83.9]
College Graduate (N = 234)	77.9 [69.6,84.5]
Post-Graduate (N = 132)	81.3 [65.1,91.0]
<b>Health Insurance Status</b>	
Uninsured (N = 69)	65.3 [50.9,77.3]
Insured (N = 906)	74.1 [69.3,78.4]
<b>Health Insurance Type</b>	
Private (N = 807)	75.4 [70.3,79.8]
Medicare (N = 51)	77.0 [58.2,88.9]
Medicaid (N = 27)	56.5 [26.6,82.3]
Military, Champus, Tricare or VA (N = 12)	59.3 [22.5,88.0]
None (N = 69)	65.3 [50.9,77.3]
Other (N = 9)	20.8 [5.0,56.7]

**Table D-6. Percentage of Indoor Workers Who Think Smoking Should Not Be Allowed in Indoor Work Areas, 2008 IN ATS [95% Confidence Interval]**

	N	All Indoor Workers (%)	N	Indoor Workers Who are Smokers (%)	N	Indoor Workers Who are Nonsmokers (%)
Overall	1,173	93.1	192	82.1	981	95.0
		[91.0, 94.7]		[74.8,87.6]		[92.8,96.6]
<b>Age Group</b>						
18-24	74	98.5	16	100.0	58	98.1
		[91.1,99.7]		-		[89.2,99.7]
25-39	303	91.3	69	78.9	234	94.5
		[86.7,94.4]		[66.2,87.8]		[89.1,97.3]
40-64	702	92.6	102	78.3	600	94.5
		[89.5,94.8]		[66.1,87.1]		[91.3,96.6]
65 or Older	90	93.6	5	57.3	85	94.8
		[86.4,97.1]		[16.3,90.3]		[87.5,97.9]
<b>Race/Ethnicity</b>						
White Non-Hispanic	937	93.3	148	84.1	789	94.8
		[91.0,95.0]		[76.7,89.4]		[92.3,96.6]
Black Non-Hispanic	122	90.6	23	62.5	99	97.4
		[79.0,96.1]		[32.6,85.2]		[87.4,99.5]
Hispanic	66	92.0	9	76.6	57	95.1
		[80.8,96.9]		[31.4,95.9]		[87.5,98.2]
Other	39	92.8	11	90.7	28	93.7
		[78.5,97.9]		[54.3,98.8]		[75.2,98.6]
<b>Gender</b>						
Female	534	96.1	89	87.7	445	97.6
		[93.7,97.6]		[76.2,94.0]		[95.6,98.7]
Male	639	90.5	103	77.1	536	92.8
		[86.9,93.1]		[66.5,85.1]		[88.9,95.4]
<b>Region</b>						
North West	166	91.8	29	75.6	137	95.7
		[84.9,95.7]		[52.0,89.9]		[89.2,98.3]
North Central	137	93.8	19	81.6	118	95.7
		[86.3,97.3]		[60.3,92.8]		[85.7,98.8]
North East	142	93.2	26	75.7	116	96
		[88.0,96.2]		[51.3,90.2]		[91.7,98.1]
Central West	89	92.4	18	88.2	71	93.6
		[83.0,96.8]		[65.6,96.7]		[81.3,98.0]
Central Indy	343	95.0	56	80.9	287	97.4
		[91.6,97.0]		[64.1,90.9]		[94.9,98.7]
Central East	71	88.6	8	100	63	87.2
		[71.5,96.0]		-		[68.7,95.5]
South West	116	95.3	17	91.5	99	96
		[89.4,98.0]		[67.3,98.2]		[89.4,98.6]
South East	109	88.4	19	76.4	90	90.2
		[73.6,95.4]		[49.5,91.4]		[72.4,97.0]

Continued

**Table D-6. Percentage of Indoor Workers Who Think Smoking Should Not Be Allowed in Indoor Work Areas, 2008 IN ATS [95% Confidence Interval]**

	N	All Indoor Workers (%)	N	Indoor Workers Who are Smokers (%)	N	Indoor Workers Who are Nonsmokers (%)
<b>Income</b>						
Less than \$25,000	131	88.4	33	80.0	98	91.1
		[79.6,93.7]		[59.3,91.7]		[80.7,96.2]
\$25,000-\$34,999	123	85.8	34	74.7	89	90.1
		[72.2,93.4]		[49.2,90.0]		[69.8,97.3]
\$35,000-\$49,999	201	94.2	37	87.3	164	95.6
		[89.5,96.9]		[70.9,95.1]		[90.7,98.0]
\$50,000-\$74,999	260	95.6	44	81.3	216	98.6
		[91.9,97.6]		[63.8,91.5]		[96.6,99.4]
\$75,000 or More	396	93.6	39	82.7	357	94.7
		[89.7,96.1]		[66.9,91.8]		[90.4,97.1]
<b>Education</b>						
Less than High School	44	86.2	18	76.4	26	90.5
		[72.8,93.5]		[50.1,91.3]		[73.3,97.1]
High School Graduate	363	86.6	77	75.5	286	89.7
		[81.1,90.7]		[61.9,85.3]		[83.2,93.9]
Some College	351	94.3	65	84	286	96.2
		[90.2,96.8]		[70.1,92.2]		[91.6,98.3]
College Graduate	261	97.5	24	94.8	237	97.8
		[94.8,98.8]		[74.7,99.1]		[95.1,99.0]
Post-Graduate	143	98.4	7	93.9	136	98.5
		[94.9,99.5]		[64.2,99.2]		[94.7,99.6]
<b>Health Insurance Status</b>						
Uninsured	83	87.8	25	90.4	58	86.4
		[77.2,93.9]		[76.3,96.5]		[70.9,94.3]
Insured	1,072	93.5	165	80.3	907	95.6
		[91.3,95.2]		[71.8,86.7]		[93.4,97.1]
<b>Health Insurance Type</b>						
Private	947	93.6	142	79.7	805	95.8
		[91.3,95.4]		[70.5,86.6]		[93.3,97.3]
Medicare	69	96.5	9	88.6	60	97.5
		[90.1,98.8]		[59.3,97.6]		[89.9,99.4]
Medicaid	27	85.8	6	77.6	21	91
		[61.6,95.8]		[30.1,96.5]		[58.2,98.6]
Military, Champus, Tricare or VA	17	82.3	3	100	14	79.7
		[49.7,95.6]				[44.4,95.1]
None	83	87.8	25	90.4	58	86.4
		[77.2,93.9]		[76.3,96.5]		[70.9,94.3]
Other	12	98.5	5	90	7	100
		[92.9,99.7]		[57.6,98.4]		-

**Table D-7. Percentage of Hoosiers Who Think Secondhand Smoke is a Serious Health Hazard, 2008 IN ATS [95% Confidence Interval]**

	N	Overall (%)	N	Smokers (%)	N	Nonsmokers (%)
Overall	2,133	57.3	358	30.0	1,774	62.6
		[53.8, 60.7]		[23.6, 37.4]		[58.7, 66.4]
<b>Age Group</b>						
18-24	107	43.5	23	28.1	84	47.0
		[30.5, 57.5]		[12.8, 51.0]		[31.2, 63.6]
25-39	364	59.2	97	38.4	267	65.6
		[52.5, 65.6]		[26.5, 52.0]		[58.2, 72.4]
40-64	1,041	58.0	185	25.6	856	63.7
		[53.5, 62.4]		[17.3, 36.1]		[58.9, 68.3]
65 or Older	610	62.5	52	19.4	557	66.3
		[57.1, 67.6]		[7.8, 40.7]		[60.8, 71.4]
<b>Race/Ethnicity</b>						
White Non-Hispanic	1,665	56.2	260	26.7	1,404	61.6
		[52.3, 60.0]		[19.6, 35.1]		[57.3, 65.8]
Black Non-Hispanic	256	64.6	58	50.5	198	68.3
		[54.9, 73.2]		[31.6, 69.2]		[57.2, 77.6]
Hispanic	117	70.9	16	39.8	101	77.7
		[57.3, 81.5]		[14.3, 72.4]		[63.9, 87.3]
Other	75	56.7	21	39.6	54	64.6
		[42.1, 70.3]		[14.6, 71.6]		[47.7, 78.5]
<b>Gender</b>						
Female	1,093	69.0	178	36.0	914	75.4
		[64.7, 72.9]		[25.9, 47.4]		[71.1, 79.3]
Male	1,039	45.0	179	23.9	860	49.2
		[40.2, 50.0]		[16.8, 32.7]		[43.5, 54.9]
<b>Region</b>						
North West	292	59.7	54	42.4	238	63.6
		[51.1, 67.8]		[24.9, 62.0]		[53.8, 72.4]
North Central	258	63.0	42	31.1	216	69.2
		[53.4, 71.8]		[16.3, 51.2]		[57.9, 78.6]
North East	247	47.8	34	5.0	213	53.6
		[38.0, 57.7]		[1.1, 20.4]		[42.9, 63.9]
Central West	165	61.1	32	57.5	132	62
		[50.2, 71.0]		[33.9, 78.1]		[49.7, 73.0]
Central Indy	603	61.5	102	31.8	501	67.5
		[55.6, 67.1]		[20.6, 45.7]		[61.4, 73.0]
Central East	141	49.4	23	23.0	118	54.6
		[38.0, 60.8]		[9.2, 46.8]		[41.7, 66.9]
South West	224	55.9	39	7.8	185	65.6
		[45.7, 65.5]		[2.6, 20.9]		[54.5, 75.2]
South East	203	46.8	32	19.0	171	50.5
		[32.0, 62.2]		[8.1, 38.3]		[32.8, 68.1]

Continued

**Table D-7. Percentage of Hoosiers Who Think Secondhand Smoke is a Serious Health Hazard, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Overall (%)	N	Smokers (%)	N	Nonsmokers (%)
<b>Income</b>						
Less than \$25,000	490	60.2	117	29.8	373	71.5
		[53.2,66.8]		[19.1,43.2]		[64.7,77.5]
\$25,000-\$34,999	247	53.8	56	41	191	57.6
		[43.5,63.7]		[21.3,64.1]		[45.3,69.0]
\$35,000-\$49,999	349	52.5	56	26.1	293	58.3
		[42.2,62.6]		[14.0,43.4]		[45.4,70.2]
\$50,000-\$74,999	372	59.1	58	24.2	314	65.4
		[51.7,66.0]		[13.2,40.1]		[57.4,72.6]
\$75,000 or More	501	55.9	58	32.9	443	58.6
		[49.8,61.8]		[19.2,50.5]		[52.1,64.9]
<b>Education</b>						
Less than High School	143	40.0	50	18.8	93	54.6
		[29.0,52.1]		[8.9,35.6]		[39.7,68.8]
High School Graduate	768	58.2	144	30.8	624	64.7
		[52.9,63.3]		[20.5,43.4]		[58.7,70.3]
Some College	579	59.3	110	35	469	64.3
		[51.8,66.5]		[24.2,47.7]		[55.2,72.5]
College Graduate	401	56.4	43	29.2	358	59.5
		[49.2,63.5]		[12.3,54.8]		[51.8,66.7]
Post-Graduate	224	61.0	10	38.1	213	61.7
		[50.9,70.2]		[11.9,73.7]		[51.3,71.2]
<b>Health Insurance Status</b>						
Uninsured	147	45.8	55	24.0	92	62.5
		[34.5,57.4]		[12.6,40.8]		[43.1,78.5]
Insured	1,952	58.4	299	31.9	1,652	62.8
		[54.7,61.9]		[24.5,40.3]		[58.8,66.7]
<b>Health Insurance Type</b>						
Private	1,279	57.6	200	29.4	1,079	62.1
		[53.2,61.9]		[21.7,38.5]		[57.1,66.8]
Medicare	526	63.1	55	32.8	470	66.6
		[57.0,68.9]		[17.6,52.7]		[60.1,72.5]
Medicaid	76	72.8	25	63.3	51	78.7
		[57.9,84.0]		[34.8,84.8]		[61.0,89.7]
Military, Champus, Tricare or VA	47	41.2	9	29.7	38	43.9
		[23.0,62.1]		[7.2,69.9]		[22.9,67.3]
None	147	45.8	55	24.0	92	62.5
		[34.5,57.4]		[12.6,40.8]		[43.1,78.5]
Other	24	28.7	10	1.8	14	46.3
		[10.8,57.3]		[0.2,17.4]		[18.1,77.1]

**Table D-8. Percentage of Hoosiers Who Think People in Community Feel Adults Should Definitely Not Smoke, 2008 IN ATS [95% Confidence Interval]**

	N	Overall (%)	N	Smokers (%)	N	Nonsmokers (%)
Overall	2,088	25.9	358	12.3	1,729	28.6
		[22.6, 29.5]		[8.7,17.1]		[24.9,32.7]
<b>Age Group</b>						
18-24	107	27.4	23	12.1	84	30.9
		[13.8,47.0]		[3.7,33.0]		[15.0,53.2]
25-39	359	22.7	96	9.6	263	26.9
		[17.1,29.4]		[4.8,18.1]		[20.0,35.2]
40-64	1,020	23.5	187	14.5	833	25.1
		[19.7,27.7]		[9.1,22.2]		[20.8,30.0]
65 or Older	592	35.8	51	13.7	544	37.7
		[30.6,41.4]		[6.2,27.6]		[32.1,43.5]
<b>Race/Ethnicity</b>						
White Non-Hispanic	1,631	26.2	258	12.8	1,372	28.8
		[22.6,30.3]		[8.6,18.5]		[24.6,33.3]
Black Non-Hispanic	247	24.7	58	13.6	189	27.7
		[17.2,34.2]		[5.6,29.4]		[18.7,39.0]
Hispanic	117	25.6	16	8.8	101	29.2
		[15.3,39.5]		[1.8,33.5]		[17.3,44.9]
Other	74	14.7	23	0.6	51	21.5
		[8.0,25.5]		[0.1,4.5]		[11.7,36.3]
<b>Gender</b>						
Female	1,065	27.3	181	13.3	883	30.2
		[23.3,31.8]		[8.1,21.2]		[25.5,35.2]
Male	1,022	24.4	176	11.3	846	27.1
		[19.5,30.2]		[7.0,17.6]		[21.3,33.7]
<b>Region</b>						
North West	288	27.7	56	8.5	232	32.4
		[20.4,36.5]		[3.6,19.0]		[23.6,42.5]
North Central	257	29.0	42	9.8	215	32.7
		[21.2,38.3]		[2.6,30.7]		[23.7,43.2]
North East	240	19.2	33	5.7	207	21
		[11.4,30.5]		[1.4,20.4]		[12.3,33.5]
Central West	162	16.9	32	17.3	129	16.6
		[11.2,24.8]		[7.1,36.3]		[10.2,25.8]
Central Indy	584	30.3	101	19.1	483	32.6
		[24.7,36.5]		[11.0,31.1]		[26.3,39.5]
Central East	138	15.8	22	9.9	116	17
		[9.3,25.3]		[2.0,37.0]		[9.7,27.9]
South West	223	23.5	39	2.9	184	27.7
		[16.8,31.8]		[0.6,12.1]		[19.7,37.4]
South East	196	31.0	33	11.8	163	33.8
		[14.0,55.3]		[4.2,28.9]		[15.0,59.8]

Continued

**Table D-8. Percentage of Hoosiers Who Think People in Community Feel Adults Should Definitely Not Smoke, 2008 IN ATS [95% Confidence Interval]**

	N	Overall (%)	N	Smokers (%)	N	Nonsmokers (%)
<b>Income</b>						
Less than \$25,000	481	27.0	117	13.6	364	32.1
		[20.9,34.1]		[7.5,23.2]		[24.5,40.7]
\$25,000-\$34,999	239	22.7	54	6.0	185	27.8
		[15.9,31.5]		[2.1,15.7]		[19.1,38.6]
\$35,000-\$49,999	344	20.0	57	4.8	287	23.4
		[10.2,35.5]		[1.8,12.5]		[11.8,41.1]
\$50,000-\$74,999	369	18.8	59	13.9	310	19.7
		[14.5,24.0]		[6.0,29.1]		[14.9,25.5]
\$75,000 or More	491	32.1	58	19.2	433	33.7
		[26.4,38.4]		[9.6,34.8]		[27.6,40.5]
<b>Education</b>						
Less than High School	142	18.2	50	11.7	92	22.6
		[11.8,27.1]		[5.1,24.8]		[13.8,34.9]
High School Graduate	747	21.6	142	14.8	605	23.2
		[17.9,25.7]		[8.8,23.9]		[19.1,28.0]
Some College	564	25.9	111	10.0	453	29.3
		[18.6,34.8]		[4.7,20.1]		[20.7,39.6]
College Graduate	396	29.8	43	14.7	353	31.5
		[23.1,37.6]		[6.5,29.9]		[24.2,39.8]
Post-Graduate	221	36.1	10	0.0	210	37.3
		[26.5,47.0]		-		[27.3,48.4]
<b>Health Insurance Status</b>						
Uninsured	148	15.1	58	12.4	90	17.2
		[9.0,24.2]		[5.3,26.4]		[8.9,30.8]
Insured	1,909	26.9	296	12.4	1,612	29.4
		[23.4,30.8]		[8.5,17.8]		[25.5,33.7]
<b>Health Insurance Type</b>						
Private	1,253	26.0	199	14.3	1,054	27.9
		[21.8,30.8]		[9.3,21.4]		[23.1,33.3]
Medicare	507	36.1	54	18.1	452	38.0
		[29.7,43.0]		[8.9,33.3]		[31.1,45.4]
Medicaid	79	15.8	25	0.7	54	25.0
		[8.3,28.1]		[0.1,5.4]		[13.0,42.6]
Military, Champus, Tricare or VA	47	10.1	9	1.0	38	12.3
		[3.9,24.0]		[0.1,8.6]		[4.6,29.2]
None	148	15.1	58	12.4	90	17.2
		[9.0,24.2]		[5.3,26.4]		[8.9,30.8]
Other	23	17.3	9	0.7	14	28.0
		[5.4,43.5]		[0.1,7.9]		[9.2,60.0]

**APPENDIX E:  
MEDIA AWARENESS MEASURES OVERALL AND BY  
SOCIODEMOGRAPHIC CHARACTERISTICS**

**Table E-1. General Campaign Awareness, 2008 IN ATS [95% Confidence Interval]**

	Claimed Awareness of Indiana Campaign (%)	Confirmed Awareness of Indiana Campaign (%)
Overall (N = 2,135)	35.7 [32.5, 39.0]	9.1 [7.3, 11.4]
<b>Age Group</b>		
18-24 (N = 107)	52.9 [38.1,67.2]	10.3 [4.2,23.4]
25-39 (N = 364)	45.7 [39.1,52.6]	14.1 [9.7,19.9]
40-64 (N = 1,039)	31.7 [27.6,36.0]	9.1 [7.1,11.6]
65 or Older (N = 614)	19.1 [15.7,23.0]	1.3 [0.7,2.6]
<b>Race/Ethnicity</b>		
White Non-Hispanic (N = 1,665)	34.1 [30.6,37.7]	9.3 [7.3,11.8]
Black Non-Hispanic (N = 259)	43.8 [34.3,53.8]	9.4 [4.8,17.7]
Hispanic (N = 116)	52.6 [39.7,65.2]	7.0 [2.4,18.8]
Other (N = 77)	41.9 [28.0,57.2]	8.0 [3.0,19.7]
<b>Gender</b>		
Female (N = 1,096)	32.1 [28.0,36.4]	7.8 [5.7,10.6]
Male (N = 1,038)	39.5 [34.7,44.5]	10.6 [7.8,14.3]
<b>Region</b>		
North West (N = 293)	37.1 [29.0,46.1]	1.0 [0.3,3.6]
North Central (N = 257)	35.3 [26.4,45.2]	9.6 [4.0,21.3]
North East (N = 247)	42.7 [32.6,53.5]	14.5 [8.7,23.1]
Central West (N = 165)	32.9 [23.4,44.0]	12.9 [6.4,24.3]
Central Indy (N = 606)	39.5 [33.9,45.4]	12.8 [9.4,17.1]
Central East (N = 141)	35.8 [25.6,47.5]	1.9 [0.7,5.1]

Continued

**Table E-1. General Campaign Awareness, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Claimed Awareness of Indiana Campaign (%)	Confirmed Awareness of Indiana Campaign (%)
South West	32.7	11.2
(N = 224)	[24.5,42.2]	[6.4,18.9]
South East	19.6	1.6
(N = 202)	[12.5,29.5]	[0.4,5.9]
Income		
Less than \$25,000	33.5	3.9
(N = 494)	[26.6,41.2]	[2.3,6.7]
\$25,000-\$34,999	28.8	9.9
(N = 248)	[19.8,39.9]	[3.5,25.1]
\$35,000-\$49,999	33.8	10.4
(N = 352)	[25.8,42.8]	[5.9,17.6]
\$50,000-\$74,999	37.4	9.1
(N = 372)	[30.6,44.7]	[6.1,13.5]
\$75,000 or More	42.3	12.2
(N = 500)	[36.4,48.3]	[8.8,16.8]
Education		
Less than High School	37.3	8.8
(N = 145)	[24.9,51.7]	[3.5,20.2]
High School Graduate	30.7	5.3
(N = 771)	[25.6,36.2]	[2.7,10.1]
Some College	37.3	10.1
(N = 579)	[31.0,44.1]	[6.9,14.6]
College Graduate	40.4	12.7
(N = 400)	[33.6,47.5]	[8.8,18.0]
Post-Graduate	36.6	12.3
(N = 225)	[28.2,45.9]	[7.2,20.1]
Health Insurance Status		
Uninsured	48.6	12.7
(N = 152)	[37.1,60.3]	[4.5,30.8]
Insured	34.2	8.9
(N = 1,955)	[31.0,37.6]	[7.1,11.0]
Health Insurance Type		
Private	35.9	10.1
(N = 1,279)	[32.0,39.9]	[7.9,12.7]
Medicare	26.9	3.6
(N = 527)	[20.9,33.8]	[1.7,7.5]
Medicaid	26.4	8.4
(N = 79)	[15.4,41.5]	[3.3,19.8]
Military, Champus, Tricare or VA	32.4	6.6
(N = 47)	[16.4,53.8]	[1.1,31.5]
None	48.6	12.7
(N = 152)	[37.1,60.3]	[4.5,30.8]
Other	62.1	15.5
(N = 23)	[31.1,85.5]	[2.2,60.4]

**Table E-2. Aided Awareness, 2008 IN ATS [95% Confidence Interval]**

	N	Heard of ITPC (%)	N	Heard of "Quit 2 Win" Campaign (%)	N	Heard of "Every Cigarette is Doing you Damage" Campaign (%)
Overall	2,138	36.2	2,125	6.3	2,132	10.0
		[33.1, 39.4]		[5.0, 7.9]		[8.3, 12.1]
<b>Age Group</b>						
18-24	106	34.0	107	8.9	107	10.0
		[22.3,48.0]		[4.1,18.3]		[5.0,18.9]
25-39	364	41.0	364	8.3	363	11.4
		[34.5,47.9]		[5.6,12.2]		[8.1,15.9]
40-64	1,040	38.1	1,034	5.6	1,038	10.2
		[34.0,42.4]		[4.0,7.7]		[7.6,13.5]
65 or Older	617	25.8	609	3.3	613	7.8
		[21.2,31.1]		[2.1,5.1]		[5.6,10.7]
<b>Race/Ethnicity</b>						
White Non-Hispanic	1,668	37.9	1,659	6.0	1,663	8.8
		[34.4,41.6]		[4.6,7.8]		[7.0,11.0]
Black Non-Hispanic	260	29.4	258	6.3	259	17.6
		[21.7,38.4]		[3.6,10.7]		[11.1,26.8]
Hispanic	117	24.4	115	10.8	116	17.1
		[15.3,36.6]		[4.7,22.7]		[8.8,30.5]
Other	77	21.1	76	6.2	77	19.0
		[11.3,35.9]		[1.9,18.6]		[8.5,37.1]
<b>Gender</b>						
Female	1,100	38.9	1,090	4.5	1,094	9.9
		[34.6,43.4]		[3.2,6.4]		[7.5,12.9]
Male	1,037	33.2	1,034	8.1	1,037	10.2
		[28.9,37.9]		[5.9,11.0]		[7.8,13.2]
<b>Region</b>						
North West	293	16.5	292	3.2	292	10.9
		[11.7,22.6]		[1.6,6.3]		[6.4,18.0]
North Central	256	36.4	255	6.4	257	8.7
		[27.2,46.7]		[3.0,13.4]		[5.2,14.3]
North East	248	36.2	247	10.6	247	9.7
		[27.9,45.3]		[4.9,21.3]		[5.6,16.5]
Central West	165	40.7	164	9.4	165	7.3
		[30.1,52.2]		[5.1,16.7]		[3.7,13.7]
Central Indy	608	45.1	602	6.4	605	13.0
		[39.2,51.0]		[4.5,9.1]		[9.3,18.1]
Central East	142	37.6	141	4.6	140	9.9
		[27.6,48.8]		[1.7,11.8]		[5.0,18.7]
South West	223	35.5	224	5.5	224	9.1
		[26.6,45.6]		[3.0,10.0]		[5.6,14.6]
South East	203	29.6	200	4.5	202	4.5
		[19.2,42.7]		[1.8,10.8]		[2.0,9.9]

Continued

**Table E-2. Aided Awareness, 2008 IN ATS [95% Confidence Interval]**

	N	Heard of ITPC (%)	N	Heard of "Quit 2 Win" Campaign (%)	N	Heard of "Every Cigarette is Doing you Damage" Campaign (%)
<b>Income</b>						
Less than \$25,000	496	30.9	492	4.5	494	13.7
		[25.1,37.3]		[2.7,7.3]		[9.0,20.5]
\$25,000-\$34,999	248	35.0	247	5.9	247	10.2
		[25.5,45.9]		[3.1,10.8]		[6.1,16.5]
\$35,000-\$49,999	351	37.3	350	6.1	352	11.4
		[29.0,46.5]		[3.6,10.2]		[7.2,17.7]
\$50,000-\$74,999	373	43.9	372	10.3	372	11.8
		[36.9,51.1]		[6.2,16.6]		[7.8,17.4]
\$75,000 or More	499	38.3	500	5.7	500	6.5
		[32.5,44.4]		[3.7,8.7]		[4.4,9.6]
<b>Education</b>						
Less than High School	146	29.9	145	3.7	144	20.8
		[19.9,42.3]		[1.2,10.6]		[10.4,37.2]
High School Graduate	772	28.4	768	7.1	771	9.8
		[23.8,33.3]		[4.7,10.7]		[7.0,13.6]
Some College	581	37.4	577	6.4	579	11.6
		[31.2,44.0]		[4.2,9.5]		[8.4,15.8]
College Graduate	402	42.2	398	5.6	399	7.8
		[35.4,49.4]		[3.4,9.0]		[5.4,11.1]
Post-Graduate	224	52.2	223	5.3	225	4.5
		[42.4,61.9]		[2.5,10.8]		[2.3,8.6]
<b>Health Insurance Status</b>						
Uninsured	152	39.7	152	7.1	152	12.3
		[28.1,52.5]		[3.2,14.7]		[6.9,21.0]
Insured	1,958	36.0	1,946	6.2	1,953	9.9
		[32.8,39.4]		[4.8,7.9]		[8.0,12.1]
<b>Health Insurance Type</b>						
Private	1,279	39.2	1,274	6.6	1,278	9.3
		[35.2,43.4]		[4.9,8.7]		[7.3,11.8]
Medicare	529	25.7	525	4.7	526	10.1
		[20.7,31.3]		[2.8,7.6]		[7.2,14.0]
Medicaid	79	25.9	78	6.2	79	8.2
		[13.7,43.6]		[2.1,17.0]		[3.3,18.9]
Military, Champus, Tricare or the VA	47	39.0	46	10.3	47	15.2
		[19.2,63.3]		[2.9,30.7]		[5.3,36.1]
None	152	39.7	152	7.1	152	12.3
		[28.1,52.5]		[3.2,14.7]		[6.9,21.0]
Other	24	20.7	23	0.0	23	30.0
		[7.6,45.4]		-		[5.2,77.1]

**Table E-3. Awareness of Individual Advertisements – “Right to Breathe” and “This is Real”, 2008 IN ATS [95% Confidence Interval]**

	Right to Breathe				This is Real			
	N	Claimed Awareness (%)	N	Confirmed Awareness (%)	N	Claimed Awareness (%)	N	Confirmed Awareness (%)
Overall	2,138	50.6	2,138	43.3	2,137	15.0	2,137	10.3
		[47.2, 54.0]		[40.0, 46.6]		[12.8, 17.5]		[8.4, 12.5]
Age Group								
18-24	106	42.3	106	38.8	107	12.4	107	2.9
		[29.4,56.4]		[26.5,52.7]		[6.1,23.7]		[1.1,7.6]
25-39	363	51.8	363	45.3	363	18.2	363	14.5
		[44.9,58.6]		[38.5,52.3]		[13.6,24.1]		[10.2,20.2]
40-64	1,040	53.3	1,040	46.4	1,041	16.9	1,041	13.0
		[48.7,57.8]		[41.9,50.9]		[13.8,20.6]		[10.1,16.6]
65 or Older	618	47.6	618	35.0	615	6.8	615	2.7
		[42.2,53.1]		[30.1,40.2]		[4.4,10.2]		[1.3,5.6]
Race/ Ethnicity								
White Non- Hispanic	1,669	51.4	1,669	44.3	1,666	14.8	1,666	10.2
		[47.6,55.2]		[40.6,48.0]		[12.3,17.6]		[8.1,12.7]
Black Non- Hispanic	259	48.9	259	39.5	260	17.1	260	11.4
		[39.3,58.5]		[30.1,49.6]		[11.2,25.3]		[6.6,18.8]
Hispanic	117	37.0	117	31.4	117	18.2	117	12.7
		[26.0,49.6]		[21.2,43.8]		[10.4,29.9]		[6.1,24.5]
Other	76	44.3	76	36.7	76	11.0	76	8.7
		[30.0,59.5]		[22.9,53.0]		[4.8,23.3]		[3.2,21.5]
Gender								
Female	1,098	55.2	1,098	48.1	1,098	17.8	1,098	13.2
		[50.6,59.7]		[43.6,52.7]		[14.4,21.9]		[10.2,16.9]
Male	1,039	45.7	1,039	38.1	1,039	12.0	1,039	7.3
		[40.8,50.6]		[33.6,42.8]		[9.5,15.0]		[5.4,9.8]
Region								
North West	293	22.2	293	15.4	293	5.0	293	1.4
		[16.1,29.8]		[10.2,22.6]		[3.0,8.3]		[0.6,3.5]
North Central	257	56.8	257	47.8	257	15.1	257	10.3
		[47.3,65.9]		[38.7,57.1]		[9.4,23.3]		[6.1,16.9]
North East	247	68.1	247	59.1	247	14.2	247	13.2
		[57.8,77.0]		[49.0,68.5]		[8.7,22.2]		[7.9,21.3]
Central West	166	63.5	166	58.4	166	22.5	166	17.5
		[51.7,73.8]		[47.0,69.0]		[14.0,34.1]		[9.7,29.7]
Central Indy	607	59.0	607	52.7	607	18.0	607	13.3
		[52.9,65.0]		[46.6,58.7]		[14.0,22.8]		[9.8,17.9]
Central East	141	47.0	141	36.8	141	20.5	141	13.7
		[35.6,58.7]		[25.9,49.2]		[11.6,33.7]		[6.3,27.4]
South West	224	53.8	224	45.5	223	18.3	223	7.4
		[43.8,63.5]		[35.6,55.8]		[11.3,28.2]		[4.0,13.3]

Continued

**Table E-3. Awareness of Individual Advertisements – “Right to Breathe” and “This is Real”, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Right to Breathe				This is Real			
	N	Claimed Awareness (%)	N	Confirmed Awareness (%)	N	Claimed Awareness (%)	N	Confirmed Awareness (%)
South East	203	21.5	203	15.9	203	4.5	203	3.9
		[13.8,32.0]		[9.6,25.2]		[1.7,11.5]		[1.3,11.3]
Income								
Less than \$25,000	495	48.6	495	41.1	495	15.1	495	8.7
		[41.7,55.6]		[34.4,48.2]		[10.1,22.0]		[4.7,15.4]
\$25,000-\$34,999	247	43.2	247	35.6	248	11.7	248	7.5
		[34.0,52.9]		[27.4,44.9]		[7.2,18.2]		[4.0,13.6]
\$35,000-\$49,999	353	51.0	353	41.7	352	14.2	352	11.9
		[41.0,60.9]		[32.9,51.1]		[9.2,21.3]		[7.3,18.8]
\$50,000-\$74,999	372	59.7	372	53.9	370	22.8	370	15.5
		[52.5,66.6]		[46.7,60.9]		[16.9,29.9]		[11.0,21.5]
\$75,000 or More	499	48.6	499	41.6	499	14.1	499	10.3
		[42.5,54.7]		[35.7,47.7]		[10.5,18.8]		[7.2,14.5]
Education								
Less than High School	146	51.4	146	45.1	146	25.1	146	14.3
		[38.9,63.8]		[32.5,58.3]		[13.8,41.2]		[5.4,32.7]
High School Graduate	773	48.5	773	40.4	771	10.9	771	8.0
		[43.3,53.7]		[35.4,45.5]		[8.1,14.5]		[5.6,11.5]
Some College	580	50.9	580	44.7	580	17.5	580	12.7
		[43.7,58.0]		[37.9,51.7]		[13.2,22.8]		[9.1,17.4]
College Graduate	402	49.0	402	41.0	402	13.0	402	8.8
		[41.7,56.2]		[34.3,48.0]		[9.3,17.9]		[5.7,13.5]
Post-Graduate	223	58.7	223	51.8	223	19.3	223	11.3
		[48.9,67.9]		[41.8,61.5]		[11.8,29.9]		[6.8,18.2]
Health Insurance Status								
Uninsured	152	50.6	152	40.7	152	19.8	152	9.1
		[39.0,62.1]		[30.2,52.2]		[12.3,30.2]		[4.8,16.6]
Insured	1,957	50.6	1,957	43.5	1,955	14.7	1,955	10.4
		[47.1,54.2]		[40.0,47.0]		[12.4,17.3]		[8.5,12.8]
Health Insurance Type								
Private	1,278	51.8	1,278	45.6	1,279	16.4	1,279	11.9
		[47.4,56.2]		[41.4,49.9]		[13.6,19.7]		[9.5,14.7]
Medicare	529	46.6	529	35.7	526	7.4	526	3.6
		[40.4,52.9]		[30.1,41.7]		[4.9,11.1]		[1.9,6.7]
Medicaid	79	42.8	79	37.6	79	10.6	79	8.9
		[27.1,60.0]		[22.9,55.1]		[5.2,20.3]		[4.1,18.4]

Continued

**Table E-3. Awareness of Individual Advertisements – “Right to Breathe” and “This is Real”, 2008 IN ATS [95% Confidence Interval] Continued**

	Right to Breathe				This is Real			
	N	Claimed Awareness (%)	N	Confirmed Awareness (%)	N	Claimed Awareness (%)	N	Confirmed Awareness (%)
Military, Champus, Tricare or VA	47	46.5	47	32.0	47	2.3	47	0.0
		[26.6,67.5]		[16.7,52.5]		[0.3,14.8]		-
None	152	50.6	152	40.7	152	19.8	152	9.1
		[39.0,62.1]		[30.2,52.2]		[12.3,30.2]		[4.8,16.6]
Other	24	63.9	24	60.9	24	38.0	24	34.1
		[33.0,86.4]		[30.1,84.9]		[10.7,75.9]		[8.1,75.1]

**Table E-4. Awareness of Individual Advertisements – “Start Your Day” and “Driving”, 2008 IN ATS [95% Confidence Interval]**

	Start Your Day				Driving			
	N	Claimed Awareness (%)	N	Confirmed Awareness (%)	N	Claimed Awareness (%)	N	Confirmed Awareness (%)
Overall	2,138	5.0 [3.8, 6.6]	2,138	2.6 [1.8, 3.8]	2,139	12.6 [10.8, 14.8]	2,139	6.8 [5.4, 8.5]
Age Group								
18-24	105	4.7 [2.0,10.8]	105	3.0 [1.0,8.5]	107	12.4 [6.8,21.8]	107	4.1 [1.6,9.9]
25-39	363	5.7 [2.9,11.0]	363	2.7 [1.1,6.3]	363	12.5 [8.9,17.3]	363	8.4 [5.5,12.6]
40-64	1,043	4.9 [3.4,7.0]	1,043	2.9 [1.8,4.7]	1,042	12.8 [10.2,15.9]	1,042	7.8 [5.7,10.6]
65 or Older	616	4.3 [2.5,7.1]	616	1.3 [0.6,3.1]	616	12.9 [9.5,17.2]	616	3.8 [2.4,6.1]
Race/ Ethnicity								
White Non- Hispanic	1,671	3.8 [2.7,5.5]	1,671	2.0 [1.2,3.1]	1,668	11.5 [9.6,13.8]	1,668	6.0 [4.6,7.7]
Black Non- Hispanic	260	11.5 [6.0,20.9]	260	8.1 [3.8,16.6]	259	19.5 [12.4,29.2]	259	10.8 [5.5,20.0]
Hispanic	116	12.1 [5.8,23.4]	116	4.8 [1.3,16.1]	117	20.6 [11.6,34.1]	117	13.8 [6.3,27.5]
Other	75	16.4 [6.7,34.8]	75	4.3 [1.5,11.5]	77	18.6 [8.2,36.9]	77	13.1 [4.4,32.8]
Gender								
Female	1,098	6.3 [4.4,8.9]	1,098	3.4 [2.2,5.4]	1,099	13.6 [11.0,16.6]	1,099	7.6 [5.7,10.1]
Male	1,039	3.7 [2.3,5.7]	1,039	1.7 [0.9,3.3]	1,039	11.7 [9.1,14.9]	1,039	5.9 [4.1,8.4]
Region								
North West	294	8.6 [4.8,15.0]	294	6.3 [3.0,12.9]	294	17.2 [11.4,25.2]	294	13.4 [8.2,21.4]
North Central	257	4.3 [1.9,9.4]	257	2.7 [1.0,7.3]	256	10.6 [6.6,16.6]	256	5.7 [2.9,10.7]
North East	247	3.9 [2.1,7.0]	247	1.9 [0.9,4.1]	248	13.4 [8.0,21.4]	248	8.6 [4.6,15.6]
Central West	166	9.4 [3.6,22.0]	166	0.5 [0.1,2.2]	166	16.7 [10.4,25.8]	166	3.2 [1.3,8.0]
Central Indy	606	3.1 [1.9,4.9]	606	2.1 [1.2,3.7]	607	12.2 [8.9,16.4]	607	6.0 [3.9,9.2]
Central East	141	7.6 [2.6,20.6]	141	5.0 [1.1,19.7]	141	10.8 [6.0,18.9]	141	3.4 [1.2,9.1]
South West	224	3.9 [1.5,9.6]	224	1.7 [0.6,4.4]	224	14.4 [9.4,21.4]	224	8.6 [4.9,14.7]
South East	203	3.6 [1.5,8.2]	203	0.5 [0.1,2.0]	203	5.3 [2.8,9.9]	203	2.9 [1.2,6.7]

Continued

**Table E-4. Awareness of Individual Advertisements – “Start Your Day” and “Driving”, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Start Your Day				Driving			
	N	Claimed Awareness (%)	N	Confirmed Awareness (%)	N	Claimed Awareness (%)	N	Confirmed Awareness (%)
Income								
Less than \$25,000	496	4.4	496	1.1	496	12.0	496	5.8
		[2.3,8.0]		[0.5,2.3]		[8.6,16.4]		[3.7,9.0]
\$25,000-\$34,999	246	8.6	246	4.0	247	10.7	247	5.1
		[3.6,19.2]		[2.0,8.1]		[6.6,16.9]		[2.6,9.9]
\$35,000-\$49,999	353	4.4	353	1.6	353	17.0	353	8.0
		[2.4,8.2]		[0.7,3.8]		[11.5,24.3]		[4.8,13.0]
\$50,000-\$74,999	373	3.5	373	1.1	371	12.6	371	7.1
		[1.8,6.4]		[0.5,2.7]		[9.1,17.1]		[4.7,10.6]
\$75,000 or More	500	5.2	500	4.3	500	11.6	500	8.1
		[3.0,9.0]		[2.3,8.2]		[8.2,16.2]		[5.2,12.6]
Education								
Less than High School	146	8.0	146	1.1	145	14.0	145	6.9
		[3.6,17.0]		[0.5,2.3]		[7.8,24.1]		[3.3,14.0]
High School Graduate	772	5.2	772	4.0	774	13.5	774	3.8
		[2.9,9.0]		[2.0,8.1]		[10.4,17.3]		[2.5,5.6]
Some College	580	6.8	580	1.6	579	13.3	579	9.3
		[4.4,10.2]		[0.7,3.8]		[9.9,17.7]		[6.5,13.2]
College Graduate	403	2.9	403	1.1	403	12.2	403	8.6
		[1.8,4.8]		[0.5,2.7]		[8.2,17.9]		[5.0,14.3]
Post-Graduate	225	1.4	225	4.3	223	8.5	223	5.8
		[0.6,3.3]		[2.3,8.2]		[5.0,14.0]		[2.9,11.1]
Health Insurance Status								
Uninsured	151	5.5	151	3.5	152	9.1	152	4.0
		[2.6,11.2]		[1.3,9.0]		[5.2,15.6]		[1.7,9.1]
Insured	1,959	4.9	1,959	2.6	1,957	13.2	1,957	7.1
		[3.6,6.6]		[1.7,3.8]		[11.1,15.5]		[5.6,9.0]
Health Insurance Type								
Private	1,281	4.4	1,281	2.8	1,279	13.8	1,279	7.9
		[3.1,6.2]		[1.8,4.5]		[11.3,16.7]		[6.0,10.2]
Medicare	528	4.8	528	1.5	528	12.4	528	4.4
		[2.8,8.1]		[0.7,3.3]		[8.9,17.1]		[2.6,7.4]
Medicaid	79	20.1	79	4.6	79	13.7	79	8.8
		[6.9,45.9]		[1.0,18.3]		[6.2,27.6]		[3.4,20.9]
Military, Champus, Tricare or VA	47	0.0	47	0.0	47	1.2	47	1.2
		-		-		[0.2,6.5]		[0.2,6.5]
None	151	5.5	151	3.5	152	9.1	152	4.0
		[2.6,11.2]		[1.3,9.0]		[5.2,15.6]		[1.7,9.1]
Other	24	0.0	24	0.0	24	5.3	24	5.3
		-		-		[1.0,24.3]		[1.0,24.3]

**Table E-5. Awareness of Individual Advertisements – “Coffee” and Any of the “Become an EX” Advertisements, 2008 IN ATS [95% Confidence Interval]**

	Coffee				Any of the “Become an EX” Ads			
	N	Claimed Awareness (%)	N	Confirmed Awareness (%)	N	Claimed Awareness (%)	N	Confirmed Awareness (%)
Overall	2,134	12.2 [10.4, 14.2]	2,134	5.4 [4.3, 7.0]	2,144	23.2 [20.7, 25.9]	2,144	11.5 [9.7, 13.6]
Age Group								
18-24	107	10.8 [5.5,20.0]	107	6.6 [2.5,16.1]	107	21.7 [13.6,32.7]	107	12.0 [6.3,21.6]
25-39	363	13.3 [9.6,18.2]	363	7.1 [4.5,11.0]	364	24.6 [19.4,30.8]	364	13.2 [9.5,18.0]
40-64	1,038	10.0 [7.9,12.6]	1,038	4.7 [3.4,6.4]	1,044	21.6 [18.3,25.3]	1,044	11.9 [9.4,15.0]
65 or Older	615	17.6 [13.6,22.4]	615	4.3 [2.7,7.0]	618	27.2 [22.5,32.4]	618	7.7 [5.4,10.8]
Race/ Ethnicity								
White Non- Hispanic	1,663	11.0 [9.2,13.2]	1,663	4.9 [3.7,6.4]	1,672	21.0 [18.4,23.9]	1,672	10.2 [8.3,12.4]
Black Non- Hispanic	260	18.0 [11.7,26.6]	260	8.9 [4.7,16.1]	260	34.2 [25.4,44.3]	260	17.8 [11.1,27.2]
Hispanic	117	20.3 [10.9,34.6]	117	7.7 [2.1,24.2]	117	40.3 [28.1,53.9]	117	20.9 [11.5,35.1]
Other	77	24.5 [13.3,40.8]	77	14.4 [5.9,31.1]	77	43.2 [28.9,58.7]	77	26.1 [13.6,44.2]
Gender								
Female	1,096	12.0 [9.6,14.8]	1,096	5.6 [4.1,7.7]	1,101	24.3 [20.9,28.1]	1,101	12.3 [9.8,15.3]
Male	1,037	12.3 [9.7,15.4]	1,037	5.3 [3.6,7.7]	1,042	22.1 [18.6,26.0]	1,042	10.7 [8.1,13.8]
Region								
North West	293	16.3 [11.3,23.0]	293	8.1 [4.6,14.0]	295	29.1 [22.0,37.3]	295	19.4 [13.3,27.4]
North Central	256	8.4 [4.9,14.1]	256	4.4 [2.0,9.3]	258	17.6 [12.3,24.5]	258	10.1 [6.2,16.2]
North East	247	11.0 [6.5,17.9]	247	4.5 [2.5,8.1]	248	23.6 [16.5,32.6]	248	11.3 [6.8,18.1]
Central West	166	13.6 [8.6,20.9]	166	4.6 [2.2,9.5]	166	32.9 [23.4,44.0]	166	6.9 [3.7,12.3]
Central Indy	606	12.7 [9.3,17.0]	606	6.2 [3.8,10.1]	608	22.1 [17.7,27.1]	608	11.8 [8.5,16.3]
Central East	141	15.1 [8.7,24.9]	141	4.5 [1.7,11.8]	142	28.5 [19.2,40.3]	142	11.3 [5.3,22.8]
South West	223	9.6 [5.7,15.8]	223	3.8 [2.1,6.7]	224	20.1 [14.1,27.9]	224	10.2 [6.2,16.2]
South East	202	10.5 [6.0,17.8]	202	5.2 [2.4,10.9]	203	17.0 [10.6,25.9]	203	7.1 [3.8,13.1]
Income								
Less than \$25,000	493	16.3 [12.0,21.8]	493	5.7 [3.4,9.5]	496	24.5 [19.4,30.4]	496	9.9 [6.9,14.0]

Continued

**Table E-5. Awareness of Individual Advertisements – “Coffee” and Any of the “Become an EX” Advertisements, 2008 IN ATS [95% Confidence Interval] (Continued)**

	Coffee				Any of the “Become an EX” Ads			
	N	Claimed Awareness (%)	N	Confirmed Awareness (%)	N	Claimed Awareness (%)	N	Confirmed Awareness (%)
\$25,000-\$34,999	248	17.3	248	5.6	248	29.9	248	9.8
		[11.5,25.1]		[3.2,9.6]		[21.5,40.0]		[6.1,15.3]
\$35,000-\$49,999	352	12.4	352	7.0	353	26.1	353	14.0
		[8.0,18.9]		[3.8,12.8]		[19.4,34.1]		[9.3,20.7]
\$50,000-\$74,999	371	9.8	371	4.0	373	20.2	373	9.8
		[6.8,14.1]		[2.4,6.6]		[15.7,25.6]		[7.0,13.7]
\$75,000 or More	498	9.6	498	5.3	501	20.7	501	13.6
		[6.7,13.6]		[3.1,8.8]		[16.2,26.1]		[9.7,18.8]
Education								
Less than High School	146	19.6	146	8.0	146	32.0	146	13.4
		[12.0,30.4]		[3.6,17.2]		[21.9,44.1]		[7.4,23.2]
High School Graduate	770	12.8	770	7.1	774	24.7	774	11.2
		[9.7,16.7]		[4.7,10.6]		[20.4,29.6]		[8.2,15.1]
Some College	579	12.6	579	5.2	581	24.5	581	13.1
		[9.4,16.8]		[3.3,8.0]		[19.7,30.0]		[9.8,17.3]
College Graduate	402	8.5	402	3.0	403	19.2	403	10.8
		[5.8,12.4]		[1.7,5.1]		[14.4,25.2]		[7.0,16.5]
Post-Graduate	223	11.5	223	4.6	225	17.7	225	8.5
		[7.2,17.7]		[2.1,9.5]		[12.4,24.7]		[5.0,14.1]
Health Insurance Status								
Uninsured	151	11.7	151	8.1	152	21.1	152	12.1
		[6.9,19.4]		[4.0,15.6]		[14.3,30.1]		[7.0,20.0]
Insured	1,954	12.2	1,954	5.3	1,962	23.5	1,962	11.6
		[10.3,14.4]		[4.0,6.9]		[20.8,26.4]		[9.7,13.8]
Health Insurance Type								
Private	1,278	11.5	1,278	5.7	1,283	23.0	1,283	12.7
		[9.4,14.1]		[4.2,7.8]		[19.9,26.4]		[10.3,15.5]
Medicare	527	13.5	527	3.2	529	24.2	529	7.5
		[9.9,18.1]		[1.8,5.4]		[19.4,29.7]		[5.1,11.0]
Medicaid	78	20.2	78	4.3	79	41.4	79	13.9
		[9.5,38.0]		[0.9,17.7]		[24.8,60.2]		[6.3,27.8]
Military, Champus, Tricare or VA	47	13.6	47	6.3	47	13.6	47	6.3
		[4.3,35.6]		[1.6,21.8]		[4.3,35.6]		[1.6,21.8]
None	151	11.7	151	8.1	152	21.1	152	12.1
		[6.9,19.4]		[4.0,15.6]		[14.3,30.1]		[7.0,20.0]
Other	24	8.0	24	8.0	24	8.0	24	8.0
		[2.1,26.1]		[2.1,26.1]		[2.1,26.1]		[2.1,26.1]

**Table E-6. Combined Awareness – One or More TV Advertisements, 2008 IN ATS [95% Confidence Interval]**

	Claimed Awareness (%)	Confirmed Awareness (%)
Overall (N = 2,144)	63.2 [59.6, 66.6]	51.2 [47.8, 54.6]
<b>Age Group</b>		
18-24 (N = 107)	55.0 [39.6, 69.4]	45.8 [32.3, 60.0]
25-39 (N = 364)	70.1 [63.8, 75.7]	57.7 [50.9, 64.3]
40-64 (N = 1,044)	63.1 [58.3, 67.6]	53.7 [49.1, 58.3]
65 or Older (N = 618)	59.3 [53.8, 64.7]	39.2 [34.2, 44.6]
<b>Race/Ethnicity</b>		
White Non-Hispanic (N = 1,672)	62.4 [58.4, 66.2]	51.3 [47.5, 55.1]
Black Non-Hispanic (N = 260)	67.6 [58.4, 75.5]	52.8 [43.2, 62.1]
Hispanic (N = 117)	71.2 [57.5, 82.0]	51.0 [38.0, 63.8]
Other (N = 77)	63.0 [49.1, 75.1]	46.0 [31.6, 61.0]
<b>Gender</b>		
Female (N = 1,101)	68.7 [64.2, 72.8]	56.7 [52.2, 61.2]
Male (N = 1,042)	57.3 [51.9, 62.5]	45.5 [40.6, 50.4]
<b>Region</b>		
North West (N = 295)	42.3 [34.3, 50.8]	30.3 [23.1, 38.7]
North Central (N = 258)	66.0 [56.1, 74.7]	54.2 [44.7, 63.4]
North East (N = 248)	75.3 [64.5, 83.6]	66.6 [56.4, 75.6]
Central West (N = 166)	78.7 [67.5, 86.8]	63.0 [51.3, 73.4]
Central Indy (N = 608)	70.6 [64.4, 76.2]	60.6 [54.5, 66.4]
Central East (N = 142)	62.9 [51.4, 73.0]	42.9 [31.7, 54.8]
South West (N = 224)	66.7 [56.7, 75.3]	53.5 [43.5, 63.2]
South East (N = 203)	32.2 [21.6, 44.9]	21.8 [13.9, 32.4]

Continued

**Table E-6. Combined Awareness – One or More TV Advertisements, 2008 IN ATS  
[95% Confidence Interval] (Continued)**

	Claimed Awareness (%)	Confirmed Awareness (%)
<b>Income</b>		
Less than \$25,000 (N = 496)	60.9 [53.7,67.6]	46.8 [39.9,53.8]
\$25,000-\$34,999 (N = 248)	61.7 [50.8,71.6]	42.8 [33.6,52.4]
\$35,000-\$49,999 (N = 353)	63.6 [51.8,73.9]	52.3 [42.1,62.3]
\$50,000-\$74,999 (N = 373)	70.0 [62.8,76.3]	60.7 [53.5,67.5]
\$75,000 or More (N = 501)	62.2 [56.1,67.9]	51.9 [45.8,57.9]
<b>Education</b>		
Less than High School (N = 146)	64.4 [52.4,74.8]	50.2 [37.7,62.7]
High School Graduate (N = 774)	62.7 [57.3,67.7]	49.2 [44.0,54.4]
Some College (N = 581)	65.0 [56.9,72.3]	53.1 [45.8,60.3]
College Graduate (N = 403)	59.8 [52.1,67.2]	50.0 [42.7,57.3]
Post-Graduate (N = 225)	65.2 [55.6,73.8]	56.6 [46.8,65.8]
<b>Health Insurance Status</b>		
Uninsured (N = 152)	63.7 [50.8,74.8]	48.7 [37.3,60.2]
Insured (N = 1,962)	63.5 [59.7,67.1]	51.7 [48.1,55.3]
<b>Health Insurance Type</b>		
Private (N = 1,283)	64.6 [60.0,69.0]	54.8 [50.4,59.2]
Medicare (N = 529)	55.7 [49.1,62.2]	39.1 [33.3,45.2]
Medicaid (N = 79)	75.6 [59.6,86.6]	50.6 [33.4,67.7]
Military, Champus, Tricare or VA (N = 47)	61.1 [36.9,80.8]	37.1 [20.2,58.0]
None (N = 152)	63.7 [50.8,74.8]	48.7 [37.3,60.2]
Other (N = 24)	68.7 [37.8,88.8]	65.7 [35.0,87.3]

**Table E-7. Combined Awareness – One or More Campaign Components, 2008 IN ATS [95% Confidence Interval]**

	Claimed Awareness (%)	Confirmed Awareness (%)
Overall	72.8	53.1
(N = 2,145)	[69.3, 76.0]	[49.7, 56.5]
<b>Age Group</b>		
18-24	77.3	51.0
(N = 107)	[56.6, 89.9]	[36.5, 65.3]
25-39	79.8	59.8
(N = 364)	[74.2, 84.4]	[53.0, 66.3]
40-64	71.1	55.3
(N = 1,045)	[66.3, 75.4]	[50.6, 59.8]
65 or Older	63.9	39.3
(N = 618)	[58.3, 69.2]	[34.2, 44.6]
<b>Race/Ethnicity</b>		
White Non-Hispanic	71.6	53.4
(N = 1,672)	[67.6, 75.2]	[49.5, 57.2]
Black Non-Hispanic	78.0	53.6
(N = 260)	[69.9, 84.4]	[44.0, 62.9]
Hispanic	88.6	51.4
(N = 116)	[80.4, 93.6]	[38.4, 64.2]
Other	71.2	49.7
(N = 77)	[58.3, 81.4]	[35.2, 64.1]
<b>Gender</b>		
Female	74.1	57.6
(N = 1,102)	[69.7, 77.9]	[53.0, 62.0]
Male	71.5	48.5
(N = 1,042)	[65.8, 76.5]	[43.5, 53.5]
<b>Region</b>		
North West	58.2	30.5
(N = 296)	[49.7, 66.4]	[23.3, 38.9]
North Central	80.6	58.8
(N = 258)	[73.6, 86.1]	[49.5, 67.4]
North East	85.6	67.5
(N = 248)	[79.8, 89.9]	[57.2, 76.4]
Central West	84.0	63.9
(N = 166)	[73.0, 91.1]	[52.1, 74.2]
Central Indy	76.9	63.3
(N = 608)	[70.6, 82.2]	[57.2, 69.0]
Central East	73.7	42.9
(N = 142)	[62.6, 82.4]	[31.7, 54.8]
South West	75.6	56.0
(N = 224)	[66.1, 83.0]	[46.0, 65.5]
South East	40.3	22.5
(N = 203)	[27.5, 54.7]	[14.5, 33.3]

Continued

**Table E-7. Combined Awareness – One or More Campaign Components, 2008 IN  
ATS [95% Confidence Interval] (Continued)**

	Claimed Awareness (%)	Confirmed Awareness (%)
<b>Income</b>		
Less than \$25,000 (N = 496)	72.9 [66.9,78.3]	47.0 [40.1,54.0]
\$25,000-\$34,999 (N = 248)	71.2 [61.7,79.2]	48.2 [38.2,58.3]
\$35,000-\$49,999 (N = 353)	70.5 [57.6,80.8]	53.7 [43.4,63.8]
\$50,000-\$74,999 (N = 373)	80.0 [74.0,84.9]	62.3 [55.0,69.0]
\$75,000 or More (N = 501)	72.1 [66.1,77.4]	54.3 [48.2,60.3]
<b>Education</b>		
Less than High School (N = 146)	68.6 [57.0,78.3]	52.1 [39.7,64.4]
High School Graduate (N = 774)	74.2 [69.7,78.3]	51.0 [45.8,56.2]
Some College (N = 581)	72.1 [63.7,79.2]	53.7 [46.3,60.9]
College Graduate (N = 403)	70.2 [62.0,77.3]	52.4 [45.0,59.7]
Post-Graduate (N = 225)	76.9 [68.2,83.8]	61.6 [52.2,70.2]
<b>Health Insurance Status</b>		
Uninsured (N = 152)	84.7 [77.6,89.8]	57.1 [45.8,67.7]
Insured (N = 1,962)	71.8 [68.0,75.3]	53.1 [49.5,56.7]
<b>Health Insurance Type</b>		
Private (N = 1,283)	72.8 [68.0,77.0]	56.6 [52.1,61.0]
Medicare (N = 529)	66.3 [60.1,71.9]	39.2 [33.4,45.3]
Medicaid (N = 79)	79.4 [63.3,89.6]	51.2 [33.9,68.2]
Military, Champus, Tricare or VA (N = 47)	64.4 [38.9,83.7]	37.7 [20.6,58.5]
None (N = 152)	84.7 [77.6,89.8]	57.1 [45.8,67.7]
Other (N = 24)	79.0 [52.4,92.8]	65.7 [35.0,87.3]

**Table E-8. Awareness of Local Programs to Help Adults Quit Smoking, 2008 IN ATS [95% Confidence Interval]**

	Yes (%)	No (%)	Don't Know (%)
Overall (N = 2,146)	38.5 [35.5, 41.6]	17.4 [14.9, 20.2]	44.1 [40.7, 47.6]
<b>Age Group</b>			
18-24 (N = 107)	25.2 [16.4, 36.8]	33.0 [21.6, 46.8]	41.8 [27.4, 57.7]
25-39 (N = 364)	37.4 [31.2, 44.0]	18.9 [14.0, 25.1]	43.7 [36.9, 50.6]
40-64 (N = 1,046)	43.9 [39.6, 48.3]	13.1 [10.4, 16.4]	43.0 [38.4, 47.7]
65 or Older (N = 618)	36.1 [31.0, 41.4]	15.1 [11.4, 19.7]	48.8 [43.4, 54.3]
<b>Race/Ethnicity</b>			
White Non-Hispanic (N = 1,672)	38.9 [35.5, 42.4]	15.4 [12.7, 18.4]	45.7 [41.9, 49.6]
Black Non-Hispanic (N = 260)	38.1 [29.5, 47.4]	28.2 [20.0, 38.1]	33.7 [25.1, 43.7]
Hispanic (N = 117)	38.8 [27.1, 52.1]	28.7 [18.2, 42.1]	32.4 [21.4, 45.9]
Other (N = 77)	32.2 [20.7, 46.4]	27.5 [15.3, 44.3]	40.3 [27.1, 55.0]
<b>Gender</b>			
Female (N = 1,102)	44.0 [39.7, 48.5]	15.7 [12.5, 19.5]	40.3 [35.8, 45.0]
Male (N = 1,043)	32.7 [28.7, 37.0]	19.2 [15.5, 23.4]	48.1 [43.0, 53.2]
<b>Region</b>			
North West (N = 296)	28.5 [22.1, 35.8]	17.6 [12.0, 25.1]	53.9 [45.5, 62.1]
North Central (N = 258)	39.1 [30.7, 48.1]	24.8 [16.6, 35.2]	36.2 [28.0, 45.2]
North East (N = 249)	40.4 [31.7, 49.7]	15.2 [7.9, 27.2]	44.4 [34.9, 54.3]
Central West (N = 166)	48.7 [37.9, 59.5]	11.3 [6.7, 18.4]	40.0 [29.6, 51.5]
Central Indy (N = 608)	38.8 [33.4, 44.5]	20.2 [15.6, 25.7]	41.0 [35.0, 47.2]
Central East (N = 142)	44.4 [33.5, 55.9]	16.9 [8.9, 29.7]	38.7 [28.3, 50.2]
South West (N = 224)	39.1 [30.3, 48.8]	9.6 [5.6, 15.9]	51.3 [41.4, 61.2]
South East (N = 203)	34.3 [23.2, 47.5]	15.3 [9.3, 24.4]	50.3 [34.6, 66.0]

Continued

**Table E-8. Awareness of Local Programs to Help Adults Quit Smoking, 2008 IN  
ATS [95% Confidence Interval] (Continued)**

	Yes (%)	No (%)	Don't Know (%)
<b>Income</b>			
Less than \$25,000 (N = 496)	40.2 [33.8,47.0]	20.4 [14.5,27.8]	39.4 [32.9,46.4]
\$25,000-\$34,999 (N = 248)	35.5 [27.3,44.6]	21.1 [12.7,33.0]	43.4 [33.7,53.7]
\$35,000-\$49,999 (N = 353)	41.3 [32.6,50.6]	15.3 [10.7,21.3]	43.5 [33.2,54.3]
\$50,000-\$74,999 (N = 373)	42.2 [35.5,49.3]	14.2 [10.2,19.4]	43.6 [36.4,51.0]
\$75,000 or More (N = 501)	37.7 [32.3,43.4]	18.4 [13.6,24.4]	43.9 [37.9,50.1]
<b>Education</b>			
Less than High School (N = 146)	35.0 [24.1,47.7]	22.6 [14.6,33.3]	42.4 [30.1,55.7]
High School Graduate (N = 774)	35.9 [31.3,40.8]	20.9 [16.5,26.0]	43.2 [38.1,48.5]
Some College (N = 581)	41.6 [35.2,48.3]	12.9 [9.1,18.1]	45.4 [38.2,52.9]
College Graduate (N = 403)	41.6 [34.9,48.5]	14.4 [10.2,20.0]	44.0 [36.7,51.6]
Post-Graduate (N = 225)	36.7 [28.4,45.7]	18.5 [10.1,31.6]	44.8 [35.3,54.7]
<b>Health Insurance Status</b>			
Uninsured (N = 152)	34.9 [25.2,46.1]	24.9 [14.7,39.1]	40.2 [29.9,51.5]
Insured (N = 1,962)	39.3 [36.1,42.6]	16.3 [13.8,19.1]	44.4 [40.8,48.1]
<b>Health Insurance Type</b>			
Private (N = 1,283)	40.5 [36.5,44.5]	14.8 [12.1,18.0]	44.7 [40.3,49.2]
Medicare (N = 529)	38.6 [32.7,44.8]	18.5 [12.9,25.8]	42.9 [36.9,49.1]
Medicaid (N = 79)	32.8 [19.9,49.0]	29.8 [16.6,47.5]	37.4 [21.2,57.0]
Military, Champus, Tricare or VA (N = 47)	28.8 [15.3,47.7]	14.6 [5.0,35.5]	56.6 [35.7,75.4]
None (N = 152)	34.9 [25.2,46.1]	24.9 [14.7,39.1]	40.2 [29.9,51.5]
Other (N = 24)	19.3 [7.0,43.5]	30.9 [9.4,65.8]	49.7 [19.4,80.2]

**Table E-9. Awareness of Local Programs to Help Youth Quit Smoking, 2008 IN  
ATS [95% Confidence Interval]**

	Yes (%)	No (%)	Don't Know (%)
Overall (N = 2,146)	41.0 [37.7, 44.3]	16.5 [14.2, 19.0]	42.6 [39.2, 46.0]
<b>Age Group</b>			
18-24 (N = 107)	48.5 [34.5, 62.8]	24.9 [15.5, 37.4]	26.6 [13.3, 45.9]
25-39 (N = 364)	38.9 [32.6, 45.7]	17.2 [12.4, 23.2]	43.9 [37.2, 50.8]
40-64 (N = 1,046)	43.4 [39.0, 47.9]	14.2 [11.5, 17.3]	42.5 [38.0, 47.0]
65 or Older (N = 618)	32.1 [27.1, 37.6]	15.4 [12.1, 19.4]	52.5 [47.0, 57.9]
<b>Race/Ethnicity</b>			
White Non-Hispanic (N = 1,672)	41.6 [37.9, 45.3]	14.2 [11.8, 16.9]	44.3 [40.5, 48.1]
Black Non-Hispanic (N = 260)	34.4 [26.1, 43.8]	36.2 [27.2, 46.2]	29.4 [21.5, 38.8]
Hispanic (N = 117)	50.4 [37.4, 63.3]	19.5 [11.3, 31.6]	30.1 [19.4, 43.5]
Other (N = 77)	36.1 [23.9, 50.4]	20.4 [11.3, 34.0]	43.5 [29.4, 58.8]
<b>Gender</b>			
Female (N = 1,102)	44.7 [40.2, 49.4]	16.6 [13.5, 20.2]	38.6 [34.4, 43.1]
Male (N = 1,043)	37.0 [32.5, 41.7]	16.3 [13.2, 20.1]	46.7 [41.6, 51.9]
<b>Region</b>			
North West (N = 296)	33.5 [26.3, 41.6]	17.8 [12.3, 25.1]	48.7 [40.2, 57.2]
North Central (N = 258)	43.5 [34.6, 52.8]	17.3 [10.3, 27.7]	39.2 [31.0, 48.1]
North East (N = 249)	47.9 [38.2, 57.9]	11.5 [7.3, 17.7]	40.5 [31.6, 50.1]
Central West (N = 166)	57.2 [46.2, 67.5]	9.7 [5.7, 16.1]	33.1 [23.5, 44.3]
Central Indy (N = 608)	38.0 [32.2, 44.1]	22.5 [17.8, 28.1]	39.5 [33.9, 45.4]
Central East (N = 142)	50.1 [38.7, 61.5]	14.2 [8.6, 22.6]	35.7 [25.8, 47.0]
South West (N = 224)	36.1 [27.2, 46.1]	8.8 [5.3, 14.1]	55.1 [45.1, 64.7]
South East (N = 203)	34.2 [23.0, 47.5]	16.3 [10.0, 25.5]	49.5 [33.6, 65.4]

Continued

**Table E-9. Awareness of Local Programs to Help Youth Quit Smoking, 2008 IN  
ATS [95% Confidence Interval]**

	Yes (%)	No (%)	Don't Know (%)
<b>Income</b>			
Less than \$25,000 (N = 496)	44.1 [37.1,51.4]	21.0 [16.2,26.9]	34.9 [29.0,41.2]
\$25,000-\$34,999 (N = 248)	41.3 [31.9,51.4]	18.6 [10.6,30.3]	40.1 [31.0,49.9]
\$35,000-\$49,999 (N = 353)	40.6 [31.9,49.9]	14.6 [10.2,20.4]	44.8 [34.7,55.4]
\$50,000-\$74,999 (N = 373)	44.4 [37.3,51.6]	15.3 [11.2,20.6]	40.3 [33.5,47.5]
\$75,000 or More (N = 501)	40.9 [35.1,46.8]	14.6 [10.4,20.1]	44.6 [38.6,50.7]
<b>Education</b>			
Less than High School (N = 146)	47.4 [34.8,60.4]	22.4 [14.8,32.4]	30.2 [21.1,41.2]
High School Graduate (N = 774)	39.7 [34.6,45.0]	19.6 [15.6,24.4]	40.7 [35.8,45.8]
Some College (N = 581)	40.0 [33.5,46.7]	12.0 [9.1,15.6]	48.1 [40.9,55.3]
College Graduate (N = 403)	43.6 [36.4,51.0]	13.1 [9.1,18.6]	43.3 [36.3,50.6]
Post-Graduate (N = 225)	41.7 [32.5,51.6]	21.3 [12.5,33.7]	37.0 [28.7,46.2]
<b>Health Insurance Status</b>			
Uninsured (N = 152)	40.6 [30.0,52.1]	26.2 [15.7,40.3]	33.2 [24.2,43.8]
Insured (N = 1,962)	41.3 [37.9,44.9]	15.4 [13.2,17.9]	43.3 [39.7,46.9]
<b>Health Insurance Type</b>			
Private (N = 1,283)	42.5 [38.4,46.8]	14.4 [11.9,17.4]	43.1 [38.7,47.6]
Medicare (N = 529)	36.8 [30.4,43.7]	15.0 [11.5,19.4]	48.2 [41.9,54.5]
Medicaid (N = 79)	38.4 [22.3,57.6]	34.7 [20.5,52.3]	26.9 [15.1,43.1]
Military, Champus, Tricare or VA (N = 47)	44.8 [25.3,66.1]	8.0 [3.2,18.6]	47.2 [26.5,68.9]
None (N = 152)	40.6 [30.0,52.1]	26.2 [15.7,40.3]	33.2 [24.2,43.8]
Other (N = 24)	38.2 [10.9,75.8]	30.8 [9.2,66.0]	31.0 [12.1,59.5]

**Table E-10. Awareness Community Antitobacco Organizations, 2008 IN ATS [95% Confidence Interval]**

	Yes (%)	No (%)	Don't Know (%)
Overall	25.3	32.0	42.7
(N = 2,146)	[22.5, 28.3]	[28.7, 35.5]	[39.4, 46.0]
<b>Age Group</b>			
18-24	31.5	47.9	20.6
(N = 107)	[20.5,45.1]	[33.5,62.6]	[12.7,31.6]
25-39	29.8	26.7	43.5
(N = 364)	[23.6,36.9]	[21.1,33.1]	[37.0,50.3]
40-64	24.4	30.2	45.4
(N = 1,046)	[21.0,28.1]	[26.2,34.5]	[40.9,50.0]
65 or Older	16.7	31.9	51.4
(N = 618)	[13.0,21.2]	[27.0,37.2]	[46.0,56.9]
<b>Race/Ethnicity</b>			
White Non-Hispanic	26.4	29.7	43.9
(N = 1,672)	[23.2,29.8]	[26.0,33.6]	[40.3,47.7]
Black Non-Hispanic	19.1	51.2	29.7
(N = 260)	[13.3,26.6]	[41.6,60.7]	[21.8,39.2]
Hispanic	20.8	43.0	36.2
(N = 117)	[13.1,31.4]	[30.8,56.2]	[24.0,50.4]
Other	21.9	32.4	45.7
(N = 77)	[12.6,35.3]	[19.5,48.6]	[31.8,60.3]
<b>Gender</b>			
Female	27.1	29.8	43.1
(N = 1,102)	[23.1,31.6]	[25.8,34.1]	[38.7,47.6]
Male	23.3	34.4	42.3
(N = 1,043)	[19.7,27.4]	[29.3,39.9]	[37.5,47.2]
<b>Region</b>			
North West	13.1	32.8	54.1
(N = 296)	[9.0,18.7]	[25.4,41.0]	[45.7,62.3]
North Central	29.7	35.0	35.2
(N = 258)	[21.1,40.1]	[26.8,44.3]	[27.6,43.7]
North East	27.8	29.4	42.8
(N = 249)	[20.8,36.1]	[20.1,40.9]	[33.6,52.5]
Central West	34.5	23.3	42.2
(N = 166)	[24.2,46.4]	[16.5,31.9]	[31.9,53.3]
Central Indy	22.4	34.0	43.6
(N = 608)	[18.3,27.1]	[28.5,40.0]	[37.7,49.7]
Central East	29.7	29.6	40.7
(N = 142)	[19.7,42.3]	[19.8,41.6]	[30.4,51.9]
South West	32.2	22.9	44.9
(N = 224)	[22.6,43.6]	[16.4,31.1]	[35.3,54.8]
South East	22.6	44.3	33.1
(N = 203)	[13.9,34.5]	[28.1,61.9]	[22.0,46.4]

Continued

**Table E-10. Awareness Community Antitobacco Organizations, 2008 IN ATS [95% Confidence Interval]**

	Yes (%)	No (%)	Don't Know (%)
<b>Income</b>			
Less than \$25,000 (N = 496)	19.8 [15.2,25.4]	42.9 [35.8,50.3]	37.3 [31.3,43.7]
\$25,000-\$34,999 (N = 248)	33.2 [23.3,44.8]	29.1 [21.4,38.3]	37.7 [29.0,47.3]
\$35,000-\$49,999 (N = 353)	25.4 [18.6,33.5]	36.3 [26.0,48.1]	38.3 [30.0,47.4]
\$50,000-\$74,999 (N = 373)	27.6 [21.7,34.5]	30.6 [24.3,37.6]	41.8 [34.9,49.0]
\$75,000 or More (N = 501)	25.8 [20.9,31.3]	27.0 [21.8,32.9]	47.3 [41.2,53.4]
<b>Education</b>			
Less than High School (N = 146)	25.3 [15.8,38.1]	46.8 [34.3,59.7]	27.8 [19.2,38.5]
High School Graduate (N = 774)	23.3 [18.7,28.6]	36.9 [32.1,42.0]	39.8 [34.9,44.9]
Some College (N = 581)	23.9 [18.7,30.0]	30.6 [23.6,38.7]	45.5 [38.6,52.5]
College Graduate (N = 403)	29.0 [23.4,35.3]	24.2 [18.7,30.8]	46.8 [39.5,54.2]
Post-Graduate (N = 225)	31.1 [22.4,41.3]	25.7 [16.6,37.5]	43.2 [34.2,52.7]
<b>Health Insurance Status</b>			
Uninsured (N = 152)	31.3 [20.0,45.3]	33.2 [23.9,44.1]	35.5 [26.1,46.2]
Insured (N = 1,962)	25.0 [22.2,28.1]	31.8 [28.3,35.5]	43.2 [39.7,46.7]
<b>Health Insurance Type</b>			
Private (N = 1,283)	26.6 [23.1,30.3]	29.3 [25.1,33.8]	44.2 [39.9,48.4]
Medicare (N = 529)	19.6 [15.1,25.0]	36.3 [30.0,43.1]	44.2 [38.1,50.4]
Medicaid (N = 79)	23.4 [10.1,45.6]	54.4 [36.8,71.0]	22.2 [12.8,35.6]
Military, Champus, Tricare or VA (N = 47)	27.7 [10.9,54.5]	23.6 [11.3,43.0]	48.7 [28.0,69.8]
None (N = 152)	31.3 [20.0,45.3]	33.2 [23.9,44.1]	35.5 [26.1,46.2]
Other (N = 24)	13.3 [3.9,36.7]	58.1 [27.9,83.2]	28.6 [11.1,56.4]

**Table E-11. Awareness of Local Efforts to Restrict Smoking in Public Places, 2008  
IN ATS [95% Confidence Interval]**

	N	Heard of Local Efforts to Restrict Smoking in Restaurants (%)	N	Heard of Local Efforts to Restrict Smoking in Workplaces (%)
Overall	2,145	74.6	2,146	67.9
		[71.1, 77.9]		[64.2, 71.3]
<b>Age Group</b>				
18-24	107	63.2	107	53.5
		[46.5,77.2]		[38.5,68.0]
25-39	364	71.7	364	63.1
		[64.8,77.6]		[55.9,69.7]
40-64	1,046	78.8	1,046	72.7
		[74.6,82.4]		[68.4,76.7]
65 or Older	618	77.4	618	73.2
		[72.4,81.8]		[68.3,77.7]
<b>Race/Ethnicity</b>				
White Non-Hispanic	1,672	75.8	1,672	67.5
		[71.8,79.4]		[63.5,71.4]
Black Non-Hispanic	260	68.4	260	71.4
		[57.8,77.4]		[61.1,79.8]
Hispanic	117	68.5	117	66.1
		[55.1,79.4]		[52.4,77.5]
Other	77	67.5	77	67.7
		[52.9,79.4]		[53.8,79.1]
<b>Gender</b>				
Female	1,102	75.8	1,102	68.1
		[71.3,79.7]		[63.4,72.5]
Male	1,043	73.5	1,043	67.5
		[67.8,78.4]		[61.9,72.7]
<b>Region</b>				
North West	296	68.7	296	61.8
		[60.0,76.3]		[53.1,69.7]
North Central	258	81.0	258	71.9
		[73.6,86.7]		[61.8,80.1]
North East	249	74.3	249	66.9
		[65.0,81.8]		[57.4,75.2]
Central West	166	80.5	166	74.1
		[70.9,87.5]		[62.7,83.0]
Central Indy	608	77.9	608	71.8
		[72.1,82.7]		[65.6,77.3]
Central East	142	79.1	142	69.9
		[66.3,87.9]		[57.5,80.0]
South West	224	70.0	224	62.6
		[59.1,79.0]		[51.6,72.5]
South East	203	60.6	203	57.9
		[41.0,77.3]		[39.3,74.4]

Continued

**Table E-11. Awareness of Local Efforts to Restrict Smoking in Public Places, 2008  
IN ATS [95% Confidence Interval] (Continued)**

	N	Heard of Local Efforts to Restrict Smoking in Restaurants (%)	N	Heard of Local Efforts to Restrict Smoking in Workplaces (%)
<b>Income</b>				
Less than \$25,000	496	72.3 [65.8,77.9]	496	69.4 [62.9,75.2]
\$25,000-\$34,999	248	78.0 [69.5,84.6]	248	71.5 [60.3,80.5]
\$35,000-\$49,999	353	66.7 [54.1,77.3]	353	63.4 [51.2,74.2]
\$50,000-\$74,999	373	77.2 [70.7,82.6]	373	66.8 [59.5,73.4]
\$75,000 or More	501	78.5 [72.3,83.6]	501	68.3 [61.9,74.2]
<b>Education</b>				
Less than High School	146	76.8 [66.0,85.0]	146	75.1 [63.7,83.9]
High School Graduate	774	71.9 [66.9,76.4]	774	67.0 [61.6,72.0]
Some College	581	70.8 [62.0,78.2]	581	66.1 [57.7,73.6]
College Graduate	403	81.9 [75.8,86.7]	403	74.8 [68.6,80.1]
Post-Graduate	225	80.6 [71.9,87.1]	225	58.2 [47.2,68.4]
<b>Health Insurance Status</b>				
Uninsured	152	70.6 [59.3,79.8]	152	60.9 [48.0,72.4]
Insured	1,962	75.2 [71.4,78.6]	1,962	68.6 [64.7,72.1]
<b>Health Insurance Type</b>				
Private	1,283	75.2 [70.5,79.5]	1,283	66.8 [62.1,71.3]
Medicare	529	76.6 [71.0,81.4]	529	73.8 [68.3,78.6]
Medicaid	79	70.0 [53.4,82.6]	79	67.4 [50.7,80.6]
Military, Champus, Tricare or the VA	47	73.5 [45.8,90.1]	47	70.2 [44.0,87.6]
None	152	70.6 [59.3,79.8]	152	60.9 [48.0,72.4]
Other	24	73.7 [38.9,92.5]	24	94.0 [65.6,99.2]



**APPENDIX F:  
POLICY AND PROGRAM SUPPORT, KNOWLEDGE, AND ATTITUDE  
MEASURES OVERALL AND BY SOCIODEMOGRAPHIC  
CHARACTERISTICS**

**Table F-1. Percentage of Hoosiers Who Strongly Agree or Agree that Indiana Residents are Affected by the Costs of Tobacco-Related Problems, 2008 IN ATS [95% Confidence Interval]**

	N	Overall (%)	N	Smokers (%)	N	Nonsmokers (%)
Overall	2,144	86.1	364	67.4	1,779	89.8
		[83.9,88.0]		[60.2,73.9]		[87.7,91.5]
Age Group						
18-24	107	85.7	23	79.2	84	87.1
		[76.5,91.6]		[54.5,92.4]		[77.1,93.2]
25-39	365	82.4	97	64.9	268	87.9
		[76.5,87.1]		[50.8,76.8]		[81.7,92.2]
40-64	1,046	89.0	188	67.1	858	92.9
		[86.4,91.2]		[57.3,75.7]		[90.4,94.8]
65 or Older	615	83.6	55	59.3	559	85.8
		[79.6,87.0]		[40.3,75.8]		[81.8,89.1]
Race/Ethnicity						
White Non-Hispanic	1,670	87.5	262	68.2	1,407	91.1
		[85.2,89.5]		[60.0,75.4]		[89.0,92.8]
Black Non-Hispanic	260	82.5	60	78.7	200	83.5
		[73.6,88.8]		[58.4,90.6]		[73.1,90.4]
Hispanic	116	70.9	16	46.6	100	76.2
		[55.4,82.7]		[18.5,77.0]		[59.3,87.6]
Other	77	74.2	23	42.0	54	89.3
		[57.0,86.1]		[19.2,68.8]		[73.5,96.2]
Gender						
Female	1,101	85.4	183	66.0	917	89.2
		[82.1,88.1]		[54.8,75.7]		[86.1,91.6]
Male	1,042	86.8	180	68.8	862	90.4
		[83.8,89.4]		[59.5,76.9]		[87.2,92.8]
Region						
North West	296	81.8	56	68.1	240	85.0
		[74.4,87.4]		[48.6,82.8]		[77.0,90.5]
North Central	257	93.3	42	79.8	215	95.9
		[88.8,96.0]		[61.6,90.6]		[91.9,98.0]
North East	248	84.0	33	80.6	215	84.4
		[77.2,89.0]		[63.1,91.0]		[77.0,89.7]
Central West	167	84.5	33	61.7	133	91.1
		[73.7,91.4]		[34.2,83.3]		[84.0,95.3]
Central Indy	607	86.9	105	64.7	502	91.4
		[82.9,90.0]		[50.9,76.3]		[87.5,94.1]

Continued

**Table F-1. Percentage of Hoosiers Who Strongly Agree or Agree that Indiana Residents are Affected by the Costs of Tobacco-Related Problems, 2008 IN ATS [95% Confidence Interval] (Continued)**

	N	Overall (%)	N	Smokers (%)	N	Nonsmokers (%)
Central East	141	79.6 [68.2,87.7]	23	62.6 [34.2,84.3]	118	83.0 [70.7,90.8]
South West	224	87.8 [81.7,92.1]	39	58.1 [35.4,77.9]	185	93.9 [89.0,96.6]
South East	204	86.2 [75.8,92.5]	33	72.6 [50.1,87.5]	171	88.0 [76.4,94.3]
<b>Income</b>						
Less than \$25,000	495	77.5 [71.7,82.4]	120	60.0 [46.0,72.6]	375	84.1 [78.2,88.6]
\$25,000-\$34,999	246	85.6 [75.7,91.9]	57	70.0 [42.7,88.0]	189	90.2 [82.5,94.8]
\$35,000-\$49,999	353	88.2 [82.7,92.1]	57	76.3 [59.5,87.6]	296	90.8 [85.1,94.5]
\$50,000-\$74,999	373	89.9 [85.9,92.9]	59	65.0 [48.2,78.8]	314	94.5 [91.1,96.6]
\$75,000 or More	501	87.1 [82.4,90.6]	58	66.4 [50.2,79.5]	443	89.5 [84.7,93.0]
<b>Education</b>						
Less than High School	146	75.3 [64.7,83.6]	51	67.2 [46.4,82.9]	95	81.0 [69.7,88.7]
High School Graduate	773	82.9 [78.6,86.4]	147	65.3 [52.8,76.0]	626	87 [83.0,90.2]
Some College	580	85.6 [81.1,89.2]	111	65.1 [52.6,75.8]	469	89.8 [85.2,93.1]
College Graduate	401	91.2 [86.6,94.3]	43	77.7 [59.4,89.3]	358	92.6 [87.7,95.7]
Post-Graduate	225	94.7 [90.6,97.1]	10	63.8 [27.2,89.3]	214	95.8 [91.9,97.8]
<b>Health Insurance Status</b>						
Uninsured	152	76.3 [65.7,84.5]	58	63.1 [46.5,77.1]	94	86.4 [72.8,93.8]
Insured	1,958	86.9 [84.7,88.9]	302	68.1 [59.9,75.4]	1,655	90.1 [87.9,91.9]
<b>Health Insurance Type</b>						
Private	1,282	88.5 [86.0,90.6]	207	71.0 [62.1,78.5]	1,081	91.2 [88.7,93.2]
Medicare	527	83.2 [78.5,87.1]	57	54.7 [36.8,71.4]	469	86.5 [82.0,90.0]
Medicaid	78	75.3 [53.4,89.0]	25	52.8 [22.4,81.2]	53	89.0 [74.5,95.7]
Military, Champus, Tricare or the VA	47	85.8 [67.4,94.7]	9	73.8 [34.0,93.9]	38	88.7 [64.7,97.1]
None	152	76.3 [65.7,84.5]	58	63.1 [46.5,77.1]	94	86.4 [72.8,93.8]
Other	24	82.4 [43.1,96.6]	10	92.3 [59.9,99.0]	14	75.8 [28.2,96.2]

**Table F-2. Should Indiana Spend More, Less, or About the Same on Cessation/Tobacco Prevention from its Settlement Fund? 2008 IN ATS [95% Confidence Interval]**

	More (%)	Less (%)	About the Same (%)
Overall (N = 2,102)	38.4 [35.0, 42.0]	14.1 [11.9, 16.5]	47.5 [44.1, 50.9]
<b>Age Group</b>			
18-24 (N = 106)	49.2 [34.9, 63.8]	18.7 [10.5, 31.0]	32.1 [21.6, 44.6]
25-39 (N = 358)	40.5 [33.9, 47.4]	12.7 [9.2, 17.2]	46.9 [40.0, 53.8]
40-64 (N = 1,031)	35.9 [31.7, 40.4]	12.7 [9.8, 16.3]	51.3 [46.8, 55.9]
65 or Older (N = 596)	33.9 [28.8, 39.5]	16.0 [12.0, 21.0]	50.1 [44.5, 55.6]
<b>Race/Ethnicity</b>			
White Non-Hispanic (N = 1,637)	37.4 [33.6, 41.5]	13.5 [11.2, 16.3]	49.0 [45.2, 52.8]
Black Non-Hispanic (N = 256)	42.6 [33.3, 52.5]	16.3 [10.5, 24.5]	41.1 [31.9, 50.9]
Hispanic (N = 116)	46.5 [33.8, 59.6]	19.2 [10.4, 32.7]	34.4 [23.1, 47.7]
Other (N = 74)	51.3 [36.6, 65.7]	15.2 [7.9, 27.2]	33.6 [20.7, 49.4]
<b>Gender</b>			
Female (N = 1,077)	38.4 [34.0, 43.1]	12.6 [10.0, 15.9]	48.9 [44.3, 53.5]
Male (N = 1,024)	38.4 [33.2, 43.9]	15.5 [12.3, 19.5]	46.0 [41.1, 51.0]
<b>Region</b>			
North West (N = 289)	41.1 [32.9, 49.9]	18.0 [12.1, 26.0]	40.9 [32.8, 49.5]
North Central (N = 255)	39.5 [30.7, 49.1]	14.7 [9.0, 23.1]	45.7 [36.8, 55.0]
North East (N = 245)	27.6 [19.9, 37.1]	19.4 [11.5, 31.0]	52.9 [42.9, 62.7]
Central West (N = 163)	30.2 [21.7, 40.4]	15.4 [10.2, 22.7]	54.4 [43.6, 64.8]
Central Indy (N = 594)	40.6 [34.7, 46.7]	11.2 [7.7, 15.8]	48.3 [42.3, 54.4]
Central East (N = 138)	32.9 [22.7, 45.2]	14.1 [7.3, 25.5]	53.0 [41.2, 64.5]
South West (N = 216)	40.0 [30.5, 50.4]	13.3 [8.3, 20.6]	46.7 [36.6, 57.0]
South East (N = 202)	47.8 [31.7, 64.3]	10.8 [6.3, 18.0]	41.4 [28.1, 56.1]

Continued

**Table F-2. Should Indiana Spend More, Less, or About the Same on Cessation/Tobacco Prevention from its Settlement Fund? 2008 IN ATS [95% Confidence Interval]**

	More (%)	Less (%)	About the Same (%)
<b>Income</b>			
Less than \$25,000 (N = 483)	34.5 [28.3,41.3]	24.0 [17.3,32.3]	41.5 [35.1,48.2]
\$25,000-\$34,999 (N = 244)	38.3 [28.6,49.1]	11.2 [6.6,18.4]	50.5 [40.3,60.6]
\$35,000-\$49,999 (N = 348)	42.7 [32.4,53.7]	10.0 [6.7,14.7]	47.3 [37.6,57.1]
\$50,000-\$74,999 (N = 368)	39.8 [32.8,47.2]	10.3 [6.6,15.6]	49.9 [42.7,57.1]
\$75,000 or More (N = 496)	40.8 [34.8,47.1]	12.1 [8.7,16.5]	47.1 [41.1,53.2]
<b>Education</b>			
Less than High School (N = 140)	31.7 [21.8,43.6]	26.2 [14.6,42.5]	42.1 [30.4,54.7]
High School Graduate (N = 759)	33.7 [28.7,39.1]	17.2 [13.7,21.4]	49.0 [43.8,54.3]
Some College (N = 572)	40.4 [33.2,48.2]	13.3 [9.2,18.7]	46.3 [39.4,53.4]
College Graduate (N = 395)	38.5 [31.8,45.6]	9.1 [5.9,13.6]	52.4 [45.1,59.7]
Post-Graduate (N = 221)	52.9 [43.1,62.5]	7.9 [4.8,12.5]	39.2 [30.7,48.5]
<b>Health Insurance Status</b>			
Uninsured (N = 147)	40.2 [28.6,53.1]	18.5 [11.4,28.6]	41.3 [30.8,52.8]
Insured (N = 1,924)	38.5 [34.9,42.3]	13.5 [11.2,16.1]	48.0 [44.4,51.6]
<b>Health Insurance Type</b>			
Private (N = 1,266)	40.2 [35.8,44.7]	11.4 [9.2,14.0]	48.5 [44.1,52.8]
Medicare (N = 511)	31.1 [25.6,37.1]	20.1 [14.1,27.8]	48.8 [42.4,55.3]
Medicaid (N = 78)	38.3 [23.1,56.2]	16.6 [7.3,33.4]	45.1 [28.3,63.1]
Military, Champus, Tricare or VA (N = 45)	40.3 [21.6,62.2]	10.4 [3.9,24.9]	49.3 [28.0,70.9]
None (N = 147)	40.2 [28.6,53.1]	18.5 [11.4,28.6]	41.3 [30.8,52.8]
Other (N = 24)	42.9 [16.1,74.6]	36.3 [9.5,75.6]	20.8 [7.5,46.0]