

● ● ● **2007 Collaborative Polls:**  
*Stark County*



**Stark County  
Health Department**

*Provided by:*

**The Center for Marketing & Opinion Research, LLC**

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## EXECUTIVE SUMMARY

The results of the 2007 Stark County Collaborative Poll of 1,068 respondents indicate that the proportion of adults who smoke everyday in 2007 has increased from the previous year after three consecutive years of decline. While 16.4% of adults reported smoking everyday in 2006, the proportion of adults who reported smoking on a daily basis has increased to 17.6% in 2007. The proportion of respondents who reported smoking some days has also increased over the past year with 6.0% of respondents in 2007 as compared to 3.9% in 2006. Following this trend, the number of adults who reported that they do not smoke at all decreased from 79.6% in 2006 to 76.4% in 2007 after a three year consecutive increase.

The proportion of smokers who reported indicated they had stopped smoking for at least one day during the past year continued to increase. For 2007, just over two-thirds, 67.5%, of smokers indicated they had tried to quit smoking. In 2004, slightly more than half, 57.4% of smokers indicated that they tried to quit smoking; in 2005 the proportion increased to 62.7% of smokers, and in 2006 it was 67.0% of smokers.

A large proportion of smokers continued to state they were likely to try to quit smoking during the next six months. Nearly three-quarters, 71.6%, of smokers in 2007 indicated they would try to quit smoking. This proportion was slightly lower compared to the previous year when 73.1% of smokers stated they were likely to try to quit smoking. The leading reason cited for considering quitting smoking in the near future was health reasons in general. The leading likely method to be used in trying to quit smoking was going cold turkey, with over half, 55.1%, of those trying to quit smoking doing it cold turkey. The next leading method used for trying to quit smoking was using over the counter aids such as chewing gum or patches which amounted to 26.7% of quitting respondents.

Only one-third or 33.4% of non-smokers in 2007 reported being exposed to second hand smoke during the past week. This proportion was down significantly from 47.6% and 44.8%

of non-smoking respondents in 2005 and 2006, respectively. This decline is likely attributable, at least in part, to recent smoke-free legislation.

All respondents were asked how harmful they thought exposure to tobacco smoke was to the health of a non-smoking adult. Over half or 56.0% of respondents in 2007 felt that exposure to second-hand smoke was very harmful for non-smoking adults. This proportion was down from 62.6% of respondents from the previous year. Over another one-third or 36.7% of respondents felt that exposure to second-hand smoke to somewhat harmful. This proportion was up from 32.1% of respondents the previous year. Those persons who believed second-hand smoke was not at all harmful to adults amounted to 7.3% of respondents in 2007, which was a slight increase from 5.3% the previous year.

Respondents were also asked how harmful they thought exposure to tobacco smoke was to a child's health. In general, respondents were more likely to feel exposure to second-hand smoke was more harmful to children than adults. For 2007, 70.8% of respondents felt exposure to second-hand smoke was very harmful to children. This proportion was down from 75% of respondents the previous year. Another one-quarter or 24.4% of respondents believed second-hand smoke was somewhat harmful to a child's health. Those persons who felt second-hand smoke was not at all harmful to children amounted to 4.8% of respondents in 2007, which was a slight increase from 4% the previous year.

Nearly half or 49.2% of all respondents in 2007 indicated they had heard of the Ohio Quits Line. Smokers were more likely than non-smokers to indicate they had heard of the Ohio Quits Line. Those respondents who indicated they had heard of the Ohio Quits Line were subsequently asked if they, or someone that they know, have ever used the help line. Some 8.4% of OQL-aware respondents said that they or somebody they know has used this service. These persons amounted to 4.3% of all survey respondents.

All respondents were also asked if they have heard of the Stark County Tobacco Prevention Coalition. Roughly one-fifth or 20.5% of respondents in 2007 stated they had heard of the

coalition. Again, smokers were more likely than non-smokers to have heard of the Coalition. When asked what was the most important tobacco-related problem the Stark County Tobacco Prevention Coalition should focus on, the leading response was enforcing the smoking ban, followed by stopping minors from smoking and educating and preventing minors from starting to smoke.

Summary Results					
		2004	2005	2006	2007
<b>Smoking Activity</b>	Smokes every day	21.4%	18.1%	16.4%	17.6%
	Some days	4.4%	4.7%	3.9%	6.0%
	Not at all	74.3%	77.2%	79.6%	76.4%
<b>Tried to Quit Smoking</b>	Yes	57.4%	62.7%	67.0%	67.5%
	No	42.6%	37.3%	33.0%	32.5%
<b>Likely to Quit</b>		68.4%	74.9%	73.1%	71.6%
<b>Been Exposed to Someone's Smoke</b>	Yes	NA	47.6%	44.8%	33.4%
	No	NA	52.4%	55.2%	66.6%
<b>How Harmful Smoke is to non-smokers Health</b>	Very Harmful	60.0%	53.1%	62.6%	56.0%
	Somewhat Harmful	36.3%	41.2%	32.1%	36.7%
	Not at all Harmful	3.7%	5.6%	5.3%	7.3%
<b>How Harmful Smoke is to Child's Health</b>	Very Harmful	77%	71%	75%	70.8%
	Somewhat Harmful	21%	26%	21%	24.4%
	Not at all Harmful	2%	3%	4%	4.8%

Summary Results~ New Questions for 2007			
		Proportion of Respondents	Valid Responses
<b>Method for Quitting Smoking</b> (top 3)	Quit cold turkey	55.1%	(n=176)
	Over the counter aids	26.7%	
	Alternative methods	8.5%	
<b>Heard of Ohio Quits Line</b>	Yes	49.2%	(n=1,062)
	No	50.8%	
<b>Used Ohio Quits Line</b>	Yes	8.4%	(n=545)
	No	91.6%	
<b>Heard of Prevention Coalition</b>	Yes	20.5%	(n=1,061)
	No	79.5%	

## SURVEY QUESTIONS

The 2007 Stark County Collaborative Poll had questions from eight different organizations. The Stark County Health Department asked 10 questions regarding healthcare needs on the survey. The questions were as follows:

**Question 1** (Also asked in 2004, 2005 and 2006)

*“Do you now smoke cigarettes everyday, some days, or not at all?”*

**Question 2** (Also asked in 2004, 2005 and 2006)

If respondent smokes: *“In the past year, have you stopped smoking for at least one day in an effort to quit smoking?”*

**Question 3** (Also asked in 2004, 2005 and 2006)

If respondent smokes: *“In the next six months, how likely do you think it is that you will try to quit smoking? Would you say very likely, somewhat likely, or not at all likely?”*

**Question 4** (New for 2007)

If respondent is somewhat or very likely to try quitting: *“Why are you considering quitting?”*

**Question 5** (New for 2007)

If respondent smokes: *“If you do decide to quit in the future, which of the following methods are you MOST likely to use to help you quit? A group program at a community location, Over the phone support counseling, A counselor coming to your home, Alternative methods such as hypnosis, acupuncture, or laser therapy, Internet based program, Over the counter aids such as a patch or chewing gum, or Quitting cold turkey.”*

**Question 6** (Also asked in 2005 and 2006)

*“Have you been exposed to someone else's cigarette smoke in the past seven days?”*

**Question 7** (Also asked in 2004, 2005 and 2006)

*“How harmful do you feel exposure to tobacco smoke is to a child's health? Would you say very harmful, somewhat harmful, or not at all harmful?”*

**Question 8** (Also asked in 2004, 2005 and 2006)

*“What about to a non-smoking adult's health? Would you say very harmful, somewhat harmful, or not at all harmful?”*

**Question 9** (New for 2007)

*“Have you ever heard of the Ohio Quits Line?”*

**Question 10** (New for 2007)

*“Have you or someone else you know ever used the Ohio Quit Line Service?”*

**Question 11** (New for 2007)

*“Have you ever heard of the Stark County Tobacco Prevention Coalition?”*

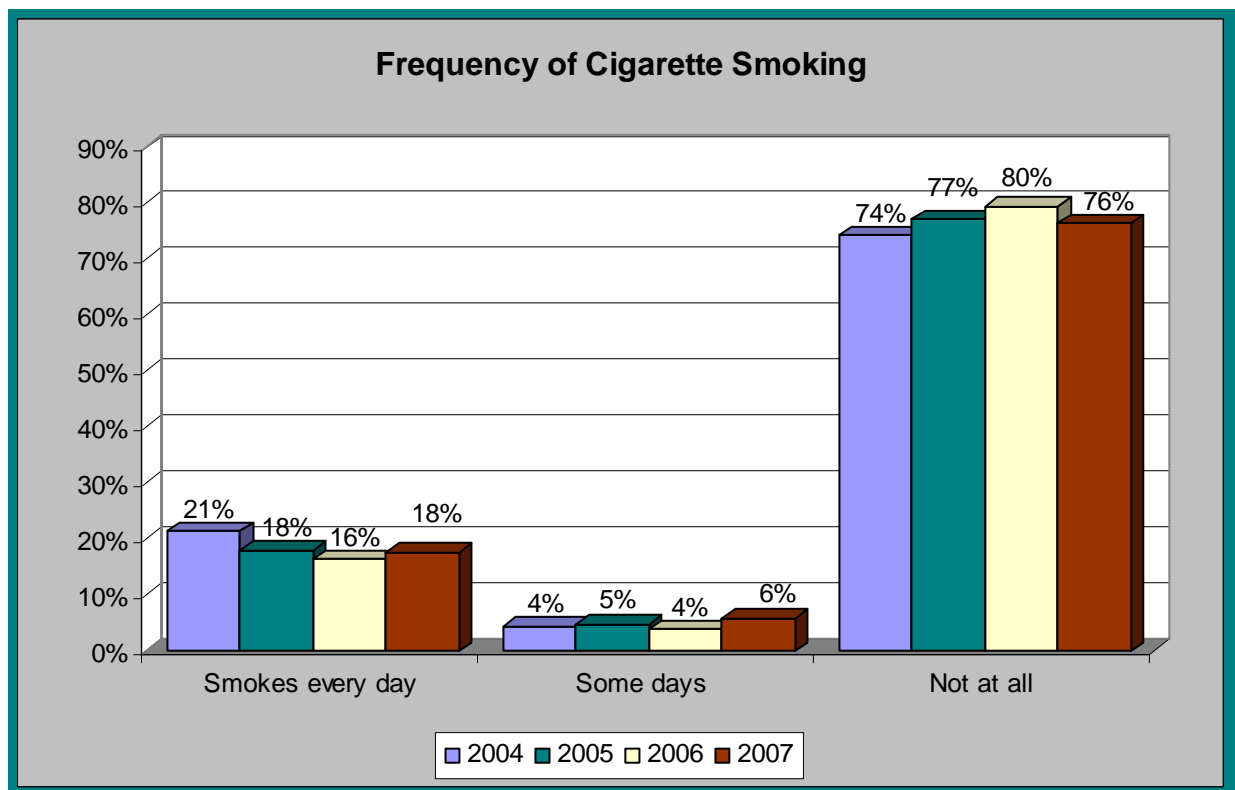
**Question 12** (New for 2007)

*“The Stark County Tobacco Prevention Coalition is a group of individuals and agencies whose mission is to reduce tobacco use in Stark County. What do you think is the MOST important problem in regards to tobacco use that you would like to see the Coalition address?”*

# SURVEY RESULTS

## Cigarette Smoking Activity

All respondents were asked how often they currently smoke cigarettes: everyday, some days, or not at all. Nearly one-quarter or 23.6% of respondents in 2007 indicated they smoked cigarettes. The proportion of smokers up slightly from 20.3% of respondents for the previous year. Of those persons indicated they smoke cigarettes, the majority or roughly three-quarters of smokers stated they smoke cigarettes everyday. Everyday smokers amounted to 17.6% of all respondents in 2007 (compared to 16.4% of all respondents in 2006). The remaining proportion of smokers indicated they smoke cigarettes less frequently or only some days. These persons amounted to six percent of all respondents in 2007, and increase from 3.9% of respondents in 2006. More than three quarters, or 76.4%, of respondents reporting that they do not smoke at all, this is a slight decrease from the previous year when 79.6% reported that they do not smoke at all.



Cigarette smoking activity varied according to various demographics or other identifying characteristics of respondents. For instance, residents of the three core urban cities in the county, especially residents of Canton, were more likely to indicate they currently smoked cigarettes compared to the remaining communities in general. For example, 37.8% of Canton residents reported that they currently smoke cigarettes compared to only 18.7% of suburban residents. People of color were more likely to indicate they smoked cigarettes compared to Caucasians. While one-third, 33.0%, of persons of color reported that they currently smoke, only 22.8% of Caucasian respondents reported the same thing.

Household income was also strongly associated with cigarette smoking activity. Respondents from households with progressively less annual income, especially less than \$18,000 per annum, were more likely to indicate they smoked cigarettes compared to persons from higher income households. In terms of employment status, the unemployed were more likely to smoke cigarettes, while retirees were less likely to smoke. Homeownership status was also related to smoking activity. Persons who rented their home were twice as likely as homeowners to smoke cigarettes. Individuals with no health insurance were more likely to smoke cigarettes compared to people with health insurance coverage.

Age was also a determinant of cigarette smoking activity. In general, relatively younger persons, especially those less than 54 years of age, were more likely to indicate they smoked cigarettes compared to older persons. The age group that had the highest proportion of smokers was those ages 25 to 34, in which 37.4% reporting that they currently smoke cigarettes. Married persons were less likely to smoke, while single, divorced or separated individuals were more likely to smoke cigarettes. Unfortunately, respondents from household with children were more likely to smoke cigarettes compared to persons from households without children residing in the home.

Lastly, cigarette smoking activity was strongly associated with educational attainment. The less education a person had, the more likely they were to smoke cigarettes. Indeed, persons without a high school diploma were nearly five times as likely as college

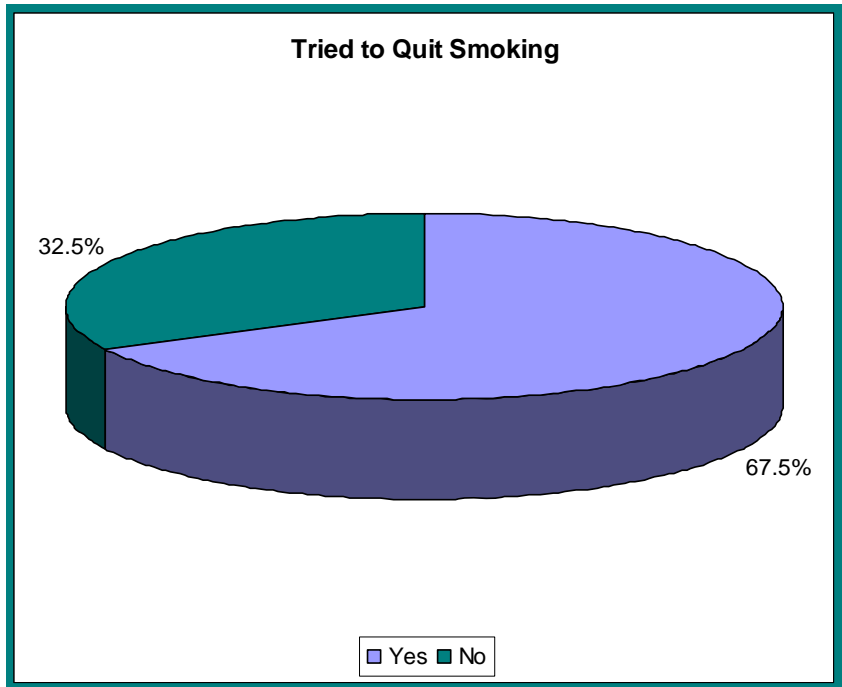
graduates to smoke cigarettes. In addition, persons not registered to vote were nearly twice as likely as registered voters to smoke cigarettes.

Cigarette Smoking by Select Demographics, 2007				
		Proportion of Respondents		Valid Responses
		Smokers	Non-smokers	
All Respondents		23.6%	76.4%	(n=1,067)
Demographic	Subgroup			
Location	Alliance	27.7%	72.3%	(n=1,056)
	Canton	37.8%	62.2%	
	Massillon	28.3%	71.7%	
	Other	18.7%	81.3%	
Has Health Insurance	Yes	20.8%	79.2%	(n=1,063)
	No	43.3%	56.7%	
Voter Registration	Registered	21.2%	78.8%	(n=1,060)
	Not Registered	40.5%	59.5%	
Race	Caucasian	22.8%	77.2%	(n=1,060)
	People of Color	33.0%	67.0%	
Marital Status	Married	17.3%	82.7%	(n=1,064)
	Not Married	32.9%	67.1%	
Employment Status	Employed Full-Time	27.4%	72.6%	(n=1,063)
	Employed Part-Time	27.7%	72.3%	
	Retired	12.8%	87.2%	
	Unemployed	46.9%	53.1%	
	All Other	19.5%	80.5%	
Annual Household Income	Under \$18,000	38.7%	61.3%	(n=960)
	\$18,000 to \$36,000	28.8%	71.2%	
	\$36,000 to \$54,000	24.5%	75.5%	
	Over \$54,000	14.9%	85.1%	
Age of Respondent	18 to 24	33.3%	66.7%	(n=1,058)
	25 to 34	37.4%	62.6%	
	35 to 44	31.9%	68.1%	
	45 to 54	28.4%	71.6%	
	55 to 64	22.4%	77.6%	
	65 and older	11.5%	88.5%	

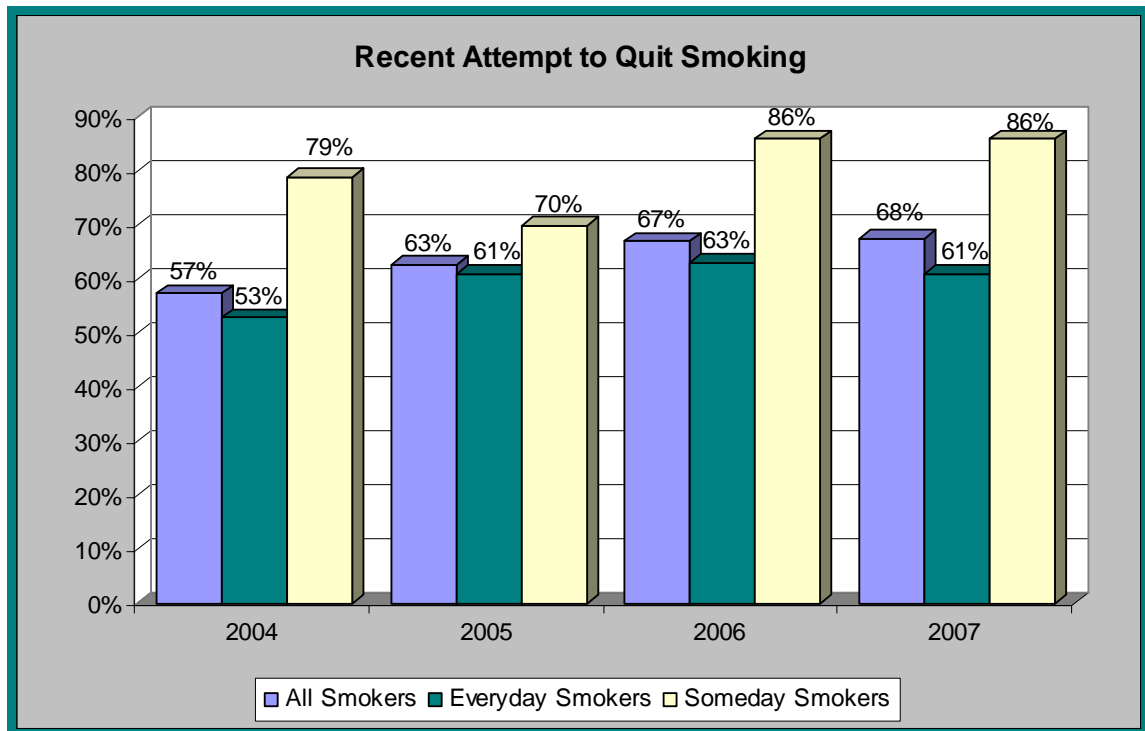
Cigarette Smoking by Select Demographics, 2007				
		Proportion of Respondents		
Education Status	Less than a diploma	47.3%	52.7%	(n=1,063)
	High School Graduate	27.6%	72.4%	
	Some College	23.3%	76.7%	
	College Graduate	10.2%	89.8%	
Children In Home	Yes	27.0%	73.0%	(n=1,067)
	No	22.1%	77.9%	
Home Ownership	Rent/Other	41.6%	58.4%	(n=1,066)
	Own Home	17.9%	82.1%	
Question: <i>“Do you now smoke cigarettes everyday, some days, or not at all?”</i>				

**Attempts to Quit Smoking**

Those respondents who indicated they smoked cigarettes, 23.6% of all respondents, were asked if they had tried to quit smoking, for at least one day, during the past year. Roughly two-thirds or 67.5% of smokers in 2007 indicated they had tried to quit smoking. This proportion basically mirrored the results for the previous year when 67.0% of smokers indicated that they tried to quit smoking.



Someday smokers were more likely to state they had tried to quit smoking compared to everyday smokers. Most all, or 85.9%, of someday smokers said they had recently tried to quit smoking, compared to 61.2% of everyday smokers. In addition, persons who felt second-hand smoke was very harmful to children or non-smoking adults were more likely to have tried to quit smoking compared to persons who only felt second-hand smoke was somewhat harmful or not at all harmful to children or non-smoking adults.

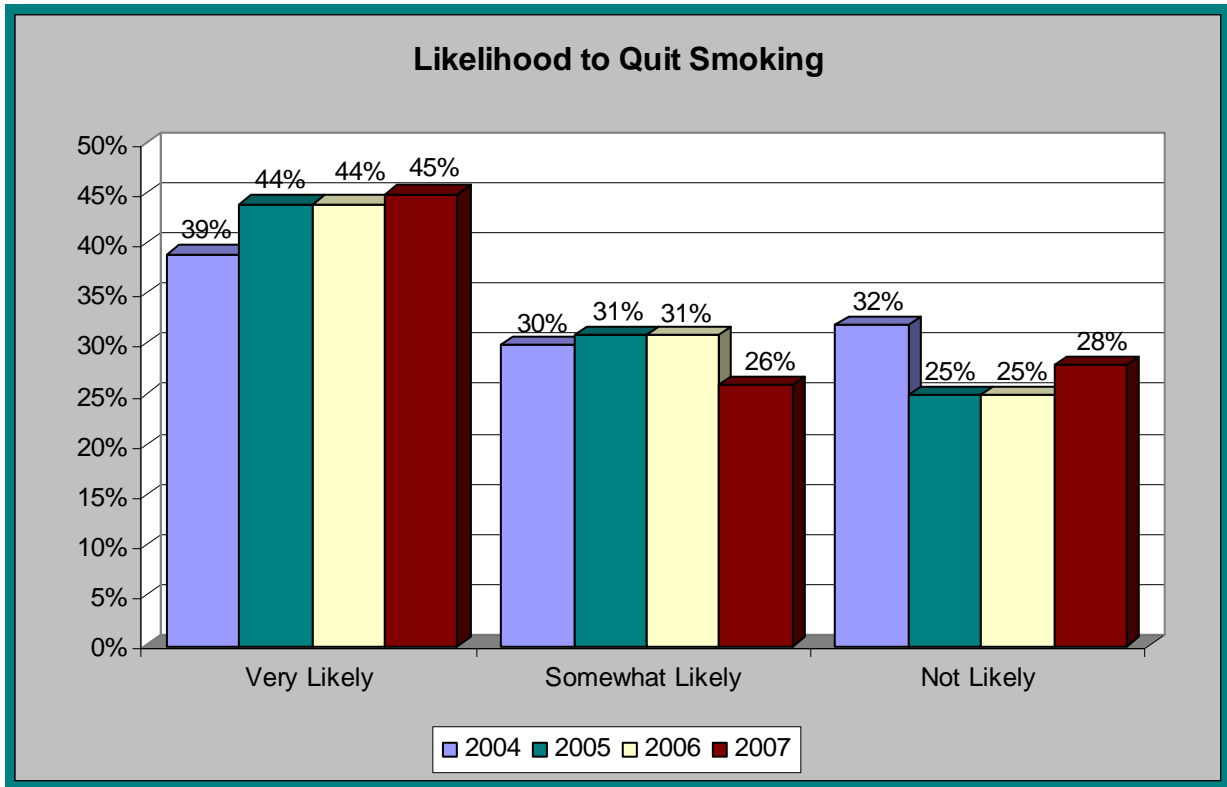


Most demographic characteristics were not significant in terms of respondent's recent attempts of quitting smoking. However, respondents with children were much more likely to have tried quitting smoking than those without children. Where more than three-quarters, 75.9%, of smokers with children reported that they had recently tried to quit smoking, only 63% of respondents without children reported the same.

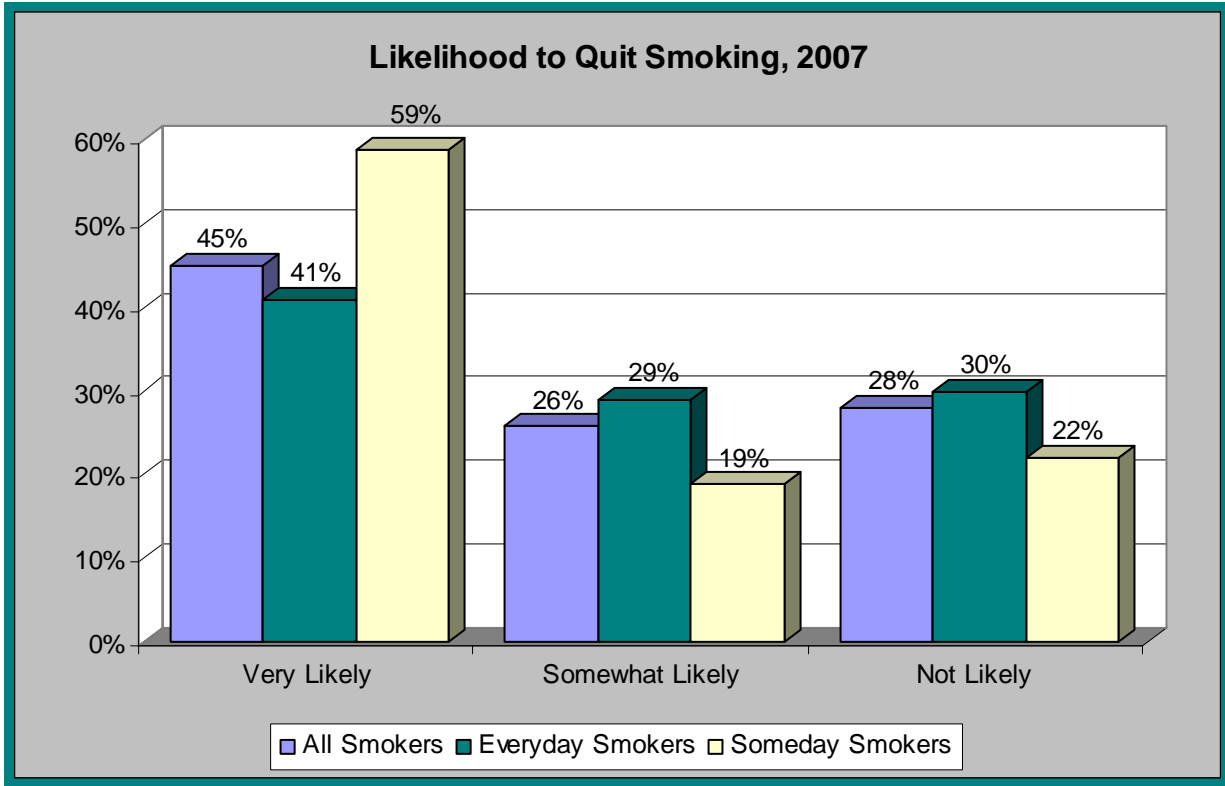
Recent Attempt to Quit Smoking by Select Demographics, 2007				
		Proportion of Respondents		Valid Responses
		Yes	No	
Smoking Respondents		67.5%	32.5%	(n=252)
Demographic	Subgroup			
Children In Home	Yes	75.9%	24.1%	242
	No	63.0%	37.0%	
Harmful to a Child's Health	Very Harmful	77.0%	23.0%	247
	Somewhat Harmful	52.6%	47.4%	
	Not at all Harmful	57.9%	42.1%	
Harmful to a Adult's Health	Very Harmful	84.3%	15.7%	252
	Somewhat Harmful	59.0%	41.0%	
	Not at all Harmful	43.5%	56.5%	
<i>“In the past year, have you stopped smoking for at least one day in an effort to quit smoking?”</i>				

### Plans to Quit Smoking

Those respondents who indicated they currently smoke cigarettes were also asked how likely they were to try to quit smoking during the next six months. Nearly three-quarters, or 71.6%, of smokers in 2007 said they planned to try to quit smoking. 2007 was the second year in a row that the proportion of smoking respondents that were likely to quit decreased from the previous year. In 2005, nearly three-quarters, 74.9%, of smoking respondents reported being likely to quit; in 2006 this proportion was 73.1%. However, the proportion of respondent that reported that they were *very likely* to quit smoking increased over the previous years. In 2007, those persons who said they were *very likely* to try amounted to 45.2% of smokers, an increase from 44% the previous year. Another 26.4% of smoking respondents in 2007 were *somewhat likely* to attempt quitting smoking, a decrease from 31% the previous year. Those individuals that said they were *not likely* to try to quit smoking amounted to over one-quarter or 28.4% of smokers in 2007.



Someday smokers were more likely to state they had tried to quit smoking compared to everyday smokers. More than three quarters, 78%, of someday smokers said they are likely to try quitting smoking in the next six months, compared to 70% of everyday smokers. In addition, persons who felt second-hand smoke was very harmful to children or non-smoking adults were more likely to have tried to quit smoking compared to persons who only felt second-hand smoke was somewhat harmful or not at all harmful to children or non-smoking adults.



Most demographic characteristics were not significant in terms of a respondent's likelihood of quitting smoking. However, respondents with children were more likely to have tried quitting smoking than those without children. In addition, those who were married or single were much more likely to try quitting smoking in the next six months than those who were widowed or divorced.

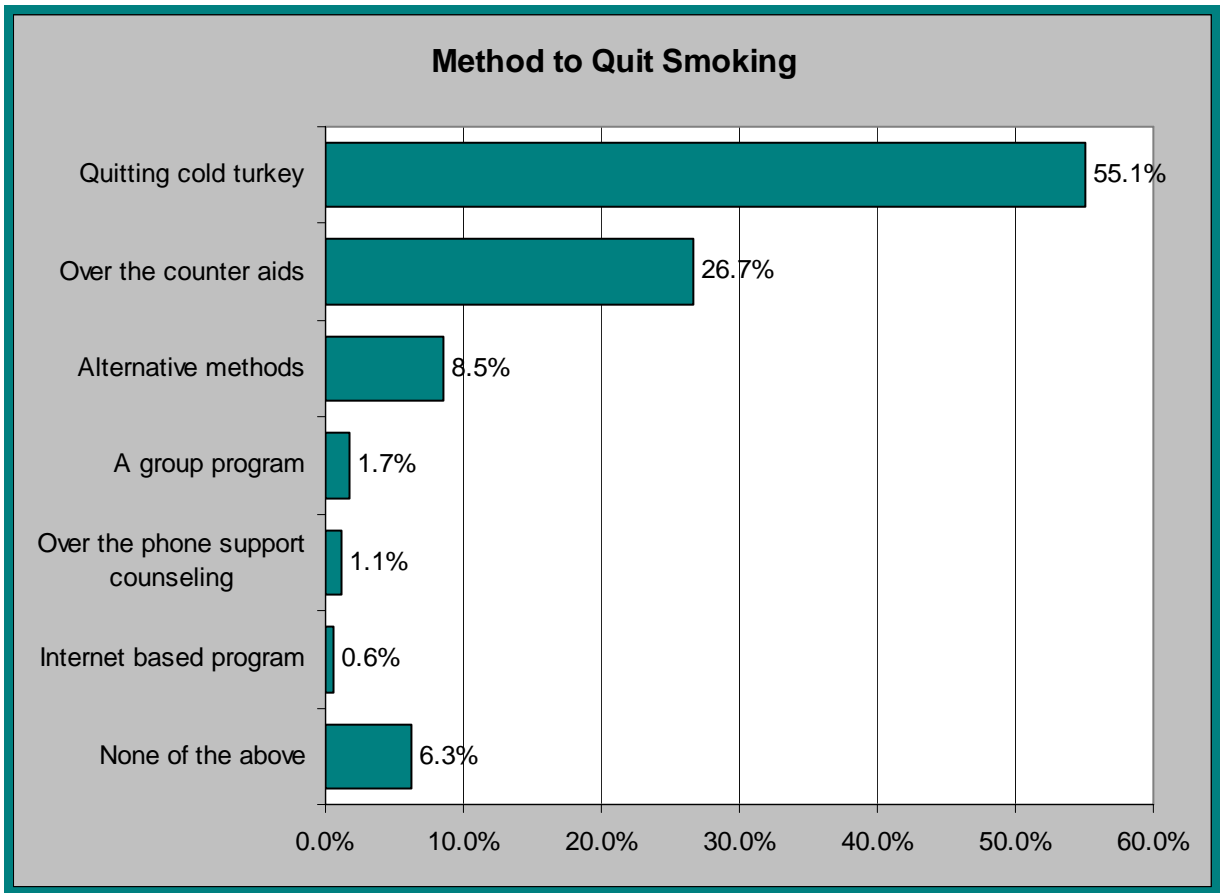
Likelihood to Quit Smoking by Select Demographics, 2007				
		Proportion of Respondents		
		Very Likely	Somewhat Likely	Not at all Likely
Smoking Respondents		45.2%	26.4%	28.4%
Demographic	Subgroup			
Children In Home	Yes	50.6%	28.7%	20.7%
	No	42.3%	25.2%	32.5%
Marital Status	Single, never married	44.3%	34.4%	21.3%
	Divorced/Separated	46.4%	16.1%	37.5%
	Widowed	36.0%	16.0%	48.0%
	Married	47.2%	29.6%	23.1%
Harmful to a Child's Health	Very Harmful	53.3%	25.0%	21.7%
	Somewhat Harmful	29.7%	33.8%	36.5%
	Not at all Harmful	36.8%	10.5%	52.6%
Harmful to a Adult's Health	Very Harmful	59.8%	27.5%	12.7%
	Somewhat Harmful	33.9%	28.7%	37.4%
	Not at all Harmful	34.8%	13.0%	52.2%
<i>“In the next six months, how likely do you think it is that you will try to quit smoking? Would you say very likely, somewhat likely, or not at all likely?”</i>				

For 2007, those smokers who indicated they were likely to try to quit smoking during the next six months were subsequently asked to indicate the main reason they were considering quitting. This was an open-ended question where respondents could give a response in their own words.

The leading reason given for considering quitting smoking was health reasons in general. The majority or 60.0% of likely quitters gave this response. These individuals amounted to 41.7% of all smokers. Other reasons cited for considering quitting smoking included, in order of importance, that smoking is too expensive, the respondent specifically had a disease related to smoking, the respondent was tired of smoking or simply did not like smoking, the respondent felt they were too old to smoke, the respondent simply wanted to quit, and for their children's or grandchildren's wellbeing.

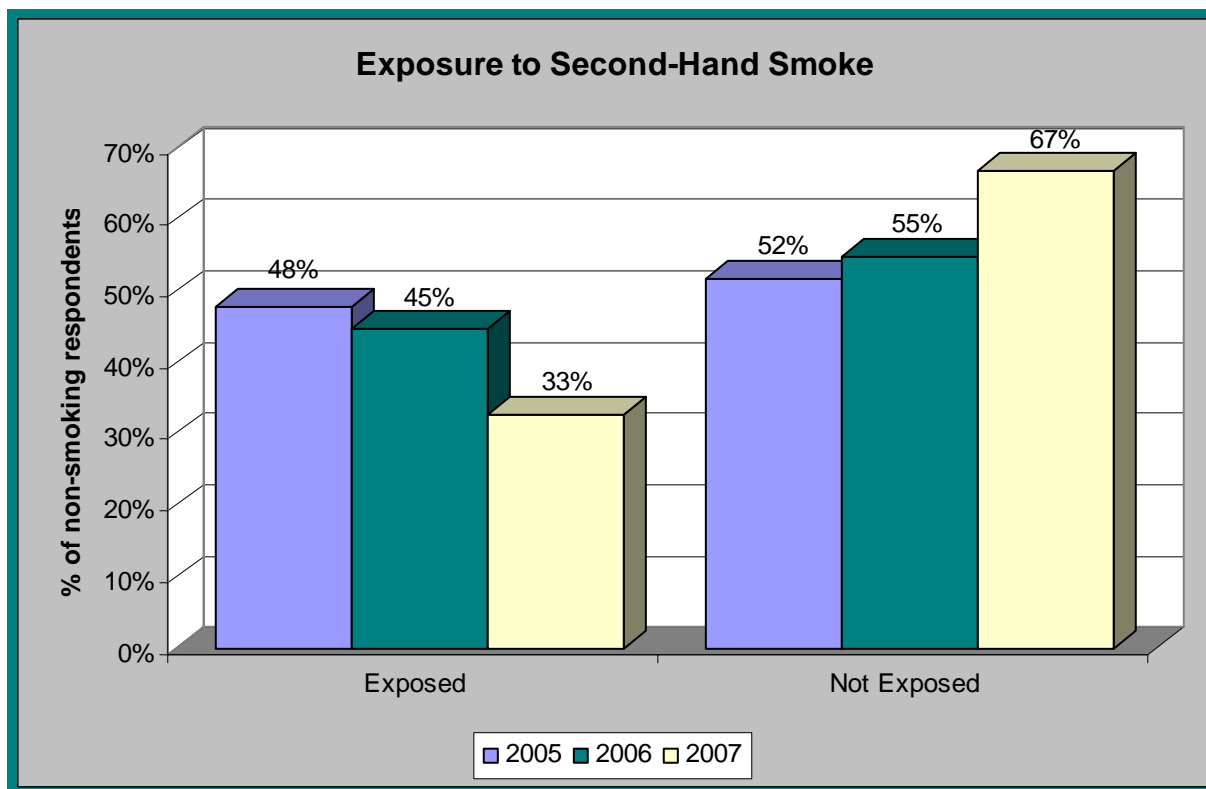
<b>Reasons for Considering Quitting Smoking</b>			
	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>
	Number of Respondents	Proportion of Considering Respondents	Proportion Of Smoking Respondents
Health reasons	105	60.0%	41.7%
Too expensive	17	9.7%	6.7%
Because of my age/Too old	7	4.0%	2.8%
I have a disease/heart/lung problem	9	5.1%	3.6%
I m tired of it/Don t like them/Can t stand them	8	4.6%	3.2%
I just want to quit	6	3.4%	2.4%
For my child/grandchild s health	5	2.9%	2.0%
Other people don t want to be around smoke	3	1.7%	1.2%
Filthy/Bad habit	3	1.7%	1.2%
Friend/Family member ill from smoking	2	1.1%	0.8%
I m pregnant	2	1.1%	0.8%
I want to live to see my children/grandchildren	2	1.1%	0.8%
Miscellaneous	6	3.4%	2.4%
Total Responses	175	(n=175)	(n=252)
<b><i>“Why are you considering quitting?”</i></b>			

For 2007, those smokers who indicated they were likely to try to quit smoking during the next six months were also asked to indicate, from a list of six possible quitting methods, which one they were most likely to use to quit smoking. Over half or 55.1% of likely quitters said they would go cold turkey. Over another one-quarter or 26.7% of likely quitters said they would use over the counter aids such as chewing gum or patches. Those persons who said they would use alternative methods such as hypnosis, acupuncture or laser therapy amounted to 8.5% of likely quitters. Only 1.7% of likely quitters said they were most likely to use a group program. Still fewer or 1.1% of likely quitters said they would use over-the-phone support counseling, while less than one percent said they would use and Internet-based program.



**Exposure to Second-Hand Smoke**

Those individuals who indicated they did not currently smoke cigarettes, 76.4% of all respondents, were asked if they had been exposed to someone else’s cigarette smoke during the past seven days. One-third or 33.4% of non-smokers in 2007 indicated they had recently been exposed to second hand smoke. This was a significant decrease from the 2005-2006 period when nearly half, 47.6% and 44.8% of non-smokers respectively, said they had recently been exposed to second-hand smoke. One reason for this decline is likely recent smoke-free legislation passed in Ohio.



Exposure to second-hand smoke varied according to various demographic groups or other identifying characteristics of respondents. For instance, males were more likely to have been exposed to second-hand smoke compared to females. While 41.6% of non-smoking males had been exposed to second-hand smoke over the past seven days, only 26.3% of non-smoking females had been exposed to second-hand smoke during the same time period. In addition, relatively younger persons, especially those 34 years of age and younger, were more likely to have recently been exposed to second-hand smoke compared to older individuals. The age group most likely to be exposed to second hand smoke were respondents ages 18 to 24, with 66.7% of non-smokers in this age group being exposed to second hand smoke. The age group least likely to be exposed was those ages 65 and older, with only 22.5% of respondents in that age reporting such.

Single, divorced or separated persons were more likely to have recently been exposed to second-hand smoke compared to married individuals. In addition, respondents from households with children residing in the home were more likely to recently be exposed to

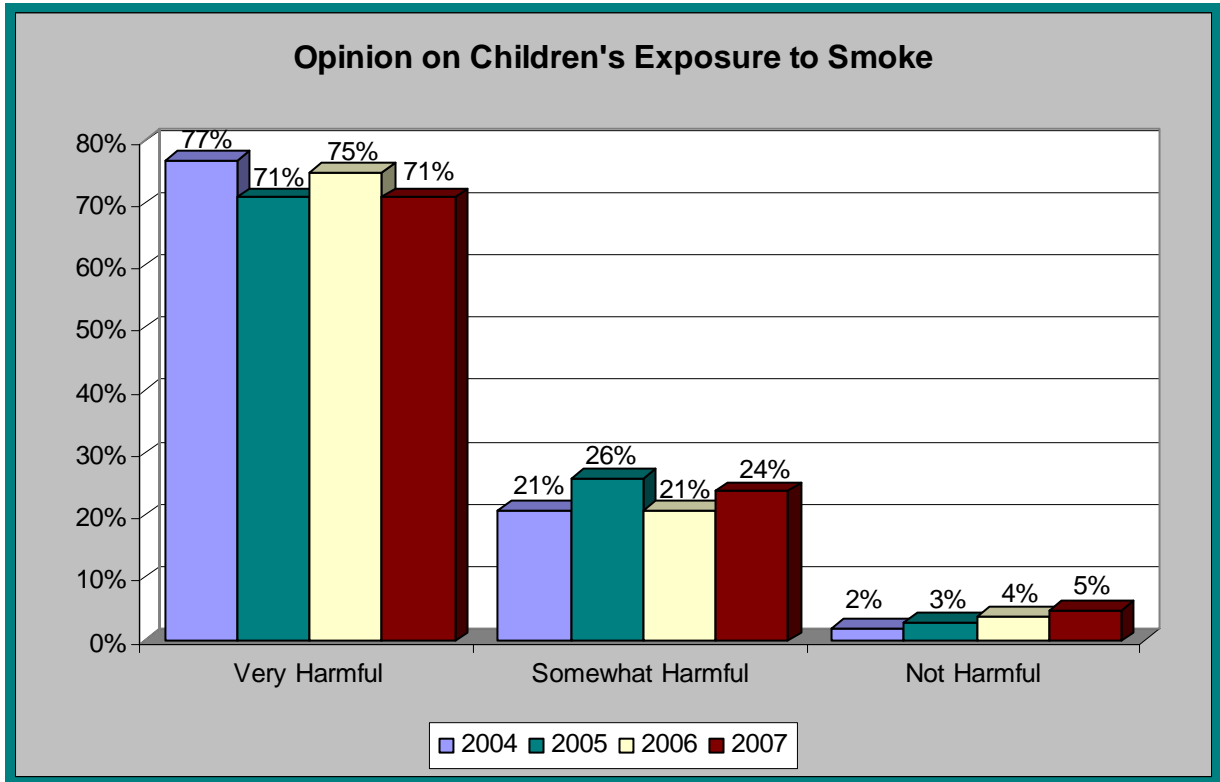
second-hand smoke compared to persons living in households with no children. People of color were also more likely to have been recently exposed to second-hand smoke compared to Caucasians.

Other groups that were more likely to have recently been exposed to second-hand smoke include persons not registered to vote, individuals who rent their home, and those employed on a full-time basis or the unemployed. In addition, persons without health insurance coverage were more likely to have been recently exposed to second-hand smoke compared to those with health insurance coverage.

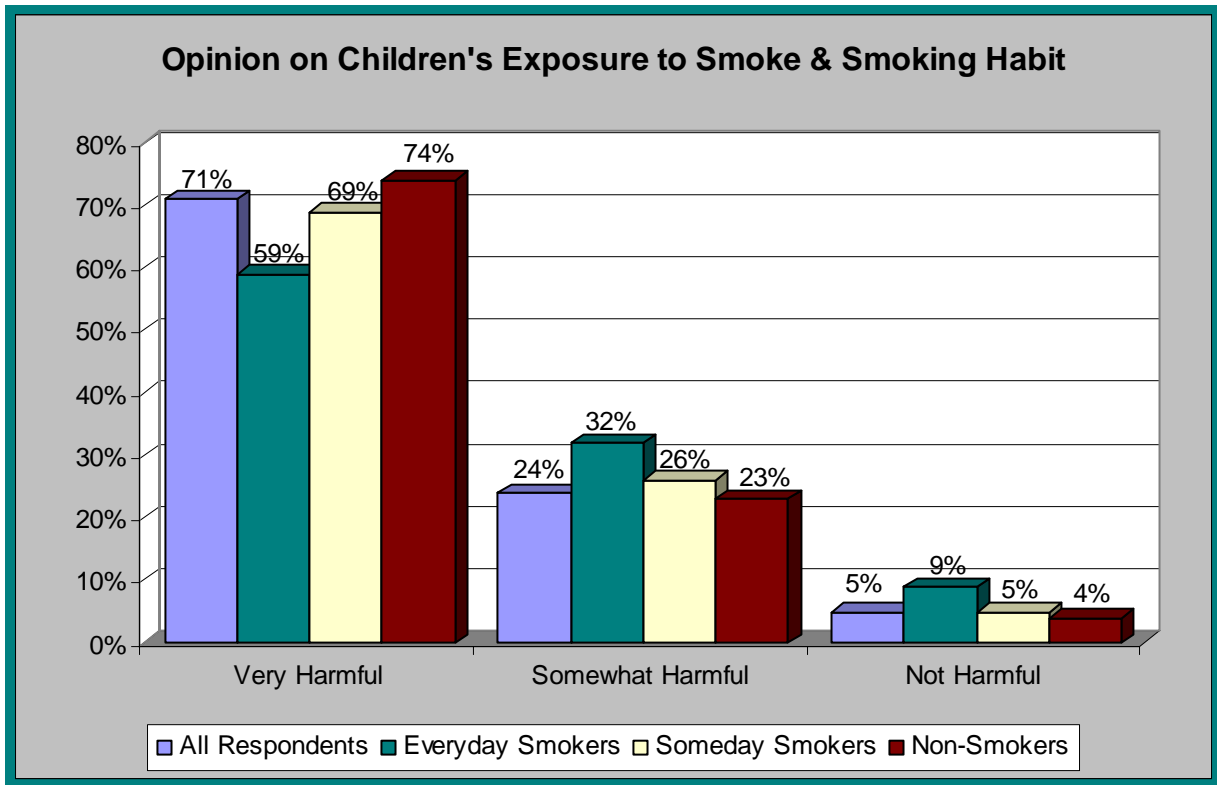
Exposure to Second-Hand Smoke by Select Demographics, 2007				
		Proportion of Respondents		Valid Responses
		Exposed	Not-Exposed	
All Respondents		33.4%	66.6%	(n=815)
Demographic	Subgroup			
Has Health Insurance	Yes	31.8%	68.2%	(n=812)
	No	48.7%	51.3%	
Voter Registration	Registered	31.7%	68.3%	(n=811)
	Not Registered	50.7%	49.3%	
Race	Caucasian	32.4%	67.6%	(n=808)
	People of Color	44.6%	55.4%	
Marital Status	Married	31.1%	68.9%	(n=812)
	Not Married	37.8%	62.2%	
Employment Status	Employed Full-Time	43.8%	56.2%	(n=811)
	Employed Part-Time	29.3%	70.7%	
	Retired	22.8%	77.2%	
	Unemployed	51.2%	48.8%	
	All Other	27.4%	72.6%	
Gender	Male	41.6%	58.4%	(n=815)
	Female	26.3%	73.7%	
Age of Respondent	18 to 24	66.7%	33.3%	(n=806)
	25 to 34	56.7%	43.3%	
	35 to 44	39.6%	60.4%	
	45 to 54	39.8%	60.2%	
	55 to 64	25.7%	74.3%	
	65 and older	22.5%	77.5%	
Children In Home	Yes	43.0%	57.0%	(n=815)
	No	29.5%	70.5%	
Home Ownership	Rent/Other	51.3%	48.7%	(n=814)
	Own Home	29.4%	70.6%	
<i>“Have you been exposed to someone else's cigarette smoke in the past seven days?”</i>				

**Opinion of Second-Hand Smoke**

All respondents were asked how harmful they thought exposure to tobacco smoke was to a child’s health. For 2007, 70.8% of respondents felt exposure to second-hand smoke was *very harmful* to children. This proportion was down from the previous year when 75% of respondents reported that it was very harmful. Another one-quarter or 24.4% of respondents believed second-hand smoke was *somewhat harmful* to a child’s health. Those persons who felt second-hand smoke was *not at all harmful* to children amounted to 4.8% of respondents in 2007, which was a slight increase from the previous year when 4.0% of respondents reported that it was not at all harmful.



Attitudes toward second-hand smoke and children’s health were strongly influenced by respondents’ smoking habit. For instance, persons who did not smoke were more likely to believe exposure to second-hand smoke was very harmful to a child’s health. On the other hand, everyday smokers were less likely to feel exposure to second-hand smoke was very harmful to a child’s health.

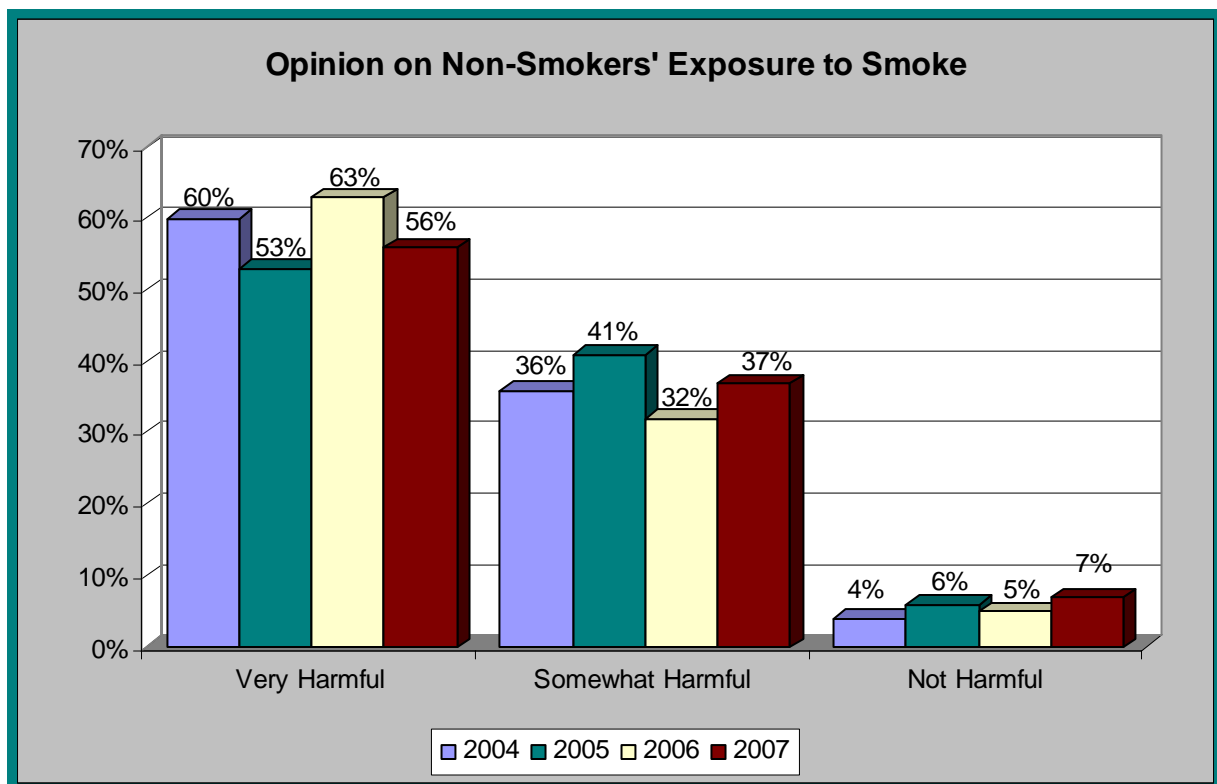


Attitudes toward second-hand smoke were also influenced by some demographics or other identifying characteristics of respondents. For instance, females were much more likely than males to feel second-hand smoke was very harmful to the health of children. While more than three-quarters, or 79.4% of female respondents reported that smoke was *very harmful* to children, only 61.1% of males felt the same way. Age also played a role. In general, relatively younger persons, especially those 18 to 34, were more likely to feel cigarette smoke was very harmful to children, as were persons 65 years of age and older.

In terms of race, people of color were more likely than Caucasians to believe second-hand smoke was detrimental to the health of children. Respondents with health insurance were more likely than those without insurance to feel that smoke was harmful to a child's health. In terms of marital status, those who were not married were more likely than those who were married to feel that smoke was harmful to a child's health.

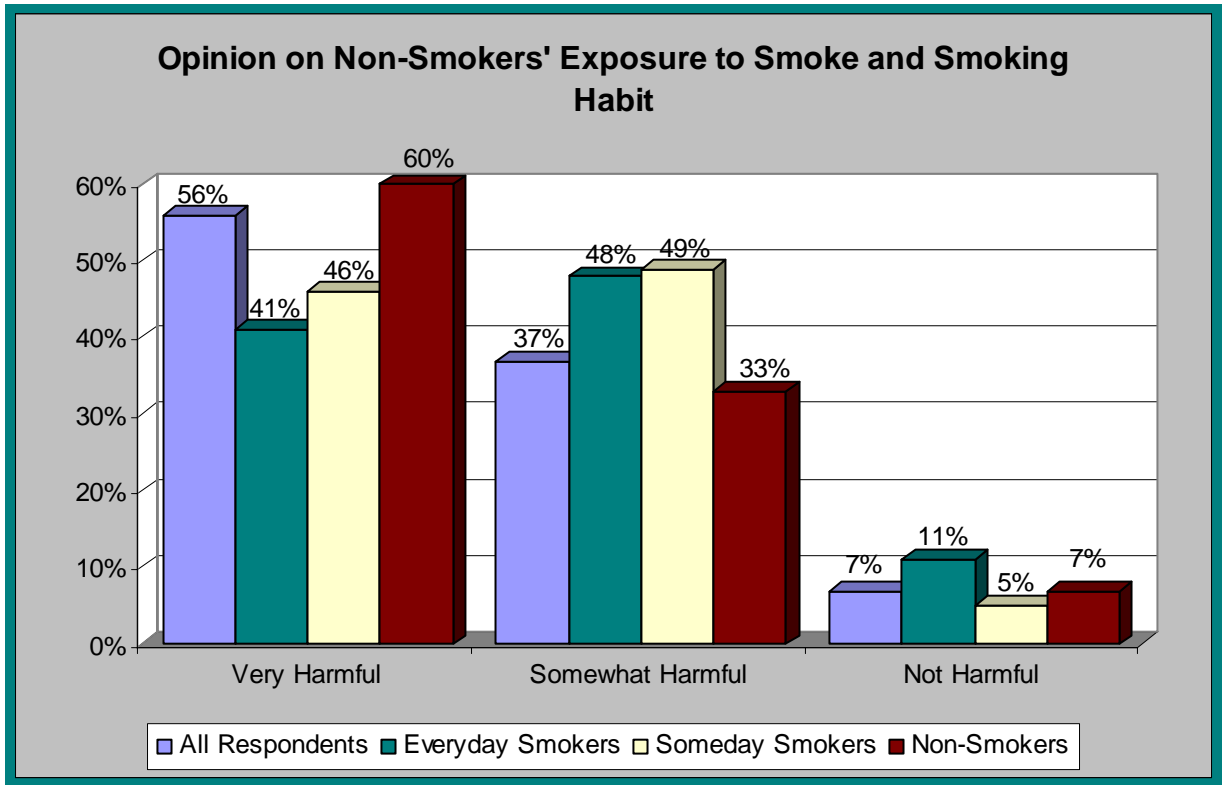
<b>Opinion on Children's Exposure by Select Demographics, 2007</b>				
		Proportion of Respondents		
		Very Harmful	Somewhat Harmful	Not at all Harmful
All Respondents		70.8%	24.4%	4.8%
Demographic	Subgroup			
Has Health Insurance	Yes	71.7%	24.3%	3.9%
	No	63.6%	25.8%	10.6%
Gender	Male	61.1%	32.0%	6.9%
	Female	79.4%	17.7%	2.9%
Race	Caucasian	69.7%	25.7%	4.6%
	People of Color	81.3%	12.5%	6.3%
Marital Status	Married	69.7%	26.6%	3.7%
	Not Married	72.3%	21.4%	6.3%
Employment Status	Employed Full-Time	65.3%	30.4%	4.2%
	Employed Part-Time	77.4%	18.2%	4.4%
	Retired	72.6%	21.6%	5.8%
	Unemployed	76.5%	17.3%	6.2%
	All Other	75.3%	23.4%	1.3%
Age of Respondent	18 to 24	77.8%	20.0%	2.2%
	25 to 34	78.5%	17.8%	3.7%
	35 to 44	67.1%	30.4%	2.5%
	45 to 54	63.3%	31.2%	5.4%
	55 to 64	69.7%	24.6%	5.6%
	65 and older	75.2%	19.4%	5.4%
Question: <i>“How harmful do you feel exposure to tobacco smoke is to a child's health? Would you say very harmful, somewhat harmful, or not at all harmful?”</i>				

All respondents were also asked how harmful they thought exposure to cigarette smoke was to a non-smoking adult's health. Respondents tended to feel exposure to second-hand smoke was less detrimental to the health of adults than children. Whereas 70.8% of respondents felt second-hand smoke was *very harmful* to children, only 56.0% of respondents in 2007 believed exposure to second-hand smoke was *very harmful* to non-smoking adults. This was a significant decrease from the previous year when 63% of respondents reported that they thought smoke was *very harmful* to an adult's health. Over another one-third or 36.7% of respondents in 2007 felt second-hand smoke was *somewhat harmful* to non-smoking adults, an increase from 32% the previous year. Those persons who stated second-hand smoke was *not at all harmful* to non-smoking adults amounted to 7.3% of respondents in 2007, which was a slight increase from the previous year when 7% of respondents thought that smoke was *not at all harmful* to a non-smoker's health.



As with attitudes toward second-hand smoke and children's health, attitudes toward second-hand smoke and non-smoking adults' health were strongly influenced by respondents' 2007 Collaborative Polls: *Stark County* Center for Marketing and Opinion Research, LLC.

smoking habit. For instance, persons who did not smoke were more likely to believe exposure to second-hand smoke was very harmful to a non-smoking adult’s health. On the other hand, everyday smokers were less likely to feel exposure to second-hand smoke was very harmful to non-smoking adults.

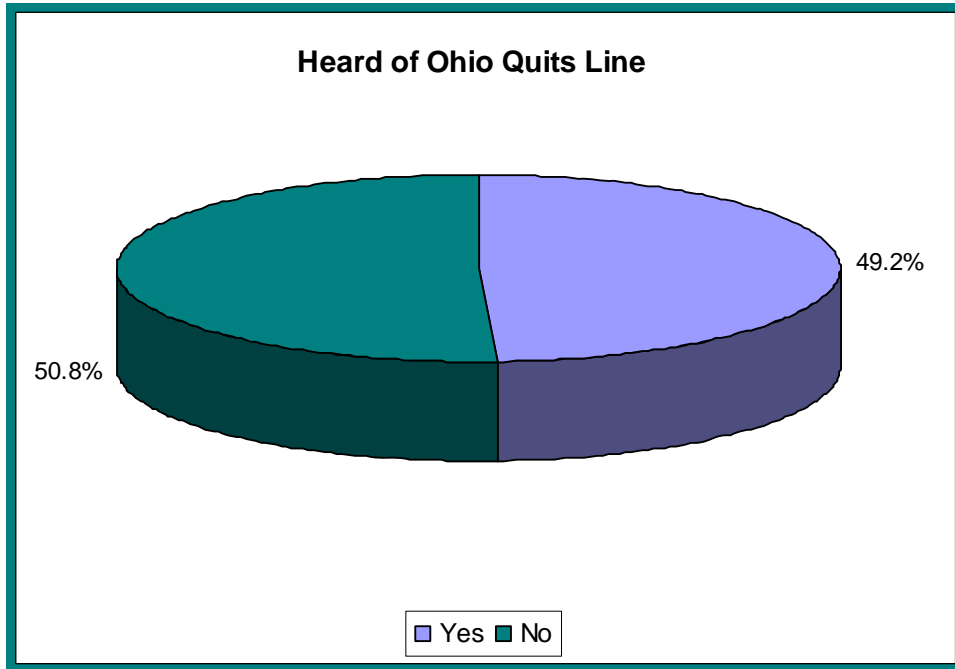


Attitudes toward second-hand smoke impact on non-smoking adults were also influenced by some demographics or other identifying characteristics of respondents. For instance, females were more likely than males to feel exposure to second-hand smoke was very harmful to non-smoking adults. While only 45.1% of males thought that smoke was very harmful to a non-smoking adult’s health, more than 65.6% of females felt the same way. In addition, people of color were more likely than Caucasians to feel second-hand smoke was very harmful to non-smoking adults.

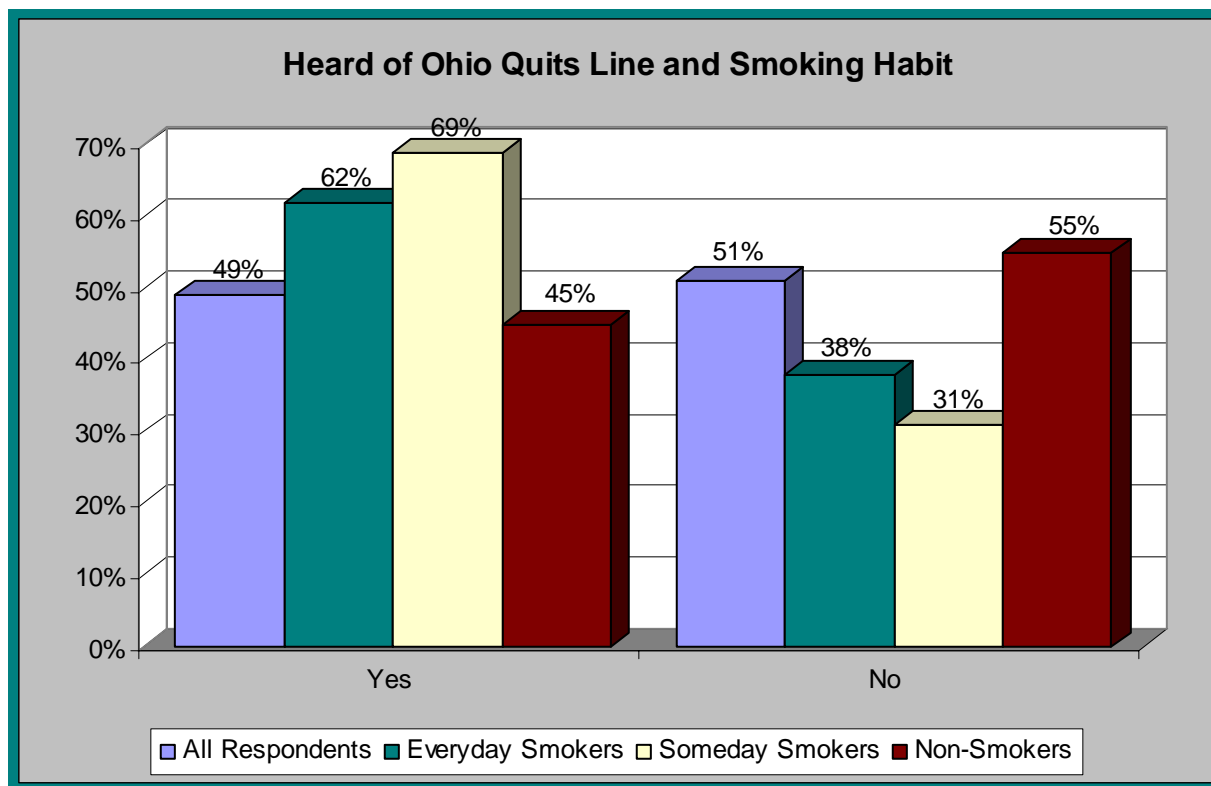
<b>Opinion on Non-Smoker's Exposure by Select Demographics, 2007</b>				
		Proportion of Respondents		
		Very Harmful	Somewhat Harmful	Not at all Harmful
All Respondents		56.0%	36.7%	7.3%
Demographic	Subgroup			
Has Health Insurance	Yes	56.8%	36.6%	6.6%
	No	51.1%	36.6%	12.2%
Gender	Male	45.1%	45.9%	9.1%
	Female	65.6%	28.6%	5.8%
Race	Caucasian	54.3%	38.4%	7.4%
	People of Color	71.3%	21.3%	7.4%
Employment Status	Employed Full-Time	50.9%	42.7%	6.4%
	Employed Part-Time	57.7%	32.8%	9.5%
	Retired	57.8%	33.8%	8.4%
	Unemployed	60.0%	35.0%	5.0%
	All Other	71.1%	25.0%	3.9%
Age of Respondent	18 to 24	57.8%	31.1%	11.1%
	25 to 34	66.0%	31.1%	2.8%
	35 to 44	52.8%	41.0%	6.2%
	45 to 54	48.0%	44.3%	7.7%
	55 to 64	57.1%	36.6%	6.3%
	65 and older	59.2%	31.7%	9.2%
Home Ownership	Rent/Other	56.2%	33.5%	10.4%
	Own Home	55.9%	37.7%	6.4%
Question: <i>“What about to a non-smoking adult's health? Would you say very harmful, somewhat harmful, or not at all harmful?”</i>				

**Ohio Quits Line**

Regardless of whether or not they smoked cigarettes, all respondents were asked if they had heard of the Ohio Quits Line. Just under half of all respondents, 49.2%, indicated they had heard of the Ohio Quits Line. On the other hand, just over half or 50.8% of respondents had not heard of this help line.



Smokers were more likely than non-smokers to have heard of the Ohio Quits Line. For instance, 68.8% of someday smokers and 61.7% of everyday smokers had heard of the help line, compared to only 44.8% of nonsmokers. Among non-smokers, those persons recently exposed to second-hand smoke were more likely to be aware of the Ohio Quits Line compared to persons not exposed to second-hand smoke. Smokers that had recently tried to quit smoking were no more likely to have heard of the help line compared to those that had not tried to quit smoking.

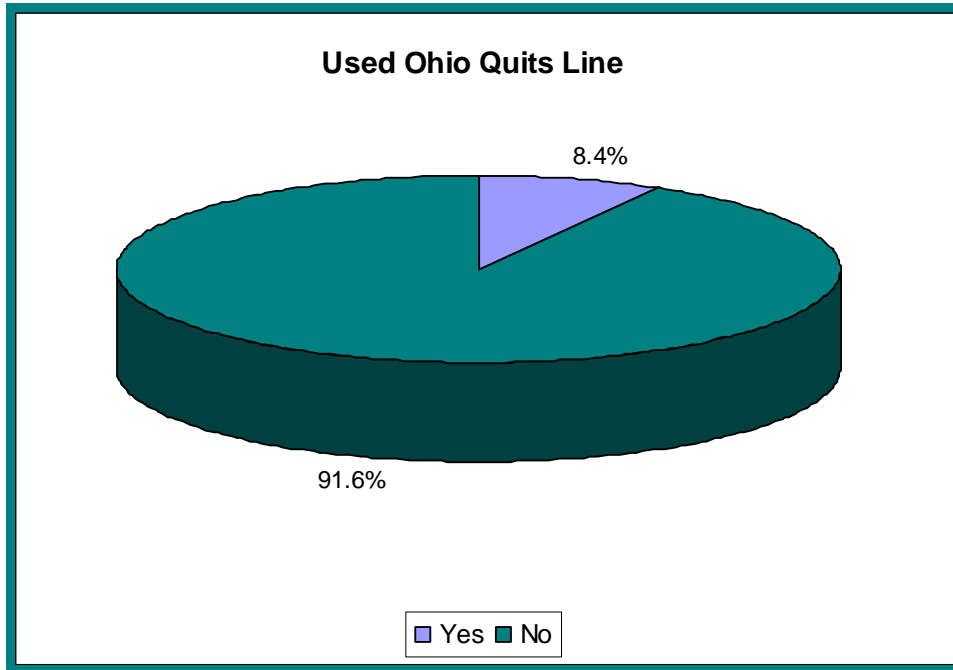


Whether or not someone had heard of the Ohio Quits Line varied according to some demographics or other identifying characteristics of respondents. For instance, males were more likely to have heard of the help line compared to females. Whereas 54.3% of males had heard of the Ohio Quits Line, only 44.7% of females had heard of it. Relatively younger persons, especially those 18 to 34, were more likely to be familiar with the service than older persons. The age group most likely to have heard of the Ohio Quits Line was those ages 25 to 34 with 65.4% of respondents in this age group have heard of it. The age group least likely to have heard of the Ohio Quits Line was those ages 65 and older with only 32.0% of respondents in this age group having heard of Ohio Quits Line.

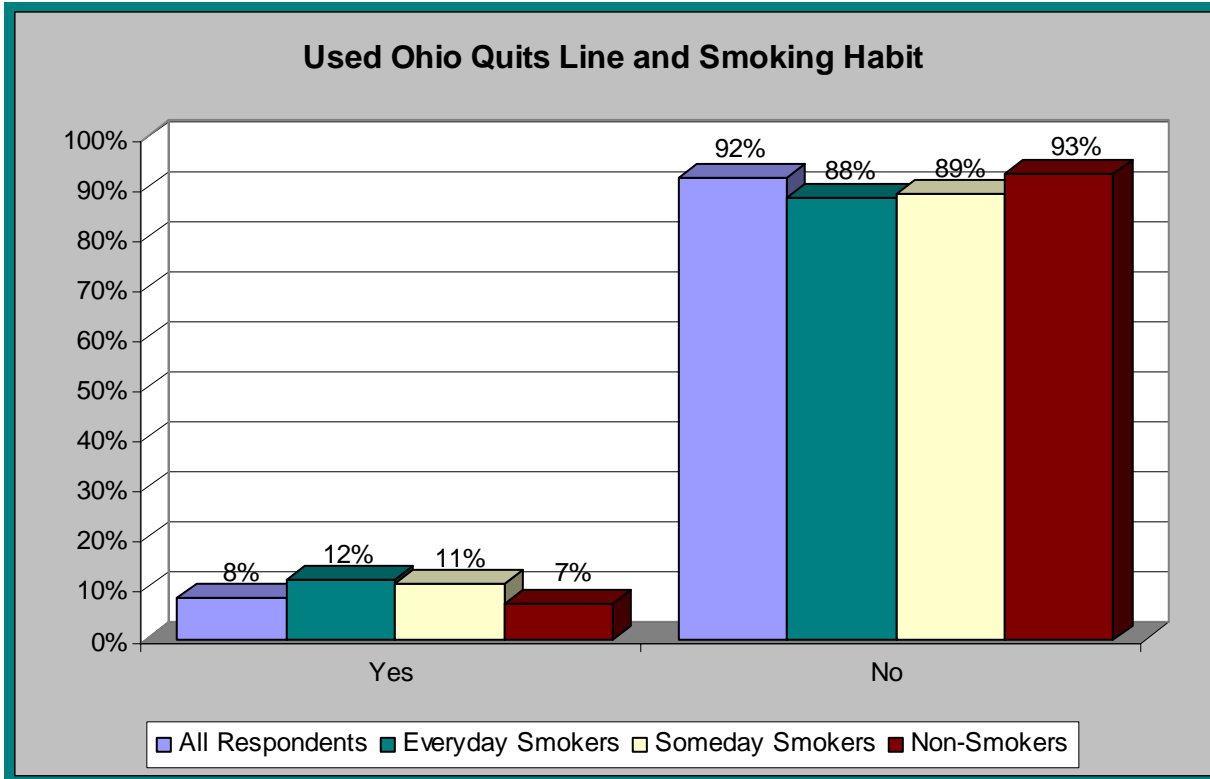
In terms of educational attainment, the more educated a person was, the more likely they were to have heard of the Ohio Quits Line. Income also played a role. Respondents from households with progressively more annual income were more likely to have heard of the help line, compared to persons from households with less income. Married persons and respondents from households with children were also more likely to have heard of the help line.

Heard of Ohio Quits Line by Select Demographics, 2007				
		Proportion of Respondents		Valid Responses
		Smokers	Non-smokers	
All Respondents		49.2%	50.8%	(n=1,062)
Demographic	Subgroup			
Gender	Male	54.3%	45.7%	(n=1,062)
	Female	44.7%	55.3%	
Marital Status	Married	52.6%	47.4%	(n=1,059)
	Not Married	44.3%	55.7%	
Employment Status	Employed Full-Time	58.5%	41.5%	(n=1,058)
	Employed Part-Time	52.9%	47.1%	
	Retired	37.0%	63.0%	
	Unemployed	44.4%	55.6%	
	All Other	49.3%	50.7%	
Annual Household Income	Under \$18,000	40.9%	59.1%	(n=955)
	\$18,000 to \$36,000	42.1%	57.9%	
	\$36,000 to \$54,000	55.9%	44.1%	
	Over \$54,000	57.3%	42.7%	
Age of Respondent	18 to 24	62.2%	37.8%	(n=1,053)
	25 to 34	65.4%	34.6%	
	35 to 44	59.9%	40.1%	
	45 to 54	53.8%	46.2%	
	55 to 64	51.8%	48.2%	
	65 and older	32.0%	68.0%	
Education Status	Less than a diploma	31.1%	68.9%	(n=1,058)
	High School Graduate	47.4%	52.6%	
	Some College	54.7%	45.3%	
	College Graduate	51.9%	48.1%	
Children In Home	Yes	59.8%	40.2%	(n=1,062)
	No	44.7%	55.3%	
Question: <i>“Have you ever heard of the Ohio Quits Line?”</i>				

Those respondents who indicated they had heard of the Ohio Quits Line were asked if they, or someone they know, had ever used the help line. Those persons who said that they or someone they know used the Ohio Quits Line amounted to 8.4% of helpline-aware respondents. These individuals amounted to 4.1% of all respondents.



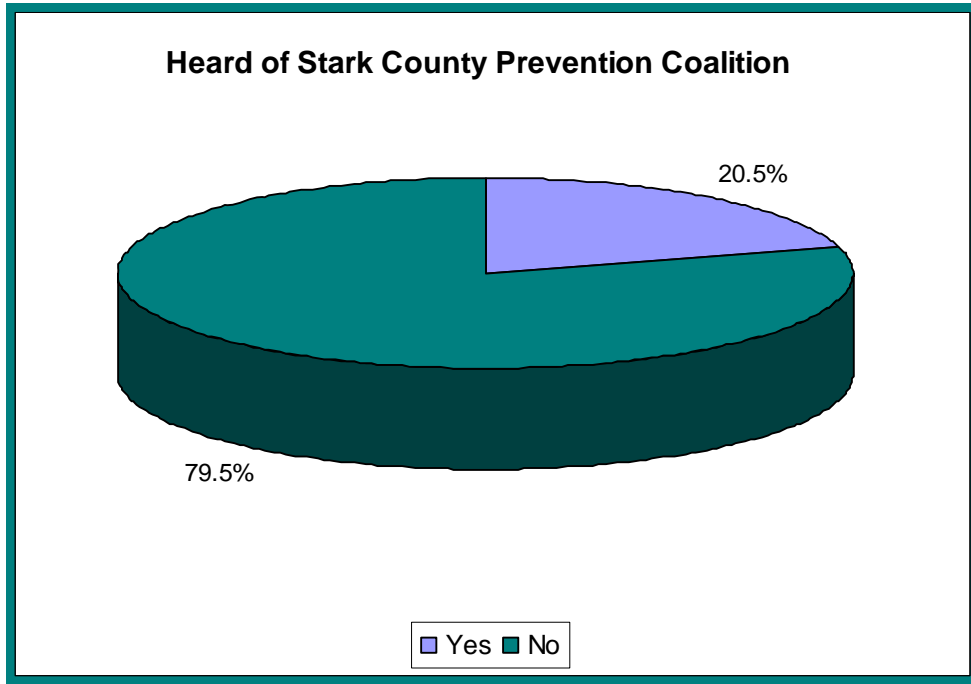
Smokers were more likely than non-smokers to have used the Ohio Quits Line. Use of the help line also varied according to some demographics. For instance, residents of Canton were twice as likely as residents of other communities to have used the Ohio Quits Line. Income also played a role. Respondents from higher income households, especially those with annual income in excess of \$54,000, were more likely to have used the help line.



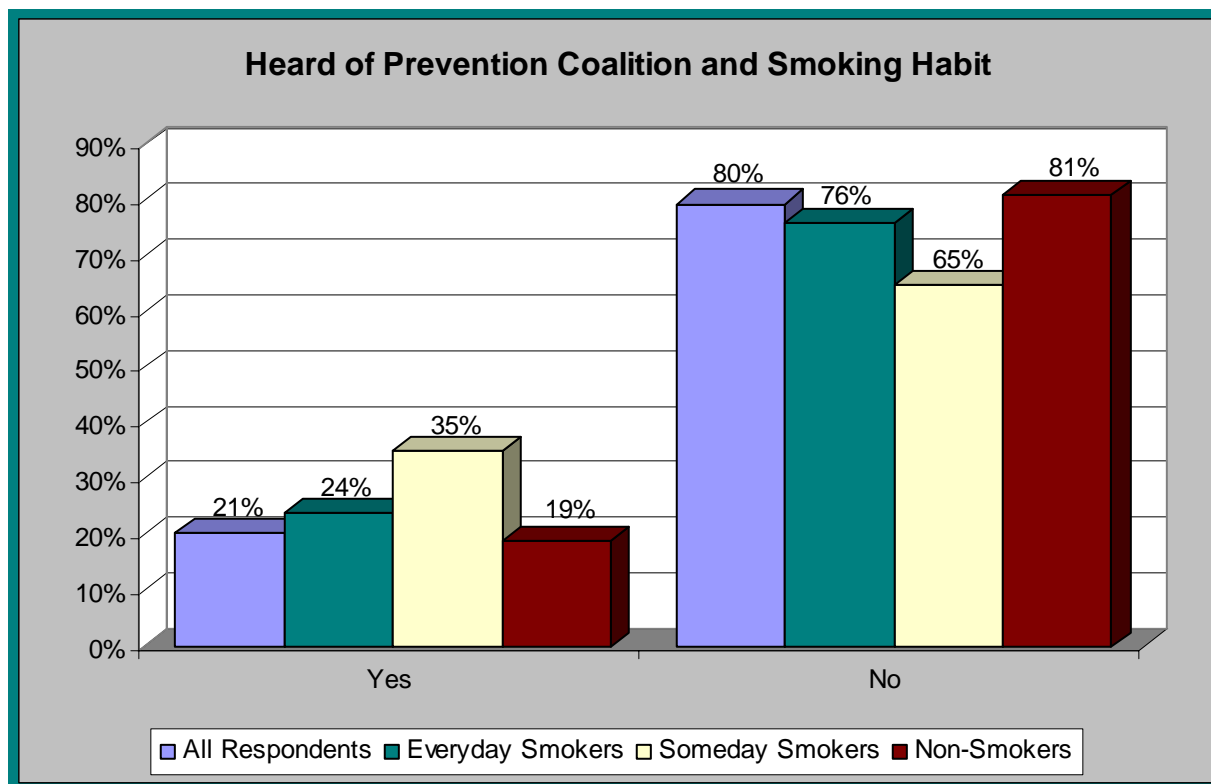
Use of Ohio Quits Line by Select Demographics, 2007				
		Proportion of Respondents		Valid Responses
		Users	Non-Users	
All Respondents		8.4%	91.6%	(n=522)
Demographic	Subgroup			
Location	Alliance	2.7%	97.3%	(n=519)
	Canton	15.0%	85.0%	
	Massillon	9.6%	90.4%	
	Other	7.0%	93.0%	
Annual Household Income	Under \$18,000	4.9%	95.1%	(n=479)
	\$18,000 to \$36,000	7.2%	92.8%	
	\$36,000 to \$54,000	4.8%	95.2%	
	Over \$54,000	12.3%	87.7%	
<i>“Have you or someone else you know ever used the Ohio Quit Line Service?”</i>				

**Stark County Tobacco Prevention Coalition**

All respondents were asked if they had ever heard of the Stark County Tobacco Prevention Coalition. Just over one-fifth or 20.5% of all respondents indicated they had heard of this organization. On the other hand, the majority or 79.5% of respondents had not heard of the Stark County Tobacco Prevention Coalition.



Smokers, especially someday smokers, were more likely to have heard of the Stark County Tobacco Prevention Coalition compared to non-smokers. Whereas 36% of someday smokers and 24% of everyday smokers had heard of the Coalition, only 19% of non-smokers had heard of the Coalition.



Familiarity with the organization also varied according to some demographic groups. For instance, those ages 18 to 24 were most likely to have heard of the Stark County Tobacco Prevention Coalition, while those ages 65 and older were least likely to have heard of the organization. In addition, residents of Canton were much more likely than residents of Canton to have heard of the Coalition.

In terms of marital status, single respondents were most likely to have heard of the Stark County Tobacco Prevention Coalition while widowed respondents were least likely to have heard of it. In addition, respondents with children in the home were more likely than those without children to have heard of the coalition. Respondents that did not have health insurance were more likely than those with insurance to have heard of the Coalition. Employed respondents were more likely than unemployed respondents to have heard of the Coalition.

Heard of Tobacco Prevention Coalition by Select Demographics, 2007				
		Proportion of Respondents		Valid Responses
		Yes	No	
All Respondents		20.5%	79.5%	(n=1,061)
Demographic	Subgroup			
Location	Alliance	7.3%	92.7%	(n=1,050)
	Canton	24.6%	75.4%	
	Massillon	22.5%	77.5%	
	Other	20.6%	79.4%	
Has Health Insurance	Yes	19.7%	80.3%	(n=1,057)
	No	26.1%	73.9%	
Marital Status	Single, never married	25.6%	74.4%	(n=1,059)
	Divorced/Separated	20.4%	79.6%	
	Widowed	12.2%	87.8%	
	Married	21.2%	78.8%	
Employment Status	Employed Full-Time	22.1%	77.9%	(n=1,057)
	Employed Part-Time	30.7%	69.3%	
	Retired	15.9%	84.1%	
	Unemployed	21.3%	78.8%	
	All Other	13.2%	86.8%	
Age of Respondent	18 to 24	40.0%	60.0%	(n=1,053)
	25 to 34	28.0%	72.0%	
	35 to 44	19.8%	80.2%	
	45 to 54	20.1%	79.9%	
	55 to 64	25.5%	74.5%	
	65 and older	13.2%	86.8%	
Children In Home	Yes	23.4%	76.6%	(n=1,061)
	No	19.3%	80.7%	
<i>“Have you ever heard of the Stark County Tobacco Prevention Coalition?”</i>				

All respondents were told the Stark County Tobacco Prevention Coalition is a group of individuals and organizations whose mission is to reduce tobacco use in Stark County. They were then asked what they thought the most important tobacco-related problem was that the coalition should address. This was an open-ended question where the respondent could give one answer in their own words. Nearly three-quarters or 72.1% of respondents were able to give a response.

The leading response given was that the Stark County Tobacco Prevention Coalition should focus efforts on enforcing the existing smoking ban for public places. Nearly one-fifth or 18.1% of issue-naming respondents gave this response. These individuals amounted to 13.0% of all respondents. The next leading response given regarding the most important issue the coalition should focus on was that to prevent or stop minors from smoking as identified by 16.4% of issue naming respondents, followed by educating minors not to smoke and educating people in general not to smoke as identified by 10.9% of issue naming respondents.

When asked what the most important issue was, some respondents asserted that people should be allowed to smoke if they want to or that the new smoke-free legislation should be revoked. These persons, many of them smokers, amounted to 7.8% of issue-naming respondents, or 5.6% of all respondents.

Other leading responses included, in order of importance, the Stark County Tobacco Prevention Coalition should educate people on the adverse health issues related to smoking, that the selling of cigarettes should be banned completely, that people should stop selling cigarettes to minors, educating people to the dangers of second-hand smoke, and educating people to the nature of nicotine addiction.

<b>Most Important Issue for Coalition to Address</b>			
	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>
	Number of Respondents	Proportion of Answering Respondents	Proportion Of All Respondents
Enforce the smoking ban	139	18.1%	13.0%
Stop underage/minors from smoking	126	16.4%	11.8%
Educate/Prevent minors from starting to smoke	84	10.9%	7.9%
Help people quit/stop smoking	70	9.1%	6.6%
People should be allowed to smoke if they want to/New Law should be revoked	60	7.8%	5.6%
Educate people on Health issues/Bad for your health	47	6.1%	4.4%
Stop selling/producing cigarettes completely	37	4.8%	3.5%
Sales/Availability of cigarettes to minors	33	4.3%	3.1%
Dangers of second hand smoke	32	4.2%	3.0%
Tobacco/Nicotine addiction	30	3.9%	2.8%
Cancer/Lung Cancer	15	1.9%	1.4%
Advertising geared towards minors/teens	13	1.7%	1.2%
Cigarettes cost too much/Too expensive to smoke	9	1.2%	0.8%
Shouldn't smoke in front of minors/bad example	9	1.2%	0.8%
Smoking (not specific)	6	0.8%	0.6%
Raise the tax/price of cigarettes	6	0.8%	0.6%
Cigarette butt litter	5	0.6%	0.5%
There is no smoking problem/doesn't bother me	4	0.5%	0.4%
Inform people of the danger of smokeless tobacco/chew	4	0.5%	0.4%
Don't want to see the coalition address anything	4	0.5%	0.4%
Government is dependent/relies on income from cigarettes	2	0.3%	0.2%
Smoking only hurts the person who is smoking	2	0.3%	0.2%
More research is needed	2	0.3%	0.2%
Miscellaneous	31	4.0%	2.9%
Total Responses	770	(n=770)	(n=1,068)
Question: <i>“The Stark County Tobacco Prevention Coalition is a group of individuals and agencies whose mission is to reduce tobacco use in Stark County. What do you think is the MOST important problem in regards to tobacco use that you would like to see the Coalition address?”</i>			

