



2008 Collaborative Polls: ***Stark County***



***Stark County
Health Department***

Provided by:

The Center for Marketing & Opinion Research, LLC

Phone: 330-564-4211



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EXECUTIVE SUMMARY

The results of the 2007 Stark County Collaborative Poll of 1,067 respondents indicate that the proportion of smokers is down slightly from 23.6% of respondents in 2007 to 21.5% in 2008. *Everyday smokers* amounted to 16.5% of all respondents in 2008 compared to 17.6% of all respondents in 2007. The remaining proportion of smokers indicated they smoke cigarettes less frequently or only *some day*, amounting to five percent of all respondents in 2008, a decrease from 6.0% of respondents in 2007. More than three quarters, or 78.5%, of respondents reported that they *do not smoke at all*, a slight increase from the previous year when 76.4% reported that they do not smoke at all.

Respondents who currently smoke cigarettes were asked a series of additional questions. First, they were asked if their doctor or dentist encouraged them to quit smoking on their most recent visit. More than three-quarters, 77.7%, of smoking respondents indicated that their doctor or dentist did encourage them to quit at their last visit.

Next, respondents who indicated they smoked cigarettes were asked if they had tried to quit smoking, for at least one day, during the past year. Roughly two-thirds or 62.4% of smokers in 2008 indicated they had tried to quit smoking. This proportion was a decrease from the previous year when 67.5% of smokers indicated that they tried to quit smoking.

Then respondents who indicated they currently smoke cigarettes were asked how likely they were to try to quit smoking during the next six months. Nearly three-quarters, or 69.3%, of smokers in 2008 said they planned to try to quit smoking. In 2008, those who said they were *very likely* to try amounted to 34.2% of smokers, a decrease from 45.2% the previous year. Another 35.1% of smoking respondents in 2008 were *somewhat likely* to attempt quitting smoking, an increase from 26.4% the previous year. Those individuals that said they were *not likely* to try to quit smoking amounted to over one-quarter or 30.7% of smokers in 2008.

In 2008, 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 eight possible quitting methods, which one they were most likely to use to quit smoking. Almost half or 48.1% of likely quitters said they would ***go cold turkey***, a slight decrease from 55.1% in 2007. Another one-fifth or 19.9% of likely quitters indicated that they would use ***prescriptions from a physician for medication or other aids***; this option was not included in the 2007 survey. Over another one-sixth or 17.9% of likely quitters said they would use ***over the counter aids*** such as chewing gum or patches, a significant decrease from 26.7% of likely quitters in 2007.

Summary Results: Cigarette Smoking						
		2004	2005	2006	2007	2008
Smoking Activity	Smokes every day	21.4%	18.1%	16.4%	17.6%	16.5%
	Smokes Some days	4.4%	4.7%	3.9%	6.0%	5.0%
	Not at all	74.3%	77.2%	79.6%	76.4%	78.5%
Tried to Quit Smoking	Yes	57.4%	62.7%	67.0%	67.5%	62.4%
	No	42.6%	37.3%	33.0%	32.5%	37.6%
Doctor Encouraged to Quit	Yes	NA	NA	NA	NA	77.7%
	No	NA	NA	NA	NA	22.3%
Likely to Quit		68.4%	74.9%	73.1%	71.6%	69.3%
Method for Quitting Smoking (top 4)	Quit cold turkey	NA	NA	NA	55.1%	48.1%
	Prescription	NA	NA	NA	NA	19.9%
	Over the counter aids	NA	NA	NA	26.7%	17.9%
	Alternative methods	NA	NA	NA	8.5%	8.3%

In addition to cigarettes, all respondents were asked how often they currently use smokeless tobacco: everyday, some days, or not at all. ***Everyday users*** amounted to 1.1% of all respondents in 2008. The remaining proportion of smokeless tobacco users indicated they use tobacco less frequently or only ***some days***, amounting to 2.0% of all respondents in 2008. The vast majority, 96.9%, of respondents reported that they ***do not use smokeless tobacco at all***.

As with those who smoke cigarettes, those who use smokeless tobacco were asked an additional series of questions about their usage. Respondents who currently use smokeless tobacco were first asked if their doctor or dentist encouraged them to quit using smokeless tobacco on their most recent visit. More than half, 51.5%, of using respondents indicated that their doctor or dentist did encourage them to quit at their last visit.

Those respondents who indicated they used smokeless tobacco were also asked if they had tried to quit using smokeless tobacco, for at least one day, during the past year. Two-thirds, 66.7%, of smokeless tobacco users indicated they had tried to quit; the remaining 33.3% did not attempt to quit using smokeless tobacco. Next, those respondents who indicated they currently use smokeless tobacco were asked how likely they were to try to quit using smokeless tobacco during the next six months. Those persons who said they were *very likely* to try amounted to 39.4% of users. Another 30.3% of smokeless tobacco users were *somewhat likely* to attempt quitting. Those individuals that said they were *not likely* to try to quit using smokeless tobacco amounted to 30.3% of smokeless tobacco users.

Those smokeless tobacco users who indicated they were likely to try to quit during the next six months were also asked to indicate, from a list of eight possible quitting methods, which one they were most likely to use to quit. Then majority or 87.5% of likely quitters said they would *go cold turkey*. The remaining 12.5% of likely quitters said they would use *over the counter aids* such as chewing gum or patches. The remaining six options were not chosen by any of the likely quitters.

Summary Results- Smokeless Tobacco Use		
		2008
Smokeless Tobacco Use	Uses every day	1.1%
	Uses Some days	2.0%
	Not at all	96.9%
Tried to Quit	Yes	66.7%
	No	33.3%
Doctor Encouraged to Quit	Yes	51.5%
	No	48.5%
Likely to Quit		69.7%
Method for Quitting	Quit cold turkey	87.5%
	Over the counter aids	12.5%

Respondents who indicated they did not currently smoke cigarettes were asked if they had been exposed to someone else's cigarette smoke during the past seven days. One-third or 32.8% of non-smokers in 2008 indicated they had recently been exposed to second hand smoke. This was a slight decrease from 33.4% of non-smokers in 2007 and 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 the smoke-free legislation passed in Ohio.

All respondents were asked how harmful they thought exposure to tobacco smoke was to a child's health. For 2008, 75.2% of respondents felt exposure to second-hand smoke was *very harmful* to children. This proportion was up from the previous year when 70.8% of respondents reported that it was very harmful. Another one-fifth or 21.5% 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 3.3% of respondents in 2008, which was a slight decrease from the previous year when 4.8% of respondents reported that it was not at all harmful.

In 2008, respondents were asked how serious of a problem it was to have tobacco in areas easily accessible to youth such as a grocery store aisle: a serious problem, somewhat of a problem, or not a serious problem. More than two-thirds, 67.8%, of respondents felt having tobacco easily accessible to youth was a problem with 29.0% of respondents indicating it was a *serious problem* and another 38.8% indicating it was *somewhat of a problem*. Nearly one-third, 32.2%, of all respondents felt that having tobacco easily accessible to you was *not a serious problem*.

Summary Results- Exposure and Perceptions						
		2004	2005	2006	2007	2008
Been Exposed to Someone's Smoke	Yes	NA	47.6%	44.8%	33.4%	32.8%
	No	NA	52.4%	55.2%	66.6%	67.2%
How Harmful Smoke is to Child's Health	Very Harmful	77%	71%	75%	70.8%	75.2%
	Somewhat Harmful	21%	26%	21%	24.4%	21.5%
	Not at all Harmful	2%	3%	4%	4.8%	3.3%
Seriousness of Having Tobacco Accessible to Children	Serious Problem	NA	NA	NA	NA	29.0%
	Somewhat a problem	NA	NA	NA	NA	38.8%
	Not at problem	NA	NA	NA	NA	32.2%

Regardless of whether or not they smoked cigarettes, all respondents were asked if they had heard of the Ohio Quits Line. Just over half of all respondents, 53.0%, indicated they had heard of the Ohio Quits Line; this is a slight increase from the previous year when 49.2% of respondents indicated that they had heard of this resource. On the other hand, just under half or 47.0% of respondents had not heard of this help line.

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 11.1% of helpline-aware respondents; this was a slight increase from 8.4% of help-line aware respondents in 2007.

Those respondents that had used Ohio Quits Line were next asked if they were able to quit smoking as a result of using the Ohio Quits Line. Just under half, 46.3%, of help-line users reported that they were able to quit smoking. Respondents that had used Ohio Quits Line, but were unable to quit smoking as a result of the helpline were asked if they were able to reduce their tobacco use. More than two-thirds, 69.0%, of answering respondents indicated that they were able to at least reduce their tobacco use as a result of the Quit Line.

All respondents were asked if they had ever heard of the Stark County Tobacco Prevention Coalition. The majority or 86.6% of respondents in 2008 had not heard of the Stark County Tobacco Prevention Coalition while just under one-sixth, 13.4%, indicated they had heard of this coalition. This was a significant decrease from the previous year when 20.5% of respondents indicated that they had heard of this coalition.

All respondents were told that 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 from a list of five possible problems.

The problem that was selected most often was *preveningt youth from starting to smoke*, with 40.0% of respondents stating this as the case. More than quarter, 27.5%, felt that the most important problem for the coalition to address was to *help people quit smoking*. Another 11.0% of respondents felt it was most important for the coalition to *limit youth access to tobacco products*. Less than one in ten, 9.3%, of respondents indicated that it was most important for the coalition to *enforce the smoking ban*. The problem that was selected least often was *limiting the advertisements such as getting businesses to stop advertising tobacco products*. This problem was selected by 9.2% of all respondents.

Summary Results: Ohio Quits Line and Prevention Coalition			
		2007	2008
Heard of Ohio Quits Line	Yes	49.2%	53.0%
	No	50.8%	47.0%
Used Ohio Quits Line	Yes	8.4%	11.1%
	No	91.6%	88.9%
Heard of Prevention Coalition	Yes	20.5%	13.4%
	No	79.5%	86.6%
Most Important Problem for Coalition to address	Prevent youth from smoking	NA	40.0%
	Help people quit smoking	NA	27.5%
	Limit youth access	NA	11.0%

SURVEY QUESTIONS

The 2008 Stark County Collaborative Poll had questions from eight different organizations. Stark County Health Department posed twenty-two questions on the survey. The questions were administered on the survey in the following order:

Question #1 “Do you now smoke cigarettes everyday, some days, or not at all?”

Question #2 “In the past year, have you stopped smoking for at least one day in an effort to quit smoking?”

Question #3 “Have you been exposed to someone else’s cigarette smoke in the past seven days?”

Question #4 “At your most recent visit to either a doctor or a dentist, did they encourage you to quit smoking?”

Question #5 “Did they provide you with information on quitting smoking?”

Question #6 “How about a referral program to help you quit?”

Question #7 “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 #8 “Right now, do you use smokeless tobacco every day, some days, or not at all?”

Question #9 “In the past year, have you stopped using smokeless tobacco for at least one day in an effort to quit smoking?”

Question #10 “At your most recent visit to either a doctor or a dentist, did they encourage you to quit chewing tobacco?”

Question #11 “Did they provide you with information on quitting chewing?”

Question #12 “How about a referral program to help you quit?”

Question #13 “In the next six months, how likely do you think it is that you will try to quit using smokeless tobacco? Would you say very likely, somewhat likely, or not at all likely?”

Question #14 “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 or 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 patch or chewing gum, prescription from a physician for medication or other aids, quitting cold turkey, or none of the above?”

Question #15 “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 #16 “Have you ever heard of the Ohio Tobacco Quit Line?”

Question #17 “Have you or someone you know ever used the Ohio Quit Line Service?”

Question #18 “Were you (or they) successful at quitting?”

Question #19 “Were you (or they) able to reduce tobacco use?”

Question #20 “Have you ever heard of the Stark County Tobacco Prevention Coalition?”

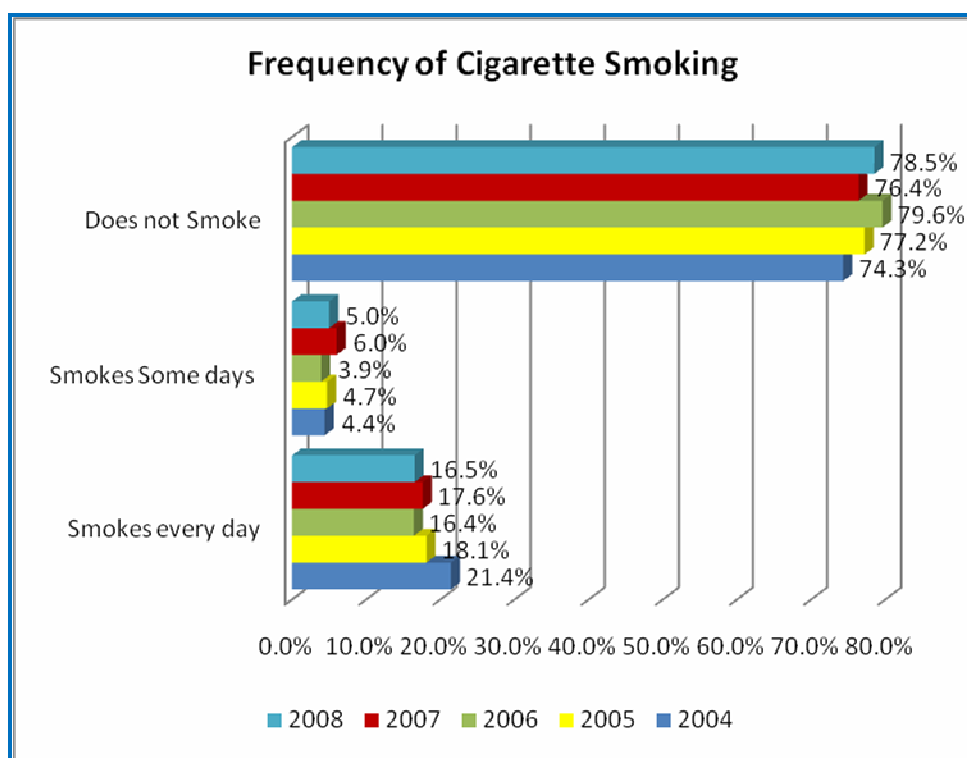
Question #21 “The Stark County Tobacco Prevention Coalition is a group of individuals and agencies whose mission is to reduce tobacco use in Stark County. What do you think is the MOST important problem in regards to tobacco use that you would like to see the coalition address? Enforce the smoking ban, prevent youth from starting to smoke, limiting youth access to tobacco products, limiting the advertisements such as getting businesses to stop advertising tobacco products, or help people quit smoking?”

Question #22 “How much of a problem do you think it is to have tobacco products located in areas that are easily accessible to youth such as grocery stores, aisles, and check-out areas? Do you think it is a serious problem, somewhat of a problem, or not at all a problem?”

SURVEY RESULTS: Cigarette Smoking

Cigarette Smoking Activity

All respondents were asked how often they currently smoke cigarettes: everyday, some days, or not at all. Nearly one-quarter or 21.5% of respondents in 2008 indicated they smoked cigarettes. The proportion of smokers was down slightly from 23.6% of respondents for the previous year. Of those who indicated they smoke cigarettes, the majority or roughly three-quarters of smokers stated they smoke cigarettes everyday. **Everyday smokers** amounted to 16.5% of all respondents in 2008 (compared to 17.6% of all respondents in 2007). The remaining proportion of smokers indicated they smoke cigarettes less frequently or only **some day**, amounting to five percent of all respondents in 2008, and decrease from 6.0% of respondents in 2007. More than three quarters, 78.5%, of respondents reporting that they **do not smoke at all**. This is a slight increase from the previous year when 76.4% 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 and Alliance, were more likely to indicate they currently smoked cigarettes compared to the remaining communities in general. For example, 32.3% of Canton and 30.6% of Alliance residents reported that they currently smoke cigarettes compared to only 18.0% of suburban residents. People without health insurance were more likely to indicate they smoked cigarettes compared to those with insurance. While two-fifths, 41.3%, of those without health insurance reported that they currently smoke, only 18.8% of those with health insurance reported the same.

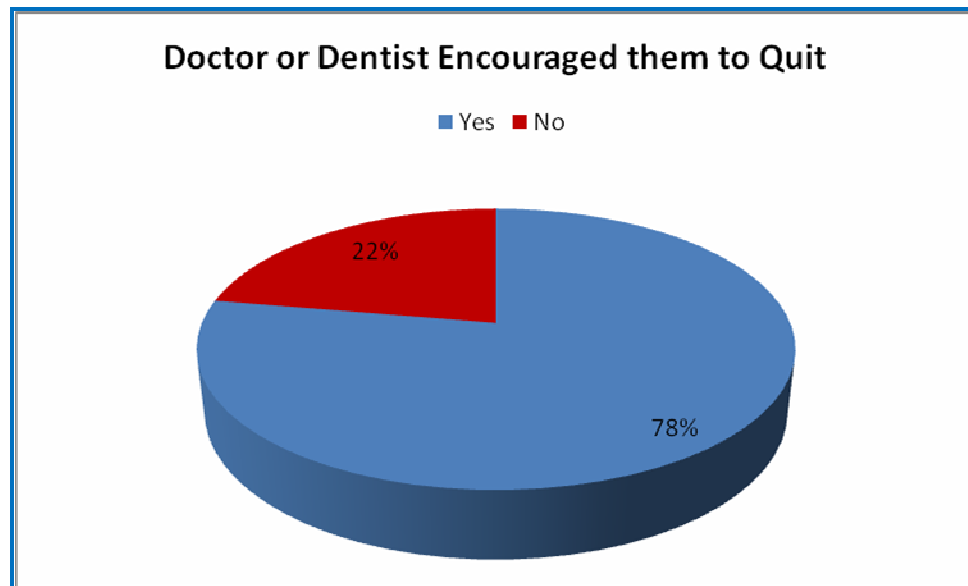
Household income was also strongly associated with cigarette smoking. Respondents from households with progressively less annual income, especially less than \$36,000 per annum, were more likely to indicate they smoked cigarettes compared to those from higher income households. In terms of employment status, the unemployed were more likely to smoke cigarettes, while retirees were less likely to smoke. Homeownership status was also related to smoking activity. Those who rent their home were twice as likely as homeowners to smoke cigarettes.

Age was also a determinant of cigarette smoking activity. In general, relatively younger individuals, especially those less than 34 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 18 to 24, in which 34.5% reporting that they currently smoke cigarettes. Married and widowed 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.

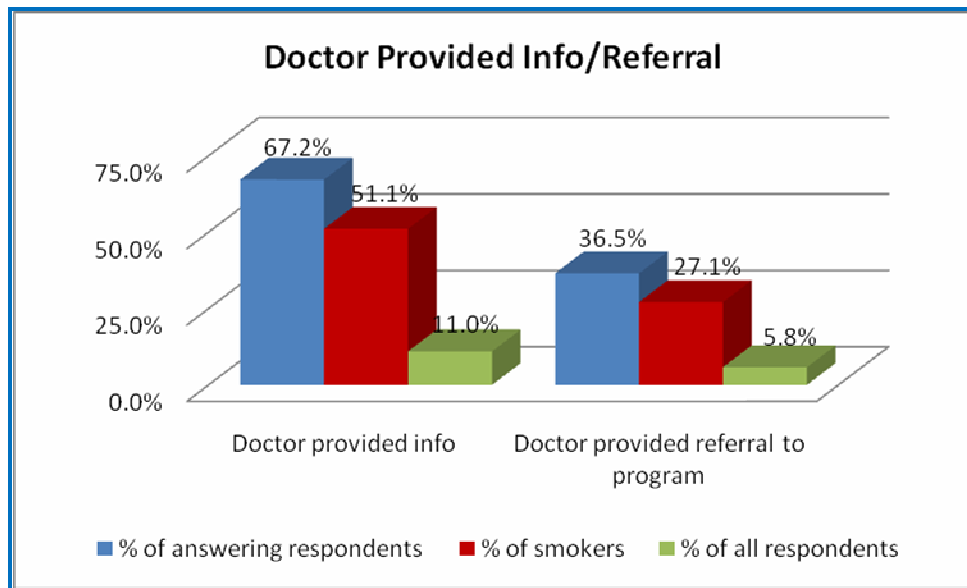
Lastly, cigarette smoking activity was strongly associated with educational attainment. The less education a person had, the more likely they were to smoke cigarettes. Those with a high school diploma or less were twice as likely as college graduates to smoke cigarettes. In addition, males were more likely than females to smoke cigarettes.

Cigarette Smoking by Select Demographics, 2008				
		Proportion of Respondents		Valid Responses
		Smokers	Non-smokers	
All Respondents		21.5%	78.5%	(n=1,066)
Demographic	Subgroup			
Location	Alliance	30.6%	69.4%	(n=1,060)
	Canton	32.3%	67.7%	
	Massillon	21.6%	78.4%	
	Other	18.0%	82.0%	
Has Health Insurance	Yes	18.8%	81.2%	(n=1,063)
	No	41.3%	58.7%	
Children in household	Yes	25.1%	74.9%	(n=1,066)
	No	19.5%	80.5%	
Marital Status	Single	32.4%	67.6%	(n=1,060)
	Divorced/Separated	40.8%	59.2%	
	Widowed	10.0%	90.0%	
	Married	17.0%	83.0%	
Employment Status	Employed Full-Time	23.9%	76.1%	(n=1,064)
	Employed Part-Time	21.5%	78.5%	
	Retired	12.2%	87.8%	
	Unemployed	41.1%	58.9%	
	All Other	20.6%	79.4%	
Annual Household Income	Under \$18,000	29.2%	70.8%	(n=968)
	\$18,000 to \$36,000	29.7%	70.3%	
	\$36,000 to \$54,000	18.9%	81.1%	
	\$54,000 to \$72,000	20.4%	79.6%	
	Over \$72,000	17.9%	82.1%	
Age of Respondent	18 to 24	34.5%	65.5%	(n=1,059)
	25 to 34	30.3%	69.7%	
	35 to 44	22.2%	77.8%	
	45 to 54	29.9%	70.1%	
	55 to 64	22.6%	77.4%	
	65 and older	8.4%	91.6%	
Education Status	High School Grad or less	26.2%	73.8%	(n=1,065)
	Some College	23.6%	76.4%	
	College Graduate	12.5%	87.5%	
Gender	Male	24.9%	75.1%	(n=1,066)
	Female	18.8%	81.2%	
Home Ownership	Own	18.0%	82.0%	(n=1,066)
	Rent/Other	35.5%	64.5%	
Question: <i>“Do you now smoke cigarettes everyday, some days, or not at all?”</i>				

Those respondents that currently smoke cigarettes, 21.5% of all respondents, were also asked if their doctor or dentist encouraged them to quit smoking on their most recent visit. More than three-quarters, 77.7%, of smoking respondents indicated that their doctor or dentist encouraged them to quit at their last visit. The remaining 22.3% of smoking respondents were not encouraged to quit smoking.

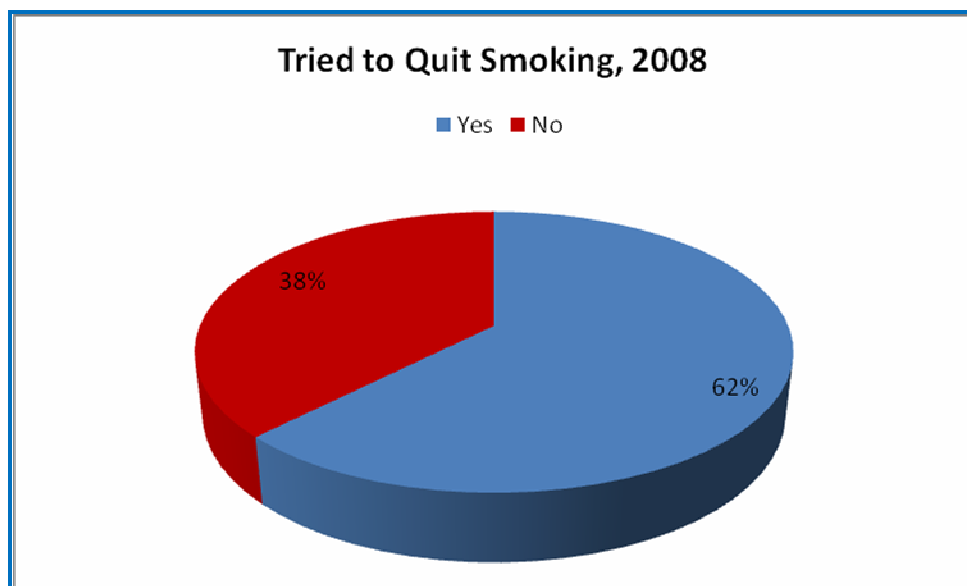


Smoking respondents that indicated that their doctor or dentist had encouraged them to quit smoking were asked if the doctor or dentist had provided them with information on quitting smoking and/or given them a referral to a program to help them quit smoking. More than two-thirds, 67.2%, of smokers who were encouraged to quit by their doctor/dentist were given information on quitting smoking, this amounted to 51.1% of smokers and 11.0% of all survey respondents. More than one-third, 36.5%, of smokers who were encouraged to quit by their doctor/dentist were provided a referral to a program to help them quit smoking, 27.1% of smokers and 5.8% of all survey respondents.

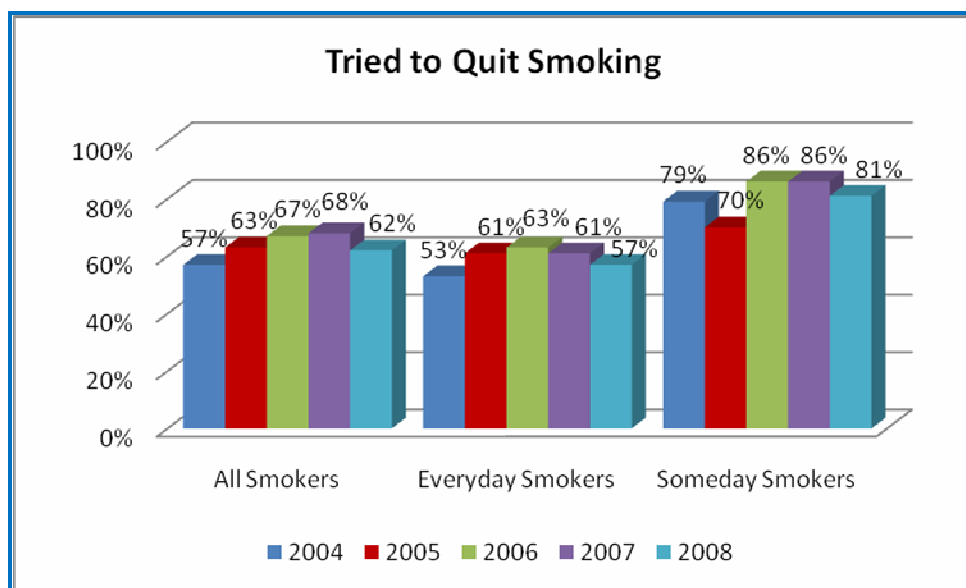


Attempts to Quit Smoking

Those respondents who indicated they smoked cigarettes, 21.5% 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 62.4% of smokers in 2008 indicated they had tried to quit smoking. This proportion was a decrease from the previous year when 67.5% of smokers indicated that they tried to quit smoking.



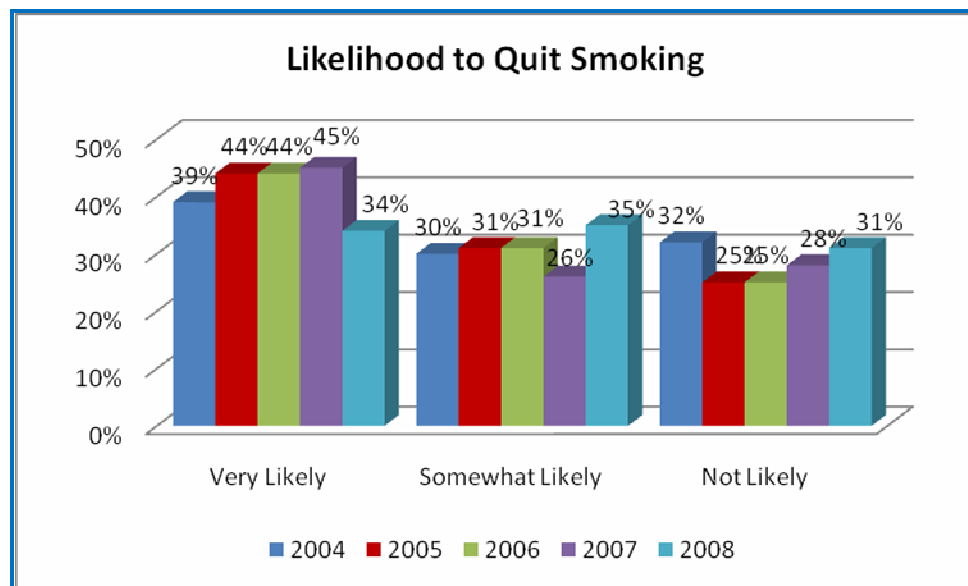
Someday smokers were more likely to state they had tried to quit smoking compared to everyday smokers. Most, 81.1%, of someday smokers said they had recently tried to quit smoking, compared to 56.8% of everyday smokers. In addition, those who felt second-hand smoke was very harmful to children were more 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.



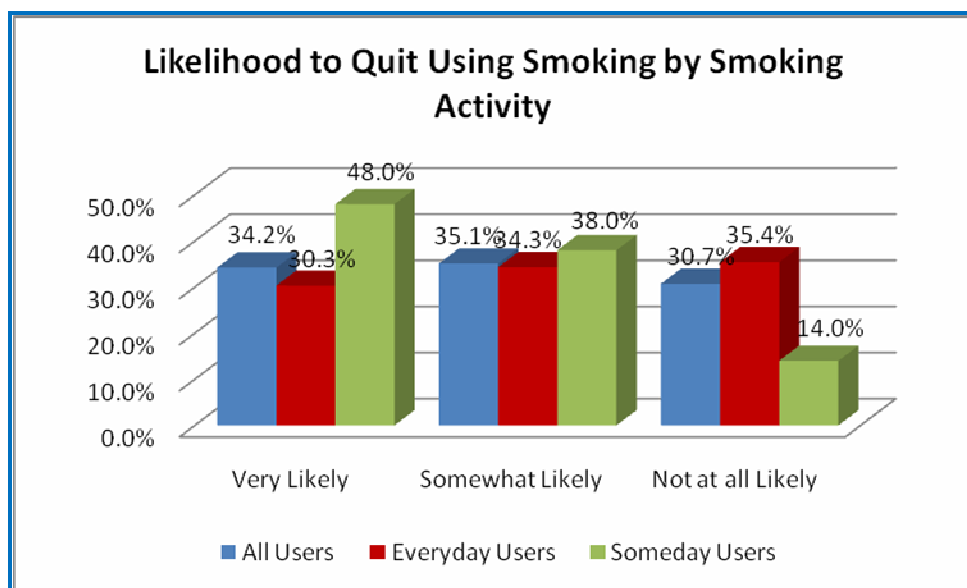
Most demographic characteristics were not significant in terms of a respondent's recent attempts to quit smoking. However, unemployed respondents were much more likely to have tried quitting smoking than those who are retired or employed part-time. Where more than four-fifths, 83.3%, of smokers who are unemployed reported that they had recently tried to quit smoking, only 51.5% of retired respondents and 53.8% of part-time employees reported the same.

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 69.3%, of smokers in 2008 said they planned to try to quit smoking, the third 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%; and in 2007, 71.6% of smoking respondents reported being likely to quit. In 2008, those persons who said they were *very likely* to try amounted to 34.2% of smokers, a decrease from 45.2% the previous year. Another 35.1% of smoking respondents in 2008 were *somewhat likely* to attempt quitting smoking, an increase from 26.4% the previous year. Those individuals that said they were *not likely* to try to quit smoking amounted to over one-quarter or 30.7% of smokers in 2008.



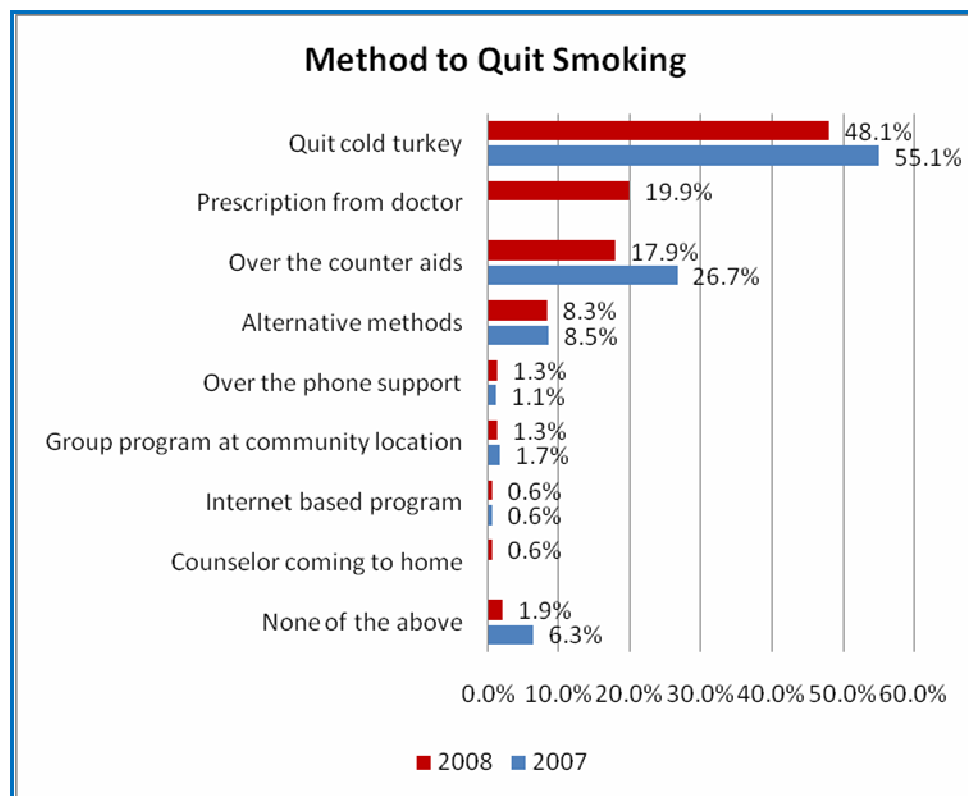
Someday smokers were more likely to state they were likely to quit smoking compared to everyday smokers. The majority, 86.0%, of someday smokers said they are likely to try to quit smoking in the next six months, compared to 64.6% of everyday smokers. In addition, those who felt second-hand smoke was very harmful to children were more likely to have tried to quit smoking compared to those who only felt second-hand smoke was somewhat harmful or not at all harmful to children.



Most demographic characteristics were not significant in terms of a respondent's likelihood to quit smoking. However, female respondents were more likely to have tried to quit smoking than male respondents.

Likelihood to Quit Smoking by Select Demographics, 2008				
		Proportion of Respondents		
		Very Likely	Somewhat Likely	Not at all Likely
Smoking Respondents		34.2%	35.1%	30.7%
Demographic	Subgroup			
Gender	Male	37.1%	27.6%	35.3%
	Females	31.2%	43.1%	25.7%
Harmful to a Child's Health	Very Harmful	38.8%	40.3%	20.9%
	Somewhat Harmful	26.0%	32.5%	41.6%
	Not at all Harmful	44.4%	0.0%	55.6%
Problem of tobacco accessible to youth	Very Harmful	51.5%	30.3%	18.2%
	Somewhat Harmful	37.2%	42.3%	20.5%
	Not at all Harmful	26.8%	32.1%	41.1%

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 eight possible quitting methods, which one they were most likely to use to quit smoking. Almost half or 48.1% of likely quitters said they would *go cold turkey*, a slight decrease from 55.1% in 2007. Another one-fifth, 19.9%, of likely quitters indicated that they would use *prescriptions from a physician for medication or other aids*; this option was not included in the 2007 survey. Over another one-sixth, 17.9% of likely quitters said they would use *over the counter aids* such as chewing gum or patches, a significant decrease from 26.7% of likely quitters in 2007. Those who said they would use *alternative methods* such as hypnosis, acupuncture or laser therapy amounted to 8.3% of likely quitters, a slight decrease from 8.5% of likely quitters in 2007. The remaining methods for quitting smoking were selected much less often. Only 1.3% of likely quitters said they were most likely to use a group *program at a community location* or *over the phone support counseling*. Still fewer or 0.6% of likely quitters said they would use *Internet-based programs* or a *counselor coming to their home*.

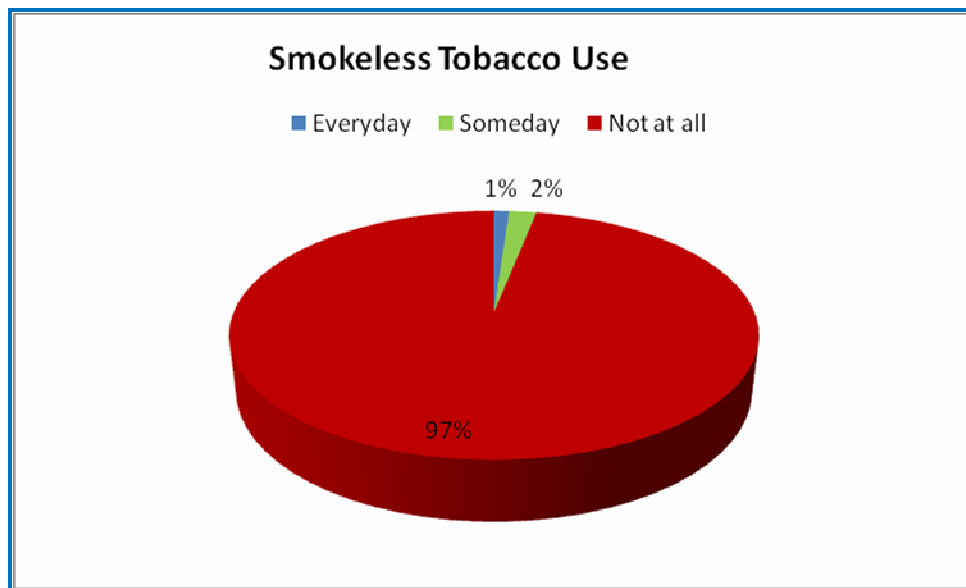


SURVEY RESULTS: Smokeless Tobacco Use

Smokeless Tobacco Activity

All respondents were asked how often they currently use smokeless tobacco: everyday, some days, or not at all. Use of smokeless tobacco was much less common than smoking cigarettes. Only 3.1% of respondents in 2008 indicated they used smokeless tobacco.

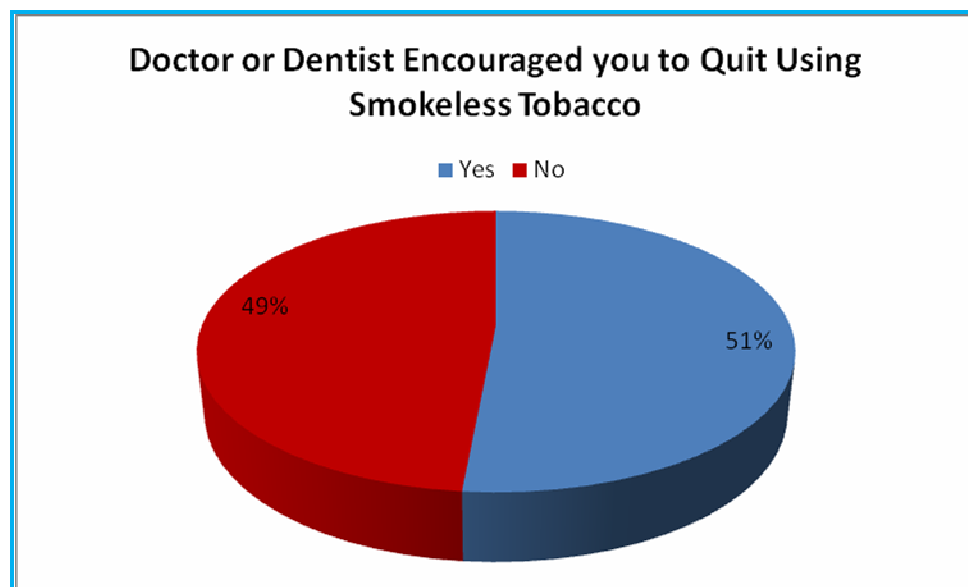
Everyday users amounted to 1.1% of all respondents in 2008. The remaining proportion of smokeless tobacco users indicated they use smokeless tobacco less frequently or only *some days*, 2.0% of all respondents in 2008. The vast majority, 96.9%, of respondents reported that they *do not use smokeless tobacco at all*.



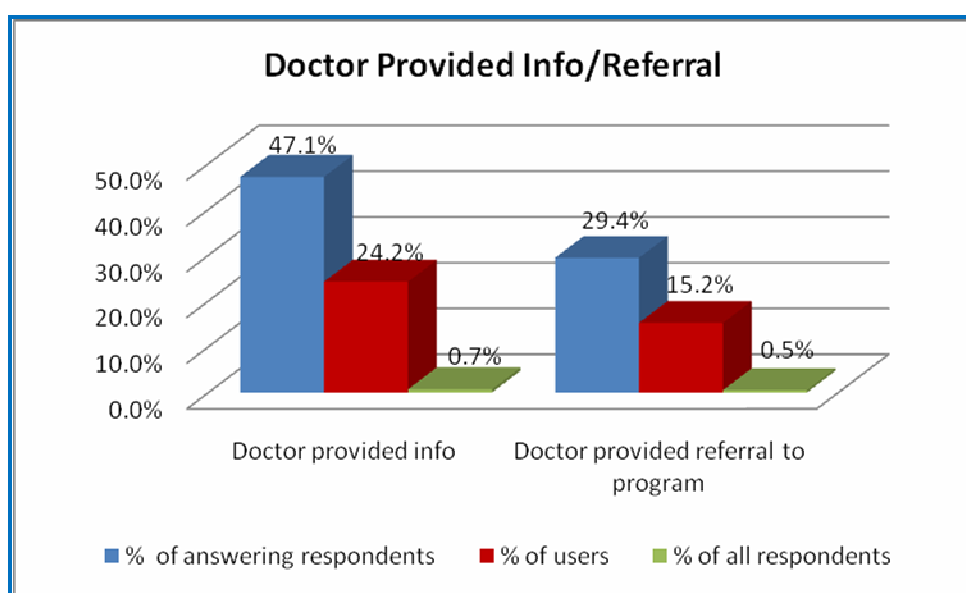
Smokeless tobacco activity varied according to various demographics or other identifying characteristics of respondents. The vast majority of respondents that use smokeless tobacco were male. Where 6.4% of male respondents reported using smokeless tobacco, a much smaller proportion, 0.5%, of female respondents reported using smokeless tobacco. In terms of employment status, the employed were more likely to use smokeless tobacco. Lastly, smokeless tobacco usage was strongly associated with smoking cigarettes. Respondents who smoked were three times more likely than non-smokers to use smokeless tobacco.

Smokeless Tobacco Use by Select Demographics, 2008				
		Proportion of Respondents		Valid Responses
		User	Non-user	
All Respondents		3.1%	96.9%	(n=1,063)
Demographic	Subgroup			
Smoke Cigarettes	Yes	6.6%	93.4%	(n=1,062)
	No	2.2%	97.8%	
Children in household	Yes	4.4%	95.6%	(n=1,053)
	No	2.4%	97.6%	
Employment Status	Employed Full-Time	4.8%	95.2%	(n=1,061)
	Employed Part-Time	3.3%	96.7%	
	Retired	1.1%	98.9%	
	Unemployed	1.4%	98.6%	
	All Other	1.0%	99.0%	
Gender	Male	6.4%	93.6%	(n=1,063)
	Female	.5%	99.5%	
Question: “Do you now use smokeless tobacco everyday, some days, or not at all?”				

Those respondents that currently use smokeless tobacco, 3.1% of all respondents, were also asked if their doctor or dentist encouraged them to quit using smokeless tobacco on their most recent visit. More than half, 51.5%, of using respondents indicated that their doctor or dentist encouraged them to quit at their last visit. The remaining 48.5% of using respondents were not encouraged to quit using smokeless tobacco.

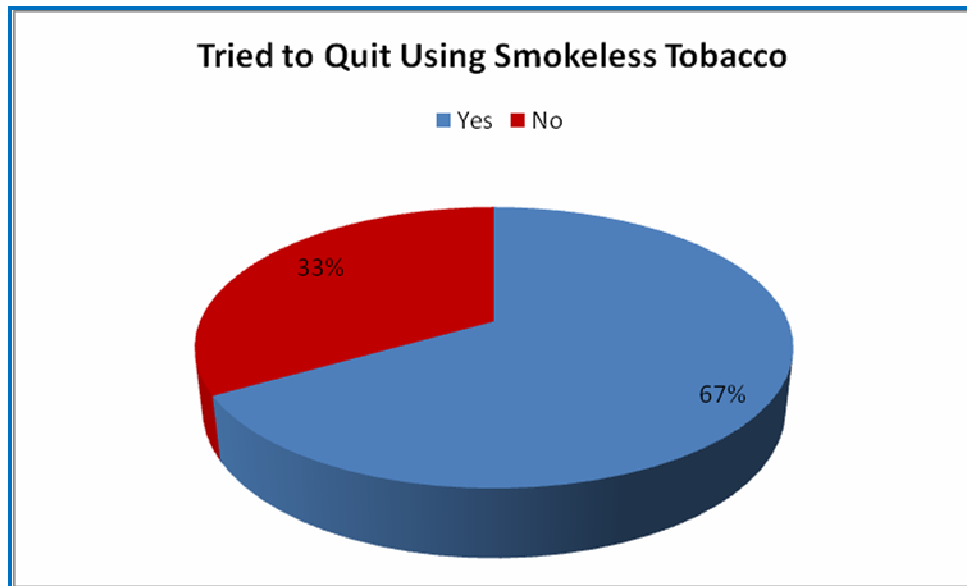


Smokeless tobacco users that indicated that their doctor or dentist had encouraged them to quit using were asked if the doctor or dentist had provided them with information on quitting smokeless tobacco and/or given them a referral to a program to help them quit. Slightly less than half, 47.1%, of smokeless tobacco users who were encouraged to quit by their doctor/dentist were given information on quitting, 24.2% of smokeless tobacco users and 0.7% of all survey respondents. More than one-quarter, 29.4%, of smokeless tobacco users who were encouraged to quit by their doctor/dentist were provided a referral to a program to help them quit using, 15.2% of smokeless tobacco users and 0.5% of all survey respondents.

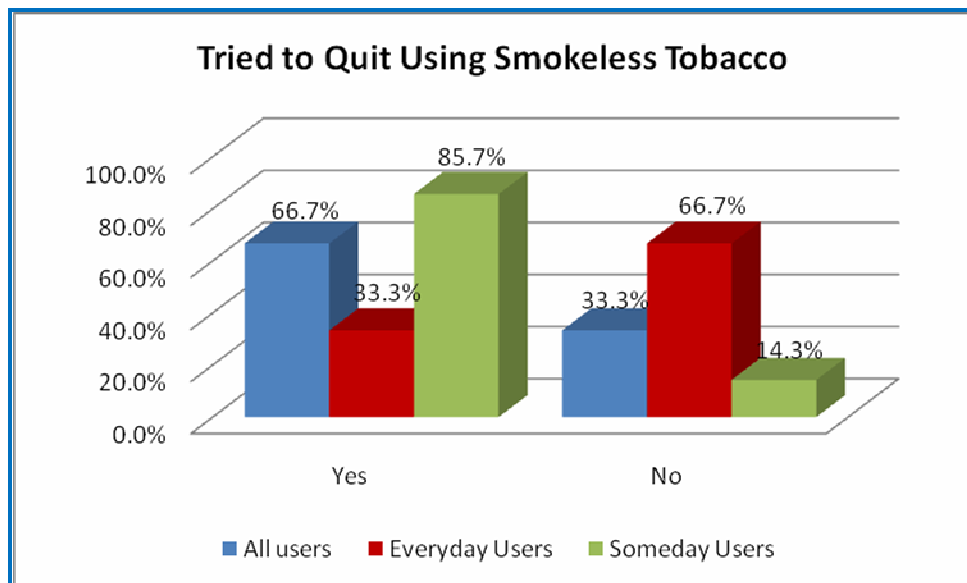


Attempts to Quit Using Smokeless Tobacco

Those respondents who indicated they used smokeless tobacco, 3.1% of all respondents, were asked if they had tried to quit using smokeless tobacco, for at least one day, during the past year. Two-thirds, 66.7% of smokeless tobacco users indicated they had tried to quit; the remaining 33.3% did not attempt to quit using smokeless tobacco.

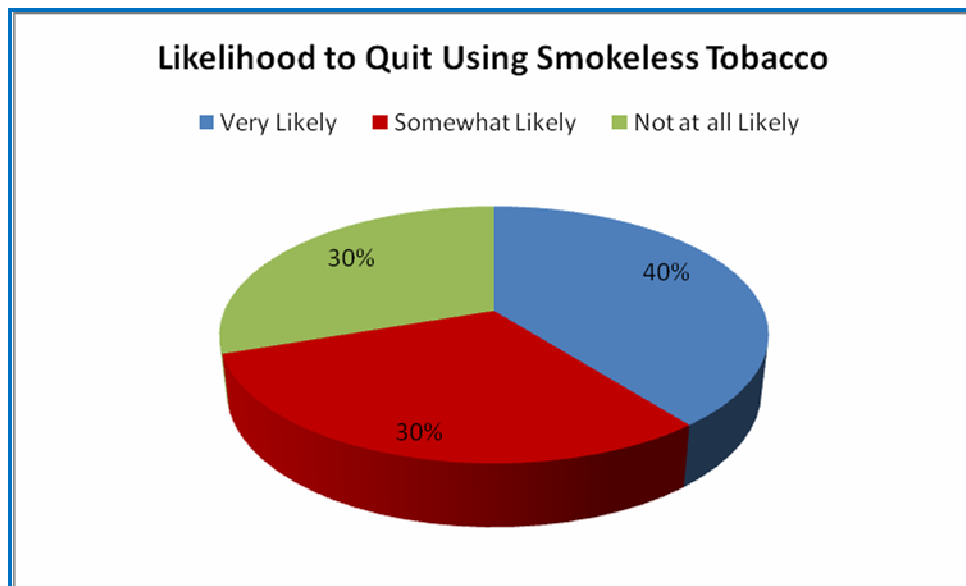


Someday smokeless tobacco users were more likely to state they had tried to quit using compared to *everyday* smokeless tobacco users. Most, 85.7%, of *someday* smokeless tobacco users said they had recently tried to quit using, compared to 33.3% of everyday smokeless tobacco users.

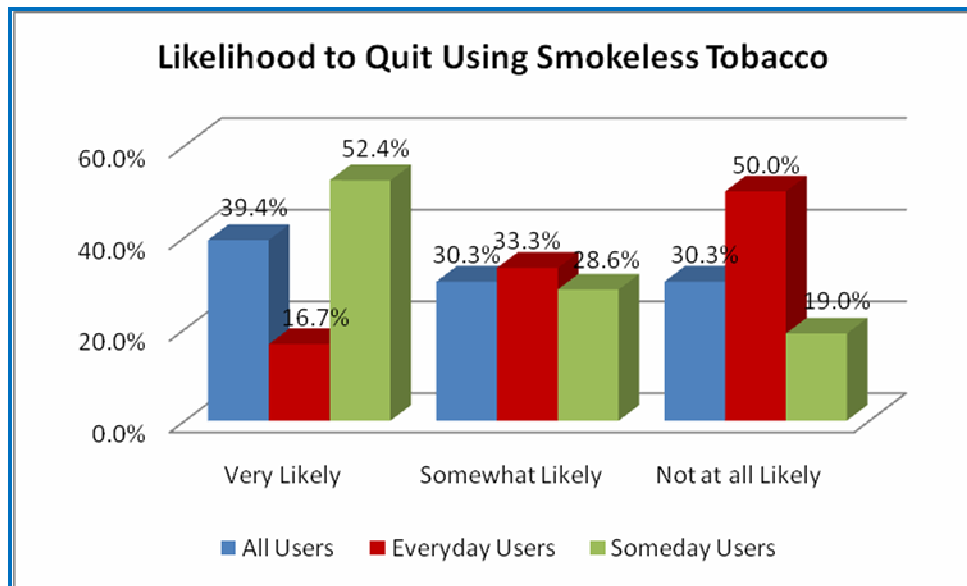


Plans to Quit Using Smokeless Tobacco

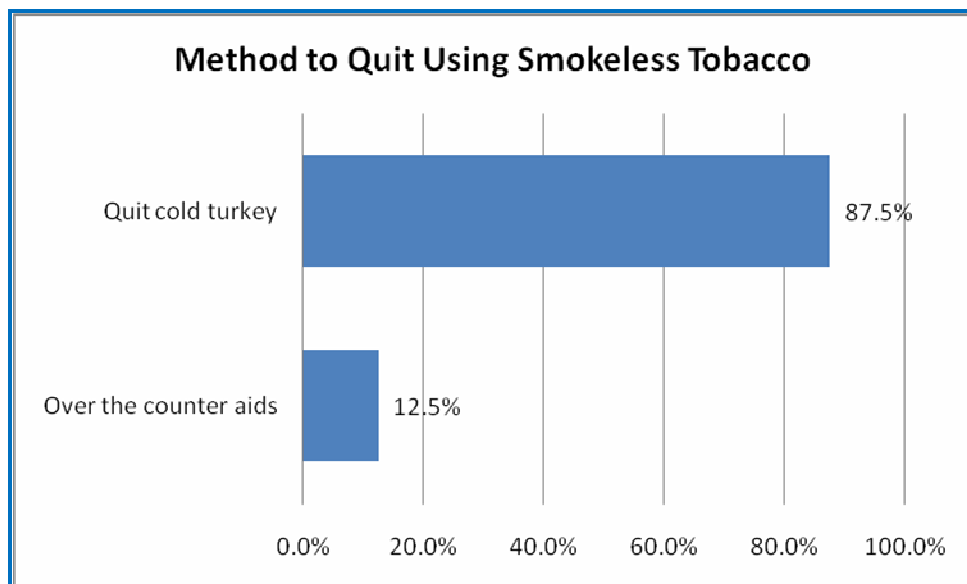
Those respondents who indicated they currently use smokeless tobacco were also asked how likely they were to try to quit using smokeless tobacco during the next six months. Nearly three-quarters, or 69.7%, of users said they planned to try to quit using smokeless tobacco. Those who said they were *very likely* to try amounted to 39.4% of users. Another 30.3% of smokeless tobacco users were *somewhat likely* to attempt quitting. Those who said they were *not likely* to try to quit using smokeless tobacco amounted to over one-quarter or 30.3% of smokeless tobacco users.



Someday smokeless tobacco users were more likely to state they were likely to quit using compared to *everyday* smokeless tobacco users. The majority, 81.0%, of *someday* smokeless tobacco users said they are likely to try quitting in the next six months, compared to 50.0% of *everyday* smokeless tobacco users.



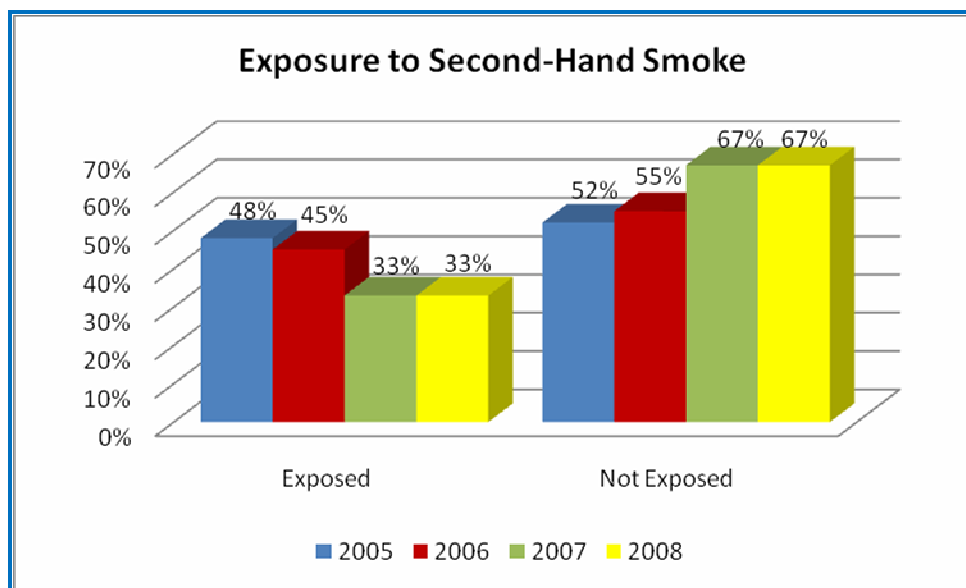
Those smokeless tobacco users who indicated they were likely to try to quit during the next six months were also asked to indicate, from a list of eight possible quitting methods, which one they were most likely to use to quit. The majority, 87.5%, of likely quitters said they would *go cold turkey*. The remaining 12.5% of likely quitters said they would use *over the counter aids* such as chewing gum or patches. The remaining six options were not chosen by any of the likely quitters.



SURVEY RESULTS: Exposure and Perceptions

Exposure to Second-Hand Smoke

Those individuals who indicated they did not currently smoke cigarettes, 78.5% of all respondents, were asked if they had been exposed to someone else's cigarette smoke during the past seven days. One-third or 32.8% of non-smokers in 2008 indicated they had recently been exposed to second hand smoke. This was a slight decrease from 33.4% of non-smokers in 2007 and 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 likely reason for this decline is the smoke-free legislation recently 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 39.1% of non-smoking males had been exposed to second-hand smoke over the past seven days, only 28.2% 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 52.6% 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 22.3% of respondents in that age reporting such.

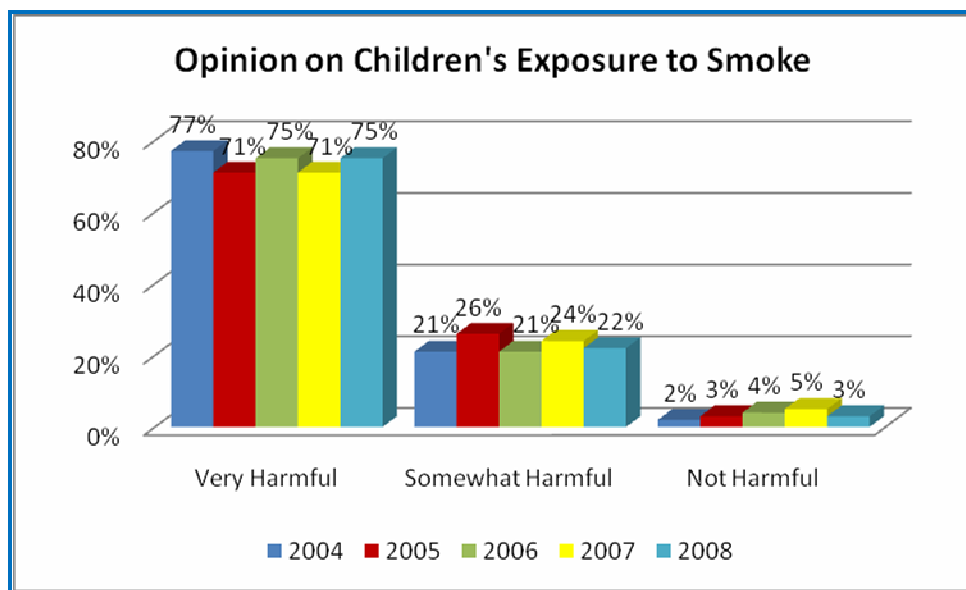
Single, divorced or separated persons were more likely to have recently been exposed to second-hand smoke compared to married or widowed individuals. In addition, respondents from households with children residing in the home were more likely to recently be exposed to second-hand smoke compared to persons living in households with no children.

Other groups that were more likely to have recently been exposed to second-hand smoke include individuals who rent their home, those with an annual income of \$36,000 to \$54,000, and those employed on a full-time basis or the unemployed.

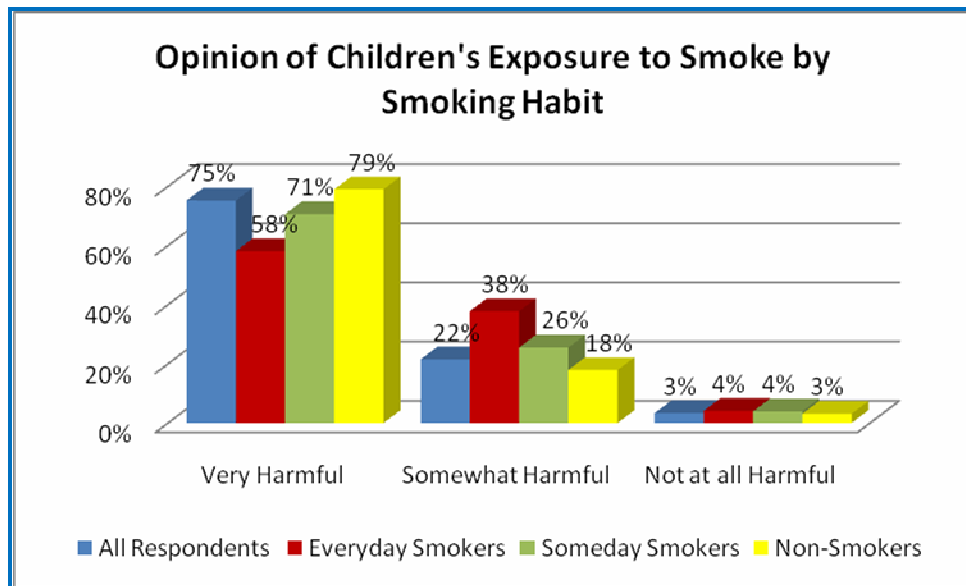
Exposure to Second-Hand Smoke by Select Demographics, 2008				
		Proportion of Respondents		Valid Responses
		Exposed	Not-Exposed	
All Respondents		32.8%	67.2%	(n=838)
Demographic	Subgroup			
Income	Under \$18,000	34.9%	65.1%	(n=750)
	\$18-36,000	27.6%	72.4%	
	\$36-\$54,000	42.9%	57.1%	
	\$54-72,000	38.0%	62.0%	
	Over \$72,000	30.6%	69.4%	
Educational Attainment	High school grad or less	33.6%	66.4%	(n=837)
	Some College	38.7%	61.3%	
	College Grad	26.6%	73.4%	
Marital Status	Single	39.1%	60.9%	(n=832)
	Divorced/Separated	38.9%	61.1%	
	Widowed	18.3%	81.7%	
	Married	34.0%	66.0%	
Employment Status	Employed Full-Time	39.6%	60.4%	(n=836)
	Employed Part-Time	29.5%	70.5%	
	Retired	23.1%	76.9%	
	Unemployed	41.9%	58.1%	
	All Other	29.6%	70.4%	
Gender	Male	39.1%	60.9%	(n=838)
	Female	28.2%	71.8%	
Age of Respondent	18 to 24	52.6%	47.4%	(n=833)
	25 to 34	46.1%	53.9%	
	35 to 44	36.0%	64.0%	
	45 to 54	37.3%	62.7%	
	55 to 64	33.8%	66.2%	
	65 and older	22.3%	77.7%	
Children In Home	Yes	40.1%	59.9%	(n=838)
	No	29.0%	71.0%	
Home Ownership	Home Owner	31.6%	68.4%	(n=838)
	Rent/Other	39.0%	61.0%	
“Have you been exposed to someone else's cigarette smoke in the past seven days?”				

Opinion of Second-Hand Smoke

All respondents were asked how harmful they thought exposure to tobacco smoke was to a child's health. For 2008, 75.2% of respondents felt exposure to second-hand smoke was **very harmful** to children. This proportion was up from the previous year when 70.8% of respondents reported that it was very harmful. Another one-fifth or 21.5% 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 3.3% of respondents in 2008, which was a slight decrease from the previous year when 4.8% 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. Those 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.



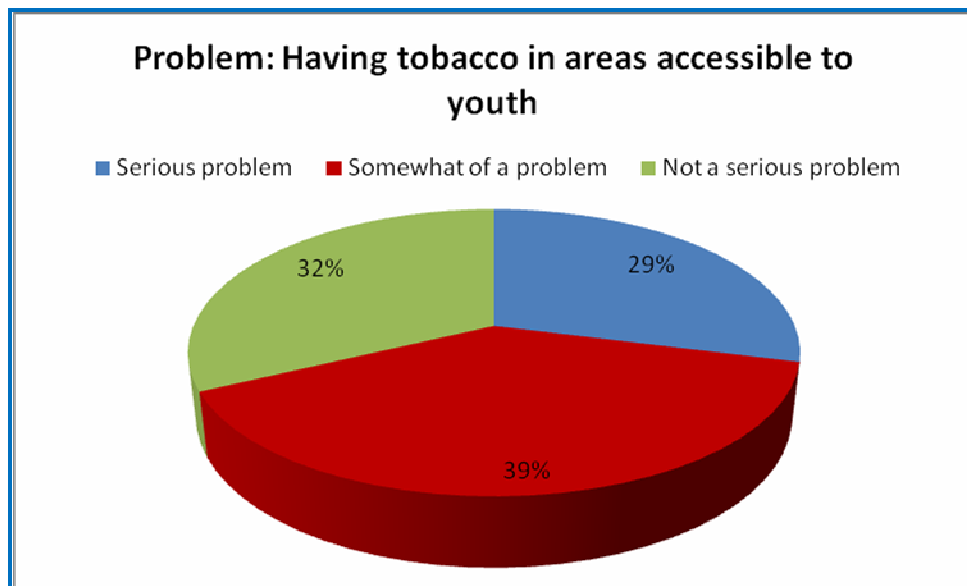
Attitudes toward second-hand smoke were also influenced by some demographics or other identifying characteristics of respondents. For instance, females were much more likely than males to feel second-hand smoke was very harmful to the health of children. While more than four-fifths, or 80.2% of female respondents reported that smoke was *very harmful* to children, only 68.8% 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, than were persons 65 years of age and older.

Respondents with children in the home were more likely than those without children to feel that smoke was harmful to a child's health. In terms of employment status, those who were home makers or full-time students were more likely than those who were employed full-time or retired to feel that smoke was harmful to a child's health.

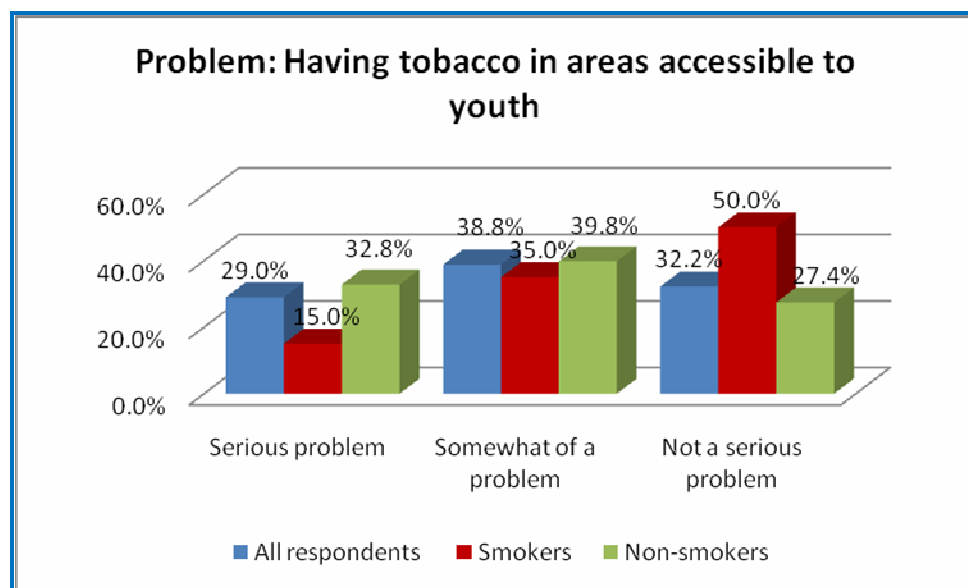
Opinion on Children's Exposure by Select Demographics, 2008				
		Proportion of Respondents		
		Very Harmful	Somewhat Harmful	Not at all Harmful
All Respondents		75.2%	21.5%	3.3%
Demographic	Subgroup			
Has Children	Yes	78.7%	19.2%	2.1%
	No	73.2%	22.8%	4.0%
Gender	Male	68.8%	25.6%	5.6%
	Female	80.2%	18.3%	1.5%
Employment Status	Employed Full-Time	73.2%	23.7%	3.0%
	Employed Part-Time	75.8%	21.7%	2.5%
	Retired	73.8%	20.5%	5.7%
	Unemployed	73.6%	23.6%	2.8%
	All Other	88.2%	11.8%	0.0%
Age of Respondent	18 to 24	82.8%	17.2%	0.0%
	25 to 34	85.3%	14.7%	0.0%
	35 to 44	79.1%	18.4%	2.5%
	45 to 54	73.5%	23.2%	3.3%
	55 to 64	64.1%	30.7%	5.2%
	65 and older	75.6%	19.9%	4.5%
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>				

Tobacco Easily Accessible to Youth

In 2008, respondents were asked how serious of a problem it was to have tobacco in areas easily accessible to youth such as a grocery store aisle: a serious problem, somewhat of a problem, or not a serious problem. More than two-thirds, 67.8%, of respondents felt having tobacco easily accessible to youth was a problem with 29.0% of respondents indicating it was a ***serious problem*** and another 38.8% indicating it was ***somewhat of a problem***. Nearly one-third, 32.2%, of all respondents felt that having tobacco easily accessible to youth was ***not a serious problem***.



Attitudes toward the accessibility of tobacco products to children were strongly influenced by respondents' smoking habit. For instance, those who did not smoke were more likely to believe that having tobacco in areas easily accessible to youth was a serious problem. On the other hand, smokers, especially everyday smokers, were less likely to feel that having tobacco in areas easily accessible to youth was a serious problem.



Attitudes toward the accessibility of tobacco to youth were also influenced by some demographics or other identifying characteristics of respondents. For instance, females were much more likely than males to feel that having tobacco in areas easily accessible to children was a problem. While more than four-fifths, or 73.6% of female respondents reported that having tobacco in areas easily accessible to children was a problem, only 60.5% of males felt the same way. Age also played a role. In general, relatively younger persons, especially those 18 to 54, were more likely to feel having tobacco in areas easily accessible to children was a problem, than were those 55 to 64.

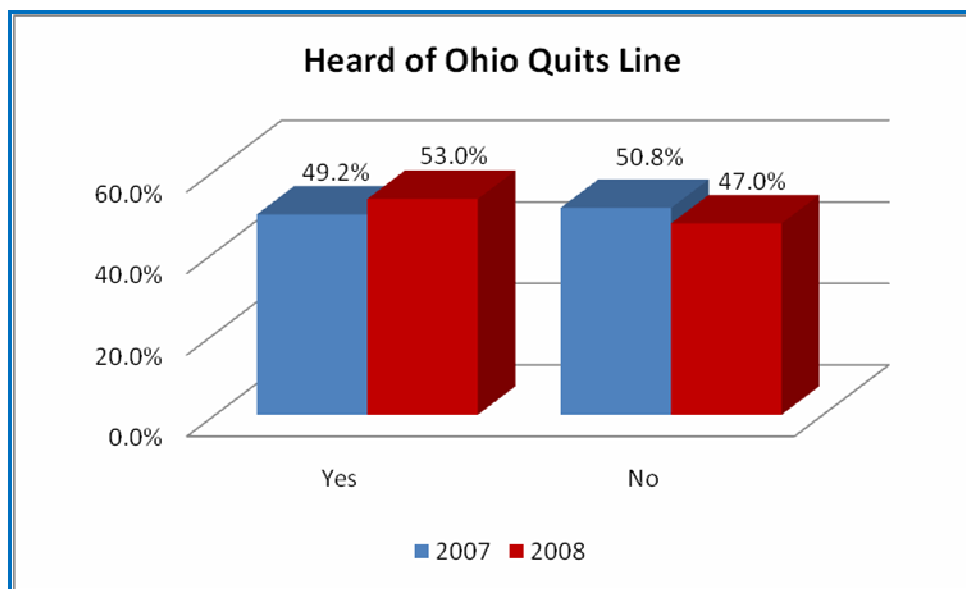
Respondents with children in the home were more likely than those without children to feel that having tobacco in areas easily accessible to children was a problem. In terms of employment status, those who were employed part-time, home-makers or full-time students were more likely than those who were employed full-time or unemployed to feel that having tobacco in areas easily accessible to children was a problem.

Seriousness of Problem by Select Demographics, 2008				
		Proportion of Respondents		
		Serious Problem	Somewhat a Problem	Not a Serious Problem
All Respondents		29.0%	38.8%	32.2%
Demographic	Subgroup			
Has Children	Yes	26.1%	46.8%	27.1%
	No	30.6%	34.2%	35.1%
Gender	Male	22.7%	37.8%	39.5%
	Female	34.0%	39.6%	26.4%
Educational Attainment	High school or less	27.6%	37.6%	34.8%
	Some College	33.0%	32.4%	34.6%
	College Grad	26.8%	47.2%	26.1%
Employment Status	Employed Full-Time	23.5%	43.1%	33.5%
	Employed Part-Time	32.5%	37.5%	30.0%
	Retired	35.5%	30.5%	34.0%
	Unemployed	25.0%	37.5%	37.5%
	All Other	38.0%	42.0%	20.0%
Age of Respondent	18 to 24	20.7%	58.6%	20.7%
	25 to 34	31.2%	40.4%	28.4%
	35 to 44	26.2%	46.0%	27.8%
	45 to 54	25.7%	38.1%	36.2%
	55 to 64	26.6%	33.9%	39.6%
	65 and older	35.9%	33.2%	30.9%
Question: “How much of a problem do you think it is to have tobacco products located in areas that are easily accessible to youth such as grocery stores, aisles, and check-out areas? Do you think it is a serious problem, somewhat of a problem, or not at all a problem?”				

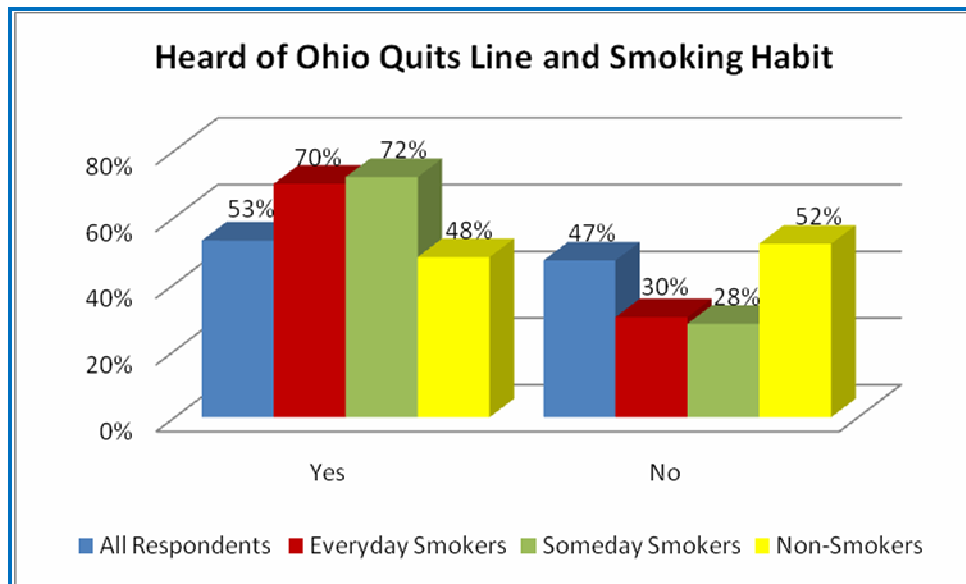
SURVEY RESULTS: Ohio Quits Line and Stark County Prevention Coalition

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 over half of all respondents, 53.0%, indicated they had heard of the Ohio Quits Line; this is a slight increase from the previous year when 49.2% of respondents indicated that they had heard of this resource.



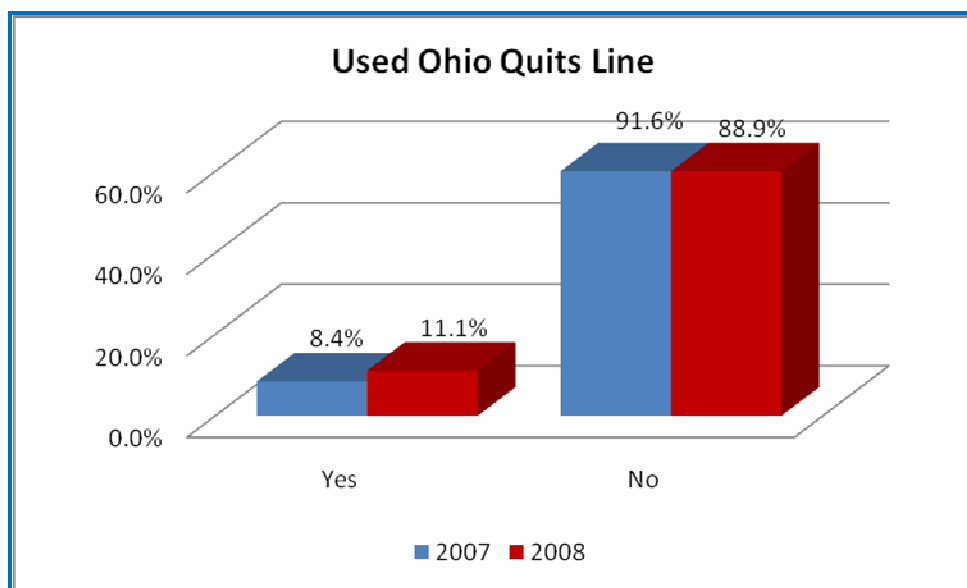
Smokers were more likely than non-smokers to have heard of the Ohio Quits Line. For instance, 71.7% of someday smokers and 69.9% of everyday smokers had heard of the help line, compared to only 48.1% of non-smokers. Among non-smokers, those recently exposed to second-hand smoke were more likely to be aware of the Ohio Quits Line compared to those 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.



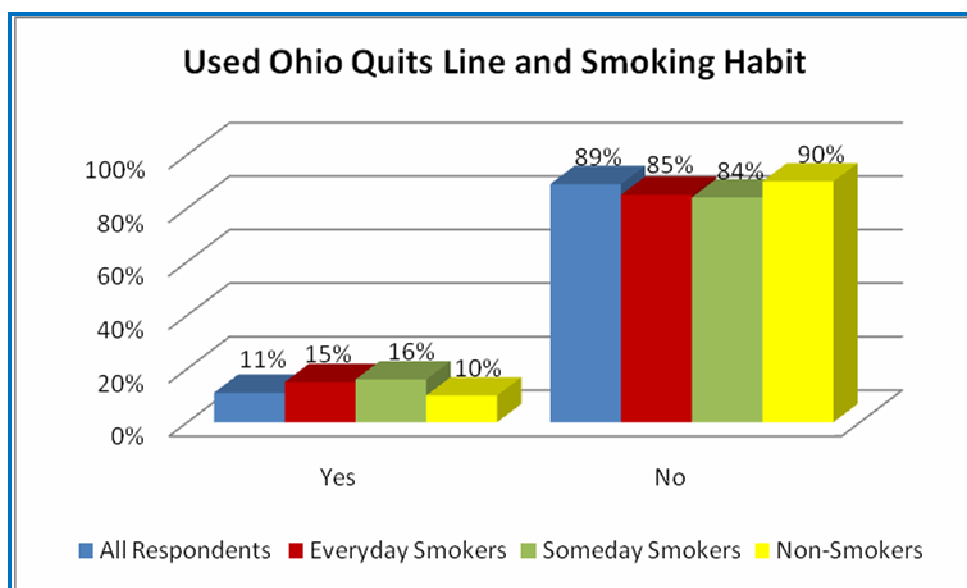
Whether or not someone had heard of the Ohio Quits Line varied according to some demographics or other identifying characteristics of respondents. Relatively younger persons, especially those 18 to 34, were more likely to be familiar with the service than older persons. The age group most likely to have heard of the Ohio Quits Line was those ages 25 to 34 with 67.9% 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 36.5% of respondents in this age group having heard of 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 and single persons and respondents from households with children were also more likely to have heard of the help line. Other groups of respondents that were more likely to have heard of the Quits Line include persons of color and registered voters.

Heard of Ohio Quits Line by Select Demographics, 2008				
		Proportion of Respondents		Valid Responses
		Yes	No	
All Respondents		53.0%	47.0%	(n=1,067)
Demographic	Subgroup			
Race	White	52.1%	47.9%	(n=1,064)
	Persons of Color	63.1%	36.9%	
Voter Registration	Registered	54.3%	54.3%	(n=1,062)
	Not Registered	36.1%	36.1%	
Employment Status	Employed Full-Time	59.4%	40.6%	(n=1,065)
	Employed Part-Time	51.2%	48.8%	
	Retired	39.9%	60.1%	
	Unemployed	57.5%	42.5%	
	All Other	54.9%	45.1%	
Annual Household Income	Under \$18,000	38.0%	62.0%	(n=969)
	\$18,000 to \$36,000	54.5%	45.5%	
	\$36,000 to \$54,000	57.2%	42.8%	
	Over \$54,000	57.4%	42.6%	
Age of Respondent	18 to 24	58.6%	41.4%	(n=1,060)
	25 to 34	67.9%	32.1%	
	35 to 44	61.5%	38.5%	
	45 to 54	57.5%	42.5%	
	55 to 64	51.3%	48.7%	
	65 and older	36.5%	63.5%	
Marital Status	Single, never married	56.6%	43.4%	(n=1,061)
	Divorced/Separated	55.3%	44.7%	
	Widowed	29.8%	70.2%	
	Married	56.0%	44.0%	
Children In Home	Yes	61.1%	38.9%	(n=1,067)
	No	48.4%	51.6%	
Question: <i>“Have you ever heard of the Ohio Quits Line?”</i>				

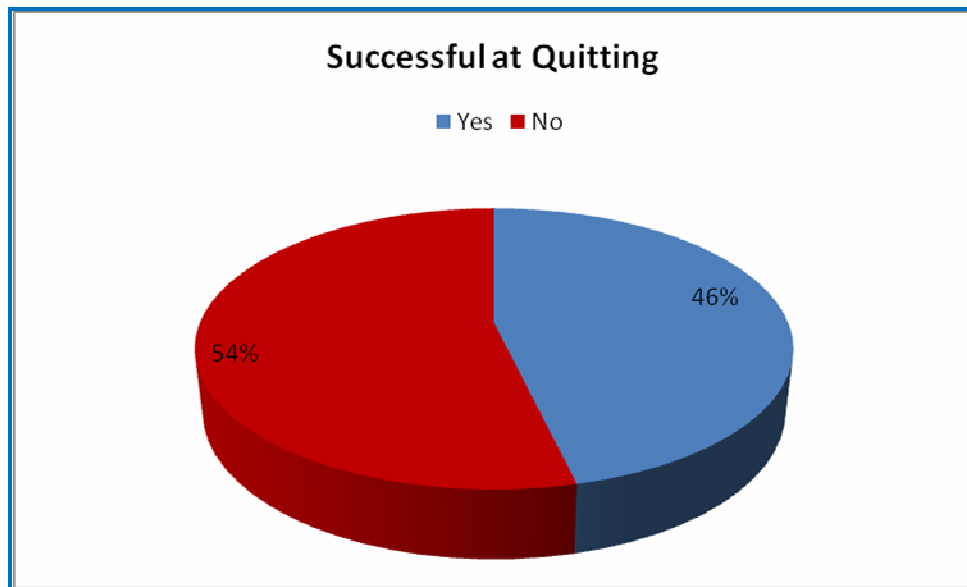
Those respondents who indicated they had heard of the Ohio Quits Line were asked if they, or someone they know, had ever used the help line. Those persons who said that they or someone they know used the Ohio Quits Line amounted to 11.1% of help-line aware respondents; this was a slight increase from 8.4% of help-line aware respondents in 2007. These individuals amounted to 5.8% of all respondents.



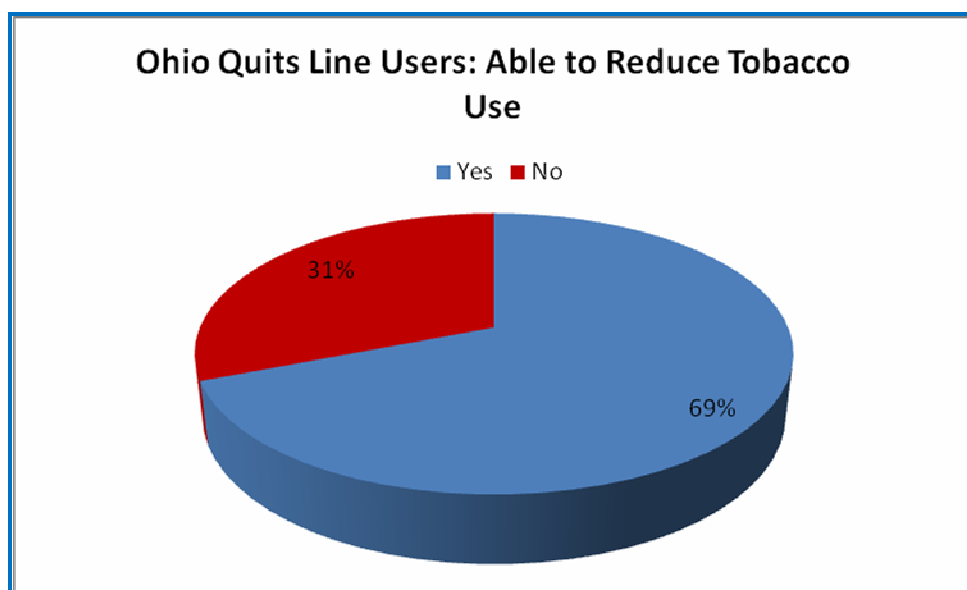
Smokers were more likely than non-smokers to have used the Ohio Quits Line. In addition, female swere more likely than males.



Those respondents that had used Ohio Quits Line were next asked if they were able to quit smoking as a result of using the Ohio Quits Line. Just under half, 46.3%, of help-line users reported that they were able to quit smoking.

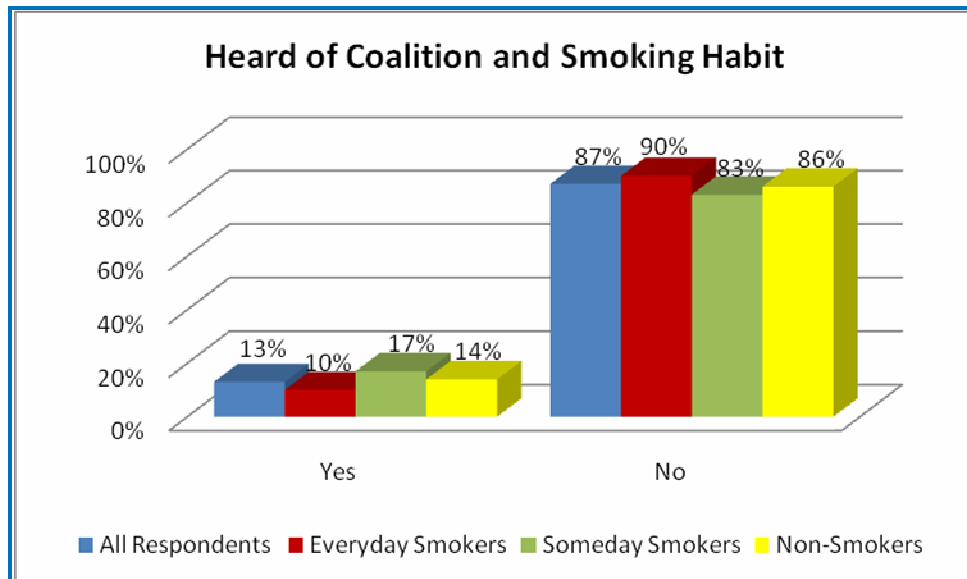
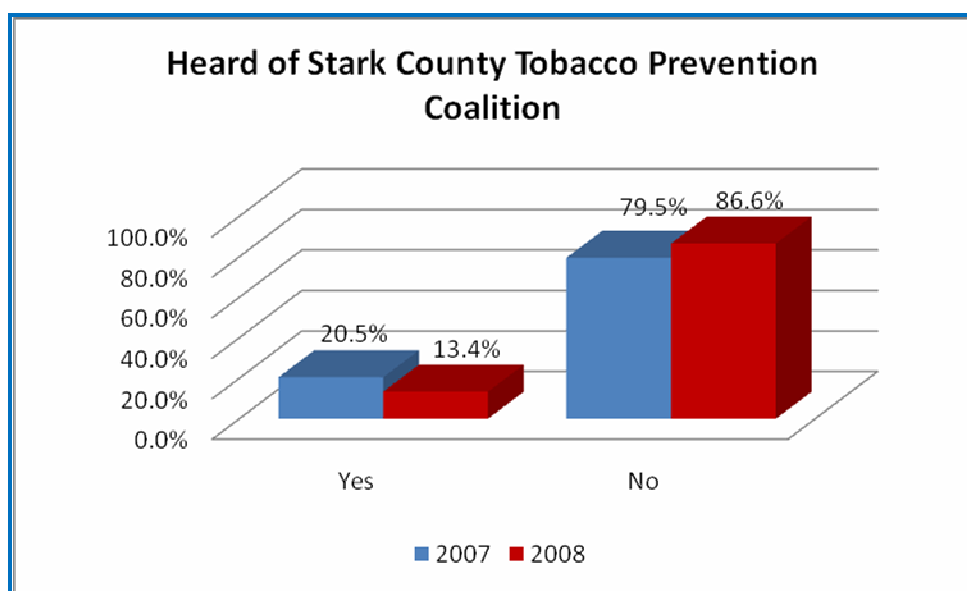


Respondents that had used Ohio Quits Line, but were unable to quit smoking as a result of the helpline were asked if they were able to reduce their tobacco use. More than two-thirds, 69.0%, of answering respondents indicated that they were able to at least reduce their tobacco use as a result of the Quit Line.



Stark County Tobacco Prevention Coalition

All respondents were asked if they had ever heard of the Stark County Tobacco Prevention Coalition. The majority, 86.6% of respondents in 2008 had not heard of the Stark County Tobacco Prevention Coalition. Just under one-sixth, 13.4%, of all respondents indicated they had heard of this coalition; this was a significant decrease from the previous year when 20.5% of respondents indicated that they had heard of this coalition. In contrast to familiarity with the Ohio Quits Line, a respondent's familiarity with the Stark County Prevention Coalition was not significantly different depending on whether or not the respondent currently smokes cigarettes.

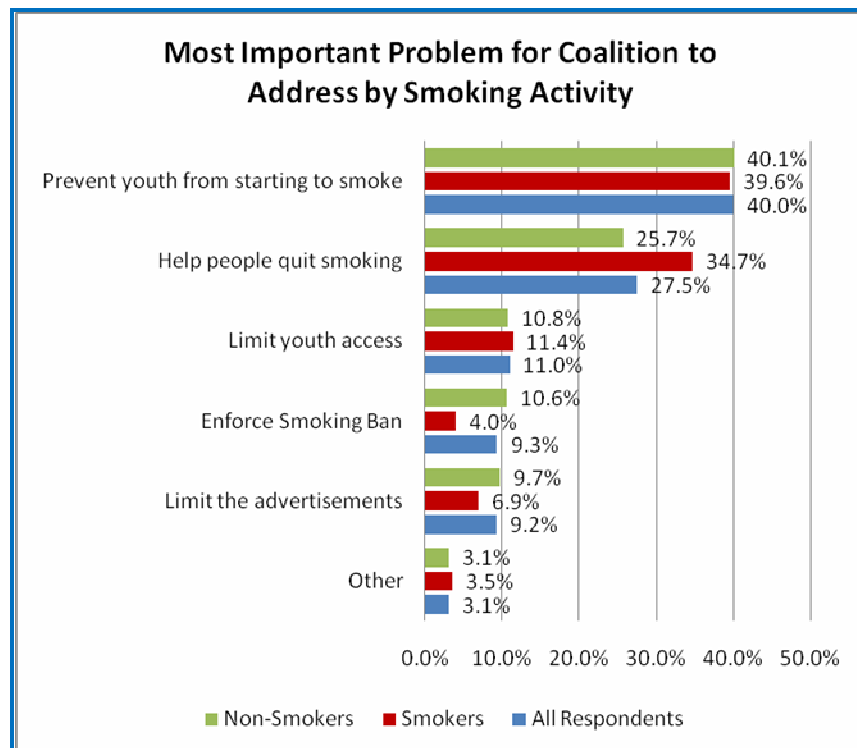
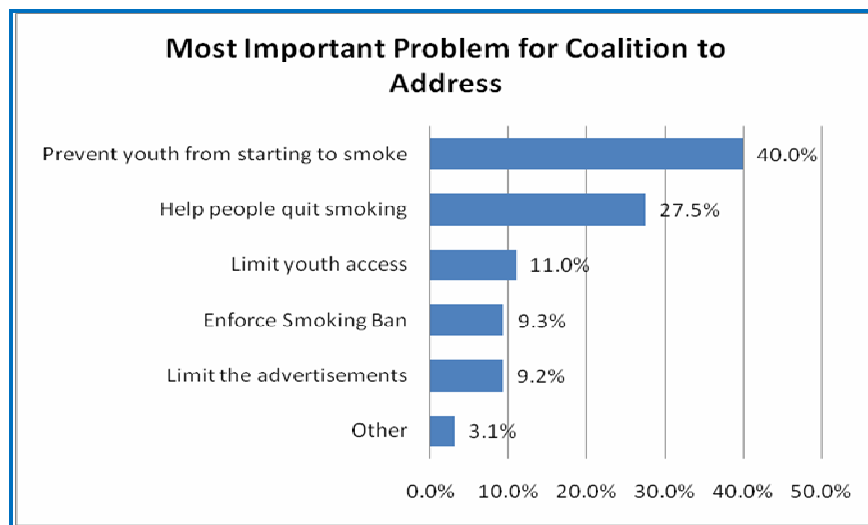


Familiarity with the organization varied according to some demographic groups. For instance, those ages 18 to 24 were most likely to have heard of the Stark County Tobacco Prevention Coalition, while those ages 65 and older were least likely to have heard of the organization. In addition, residents of the county's urban areas were much more likely than residents of suburban areas 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 with an annual income under \$18,000 were more likely than those with higher incomes to have heard of the Coalition. Persons of color were more likely than white respondents to have heard of the Coalition.

Heard of Tobacco Prevention Coalition by Select Demographics, 2008				
		Proportion of Respondents		Valid Responses
		Yes	No	
All Respondents		13.4%	86.6%	(n=1,060)
Demographic	Subgroup			
Location	Urban	15.9%	84.1%	(n=1,054)
	Suburban Areas	11.9%	88.1%	
Race	White	12.9%	87.1%	(n=1,048)
	Persons of color	20.2%	79.8%	
Marital Status	Single, never married	20.6%	79.4%	(n=1,054)
	Divorced/Separated	13.3%	86.7%	
	Widowed	10.0%	90.0%	
	Married	12.5%	87.5%	
Income	Under \$18,000	19.3%	80.7%	(n=1,060)
	\$18-36,000	11.3%	88.7%	
	\$36-54,000	17.0%	83.0%	
	Over \$54,000	11.8%	88.2%	
Age of Respondent	18 to 24	24.1%	75.9%	(n=1,053)
	25 to 34	21.3%	78.7%	
	35 to 44	17.6%	82.4%	
	45 to 54	12.3%	87.7%	
	55 to 64	10.9%	89.1%	
	65 and older	7.7%	92.3%	
Children In Home	Yes	19.2%	80.8%	(n=1,060)
	No	10.2%	89.8%	
“Have you ever heard of the Stark County Tobacco Prevention Coalition?”				

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 from a list of five possible problems including: Enforcing the smoking ban, preventing youth from starting to smoke, limiting youth access to tobacco products, limiting the advertisements such as getting businesses to stop advertising tobacco products, or helping people quit smoking.



Prevent youth from starting to smoke

The problem that was selected most often was ***prevent youth from starting to smoke***, with 40.0% of respondents stating this to be the case. Groups of respondents more likely to select this issue included married respondents, those who are employed full-time, respondents ages 25 to 34, those with an annual income greater than \$72,000, and college graduates. Groups of respondents less likely to select this problem included those who rent their home, persons of color, widowed respondents, retired and unemployed persons, respondents ages 18 to 24, those with an annual income less than \$18,000, residents from the county's urban areas, and respondents with a high school diploma or less education.

Help people quit smoking

More than quarter, 27.5%, felt that the most important problem for the coalition to address was to ***help people quit smoking***. Groups of respondents more likely to select this issue included renters, persons of color, single respondents, those who are unemployed, respondents ages 18 to 24, those with an annual income less than \$18,000, respondents with a high school diploma or less education and those who smoke cigarettes every day. Groups of respondents less likely to select this problem included, married respondents, those who are employed, respondents ages 35 to 44, those with an annual income greater than \$72,000, and college graduates.

Limiting youth access to tobacco products

Another 11.0% of respondents felt it was most important for the coalition to ***limit youth access to tobacco products***. Groups of respondents more likely to select this issue included single respondents, those who are employed, respondents ages 18 to 24, those with an annual income of \$18,000 to \$36,000, and those who smoke cigarettes some days. Groups of respondents less likely to select this problem included persons of color, unemployed and retired respondents, respondents ages 65 and older, and those with an annual income less than \$18,000.

Enforce the smoking ban

Less than one in ten, 9.3%, of respondents indicated that it was most important for the coalition to ***enforce the smoking ban***. Groups of respondents more likely to select this issue included retired persons, respondents ages 65 and older, those with an annual income less than \$36,000, and college graduates. Groups of respondents less likely to select this problem included single or divorced persons, those who are employed full-time, respondents ages 18 to 34, those with an annual income of \$54,000 to \$72,000, those who currently smoke, and those with some college education.

Limiting the advertisements such as getting businesses to stop advertising tobacco products

The problem that was selected least often was ***Limiting the advertisements such as getting businesses to stop advertising tobacco products***. This problem was selected by 9.2% of all respondents. Groups of respondents more likely to select this issue included those who rent their homes, residents from the county's urban areas, persons of color, widowed respondents, retired persons, those ages 65 and older, and those with an annual income less than \$18,000. Groups of respondents less likely to select this problem included residents from the counties suburban areas, single respondents, those who are employed part-time, respondents ages 18 to 24, those with an annual income greater than \$54,000, and college graduates.

Problem for Coalition to Address by Select Demographics, 2008						
		Proportion of Respondents				
		Enforce Smoking Ban	Prevent Youth from Smoking	Limit Youth Access	Limit Ads.	Help People Quit
All Respondents		9.3%	40.0%	11.0%	9.2%	27.5%
Demographic	Subgroup					
Home Ownership	Own	9.1%	42.5%	11.4%	8.3%	25.5%
	Rent/Other	10.1%	29.6%	9.5%	12.6%	35.7%
Location	Urban	8.5%	34.3%	11.1%	11.7%	30.8%
	Suburban	9.6%	42.8%	11.0%	7.9%	25.7%
Race	Caucasian	9.3%	41.5%	11.2%	8.7%	26.4%
	People of Color	10.3%	21.8%	7.7%	14.1%	41.0%
Marital Status	Single, never married	6.9%	31.5%	15.4%	6.9%	37.7%
	Divorced/Separated	6.2%	33.8%	11.0%	12.4%	31.7%
	Widowed	8.1%	29.7%	9.9%	18.0%	29.7%
	Married	10.7%	45.1%	10.4%	7.2%	23.8%
Employment Status	Employed Full-Time	6.9%	43.1%	13.8%	8.6%	24.7%
	Employed Part-Time	11.5%	41.6%	12.4%	6.2%	23.9%
	Retired	12.5%	34.5%	7.1%	13.7%	27.8%
	Unemployed	7.1%	34.3%	7.1%	10.0%	40.0%
	All Other	11.1%	41.4%	9.1%	3.0%	34.3%
Age of Respondent	18 to 24	7.4%	33.3%	25.9%	0.0%	33.3%
	25 to 34	5.8%	46.2%	10.6%	8.7%	27.9%
	35 to 44	10.8%	43.7%	13.4%	6.5%	23.4%
	45 to 54	7.7%	39.1%	12.1%	7.7%	29.5%
	55 to 64	8.1%	42.5%	10.8%	7.5%	26.3%
	65 and older	11.8%	34.1%	7.1%	15.3%	28.2%
Income	Under \$18,000	8.9%	29.5%	6.3%	13.4%	40.2%
	\$18-36,000	6.2%	32.9%	15.2%	12.9%	30.5%
	\$36-\$54,000	10.9%	41.5%	7.3%	10.9%	25.4%
	\$54-72,000	11.5%	42.0%	12.1%	4.5%	26.8%
	Over \$72,000	10.2%	50.0%	12.2%	5.1%	19.7%
Smoke Cigarettes	Everyday	3.9%	38.1%	10.3%	5.8%	38.1%
	Someday	4.3%	44.7%	14.9%	10.6%	23.4%
	Not at All	10.6%	40.1%	10.8%	9.7%	25.7%
Educational Attainment	High School or Less	9.1%	31.3%	11.8%	11.3%	32.7%
	Some College	7.0%	39.8%	9.4%	10.4%	29.4%
	College Grad	11.3%	52.3%	11.7%	5.0%	18.3%
Question: “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? Enforce the smoking ban, prevent youth from starting to smoke, limiting youth access to tobacco products, limiting the advertisements such as getting businesses to stop advertising tobacco products, or help people quit smoking?”						