

University of Kentucky Public Opinion Poll on Tobacco Issues

Summary Report*
December 1999

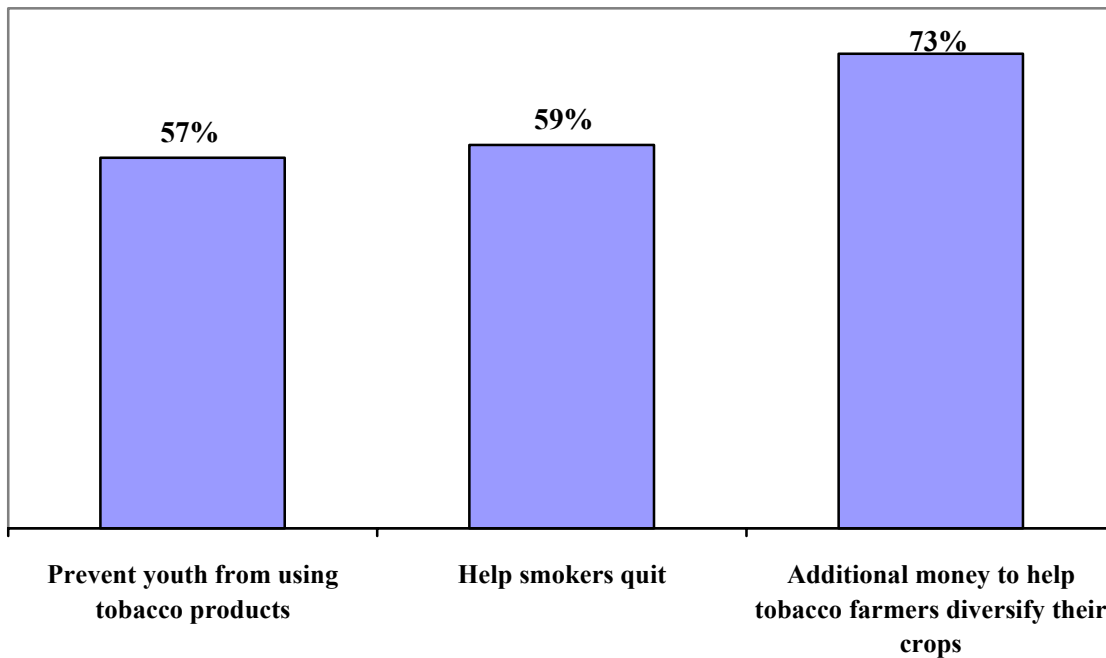
Overview

Kentuckians' views on tobacco issues were addressed via telephone surveys by the UK Survey Research Center from December 1 until December 22, 1999. The UK College of Nursing placed tobacco-related questions on the Kentucky Survey. The purpose of the survey was to learn about public views on social, political and economic issues affecting Kentucky residents. Households were selected using random-digit dialing, a procedure giving every residential telephone line in Kentucky an equal probability of being called. Respondents are representative of state demographics, with an over-representation of women. The margin of error is approximately ± 3.42 percentage points at the 95 percent confidence level.

Tobacco Company Settlement

Over the next 11 years, Kentucky will receive over \$1.5 billion to compensate farmers for expected losses related to a recent national tobacco company settlement. Kentucky will receive over \$3 billion over the next 25 years from the tobacco settlement that was intended to recover health care costs related to smoking.

In your opinion, for what purposes should the HEALTH CARE portion of the tobacco settlement money be used:

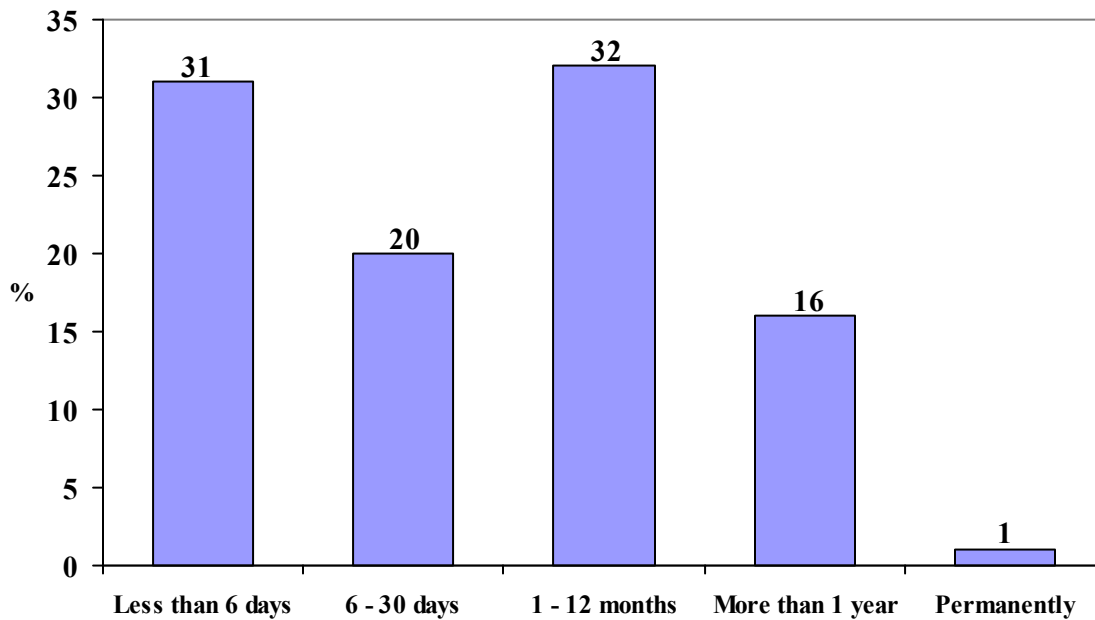


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- Information compiled by Drs. Ellen Hahn and Mary Kay Rayens, University of Kentucky College of Nursing
 - Revised 2/7/00

How Interested are Smokers in Quitting?

- ✓ 80% consider themselves addicted to cigarettes
- ✓ 83% have tried to quit smoking
- ✓ 60% tried to quit smoking during the last 12 months
- ✓ 80% would like to give up smoking, all things considered

When you last tried to quit, how long did you stay off cigarettes?



Smoking as a Threat to Family Health

- ✓ 40% said that smoking has been a cause of serious family health problems

Sample Characteristics

- ✓ 822 interviews were completed from 2,313 total calls made (39.6% response rate of total eligible participants)
- ✓ Non-institutionalized Kentuckians 18 years of age or older
- ✓ 60% female
- ✓ 91% Caucasian
- ✓ 51% some education post-high school
- ✓ 66% >\$25,000 household income per year
- ✓ 86% registered voters
- ✓ 34% smoked cigarettes in the past 30 days
- ✓ 59% have smoked at least 100 cigarettes in their life

