

NATIONAL SURVEY OF HEALTHCARE CONSUMERS: SMOKING

DECEMBER 2010



THOMSON REUTERS™

SURVEY OVERVIEW

Each year, the *Thomson Reuters PULSE™ Healthcare Survey* collects information about health behavior, attitudes and utilization from more than 100,000 U.S. households. This nationally representative telephone survey is conducted in 11 waves (each a standalone market research study) conducted sequentially throughout the year. Many healthcare topics are covered, including use of medical services, health status, insurance coverage, lifestyle, and current issues. The survey is self-funded and the data it generates are used in Thomson Reuters information products for healthcare professionals, particularly strategic planning and marketing managers in hospitals.

The results depicted below represent responses from 3,011 survey participants interviewed from December 1-15, 2010. The survey questions, which address consumer attitudes towards smoking, were developed in conjunction with National Public Radio. The margin of error is 1.8 percent.



EXECUTIVE SUMMARY

The survey asked respondents about their attitudes towards smoking. Among those polled, slightly more than half (56%) said they have never smoked. Roughly one in four (26%) said they were former smokers and 17% said they were current smokers. While attitudes were split among smokers and non-smokers on most issues, over three-quarters of those surveyed (76%) said they were in favor of a public smoking ban.

- The highest levels of smoking are associated with the lowest income and education levels. Thirty percent of respondents that classified themselves as current smokers earn less than \$25,000 a year, while 27% of current smokers had a high school diploma or less.
- The use of graphic images in cigarette packs and advertisements was supported by survey respondents, with 54% saying they agree or strongly agree with the use of graphic imagery as a deterrent.
- 76% of respondents said anti-smoking advertisements had no influence on them. However, 11% of former smokers said that anti-smoking advertising convinced them to quit smoking and 22% of current smokers said the ads inspired them to cut back on how much they smoke.
- On the subject of cigarette taxes, the results varied considerably between smokers and non-smokers. Three-fourths of smokers said taxes were either 'too high' or 'way too high', compared with just 21% of respondents who had never smoked.

SURVEY DATA

Responses in **RED** are statistically significant.

QUESTION 1: How would you describe your cigarette smoking history? Would you say you are a:

- 1 Current smoker
- 2 Former smoker
- 3 Never smoked

	Current Smoker	Former Smoker	Never Smoked
Age			
<35	23.1%	18.4%	58.5%
35 - 64	17.1%	24.9%	58.0%
65+	8.8%	44.4%	46.8%
Total	17.4%	26.3%	56.3%
Income			
< \$25k	29.8%	26.0%	44.2%
\$25k - \$49.9k	20.0%	21.8%	58.2%
\$50k - \$99.9k	14.7%	29.1%	56.2%
\$100k+	4.3%	25.2%	70.5%
Total	17.4%	26.3%	56.3%
Education			
High School or Less	27.4%	28.6%	44.0%
Some College	23.2%	27.9%	48.9%
College+	10.2%	24.3%	65.5%
Total	17.4%	26.3%	56.3%



QUESTION 2: On a scale of 1 to 5 — where 1 is “Strongly Oppose” and 5 is “Strongly Support” — how would you rate your level of support for the use of large graphic images on cigarette packs and ads to deter smoking?

	1	2	3	4	5
Current smoker	20.8%	8.7%	28.3%	11.8%	30.4%
Former smoker	21.9%	7.3%	18.7%	5.7%	46.4%
Never smoked	16.5%	3.7%	21.7%	12.0%	46.1%
Total	18.7%	5.5%	22.1%	10.3%	43.4%

QUESTION 3: Would you say that anti-smoking ads and messages have:

- 1 Influenced you to avoid smoking
- 2 Influenced you to quit smoking
- 3 Influenced you to reduce the amount you smoke
- 4 Influenced you to smoke or smoke more
- 5 No influence

	Avoid Smoking	Quit Smoking	Reduce Amount Smoked	Influence to Smoke or Smoke More	No Influence
Current smoker	3.5%	7.3%	21.6%	5.0%	62.6%
Former smoker	7.9%	11.4%	4.4%	0.6%	75.6%
Never smoked	16.4%	0.9%	1.5%	0.2%	80.9%
Total	11.9%	4.8%	5.8%	1.2%	76.3%

QUESTION 4: Thinking about the taxes that have been placed on cigarettes, would you say the taxes are:

- 1 Way too high
- 2 Too high
- 3 About right
- 4 Too low
- 5 Way too low

	Way Too High	Too High	About Right	Too Low	Way Too Low
Current smoker	37.3%	37.5%	23.0%	1.3%	0.9%
Former smoker	18.9%	20.8%	35.1%	13.9%	11.3%
Never smoked	8.2%	13.2%	37.8%	22.9%	17.8%
Total	16.5%	19.8%	34.3%	16.5%	12.9%

QUESTION 5: Do you believe smoking should be banned from all restaurants, bars, and other public places? (Result indicates the percentage of respondents who answered ‘yes.’)

Current smoker	50.3%
Former smoker	71.4%
Never smoked	86.1%
Total	76.1%

