

**Executive Summary
of the
Iowa 2004 Adult
Tobacco Use Survey**

Prepared by the
Center for Social and Behavioral Research
University of Northern Iowa

Gene M. Lutz
Melvin E. Gonnerman Jr.
Ki H. Park
Michael C. Philipp

For
Iowa Department of Public Health
Division of Tobacco Use Prevention and Control

TUPC Mission Statement

To establish a comprehensive partnership among state government, local communities, and the people of Iowa to foster a social and legal climate in which tobacco use becomes undesirable and unacceptable.

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For further information, contact:

Bonnie E. Mapes, Division Director, Tobacco Use Prevention and Control
Iowa Department of Public Health, Lucas State Office Building
321 East 12th Street, Des Moines, IA 50319-0075
515-281-6225; bmapes@idph.state.ia.us

Gene M. Lutz, Director, Center for Social and Behavioral Research
University of Northern Iowa, 221 Sabin Hall, Cedar Falls, IA 50614-0402
319-273-21105; gene.lutz@uni.edu

Executive Summary

Iowa has invested in efforts to prevent and control tobacco use, but to know whether tobacco use is changing there must be a monitoring system. In addition to other elements, an effective monitoring system will include a surveillance survey of the general public asking for self-reports of tobacco-related behaviors and attitudes. The 2004 Iowa Adult Tobacco Survey (ATS) is the third in a series of such state surveys whose purpose is to measure adult tobacco use and to be a primary part of the state's tobacco prevention and control monitoring system. The previous ATS projects in Iowa occurred in 2001 and 2002. Because there is a continuing, high level of state programming aimed at reducing tobacco use, it is useful to repeat the ATS annually or approximately so.

The 2004 Iowa ATS collected data from 1627 adults using a sampling plan that divided the state according to four types of counties based on total population. Random samples of adults were interviewed within each of these four county strata. Data were collected between April 1 and June 9, 2004, via Computer Assisted Telephone Interviewing (CATI) at the Center for Social and Behavioral Research, University of Northern Iowa. To ensure the findings represented the Iowa adult population, case weights (based on the number of adults in the household, number of phone lines into the household, and respondent age, gender, and race) developed by the Centers for Disease Control and Prevention were used in the analysis. The survey results are statistically representative of the adult Iowa population according to 2003 Census estimates.

Main Findings

Overview of Cigarette Use:

In 2004, slightly less than half (44%) of Iowa adults said they had ever smoked at least 100 cigarettes. (In 2002 ATS, 48% said they had smoked at least 100 cigarettes.) Approximately one-fifth (22%) reported they had smoked recently (past 12 months), one-fifth (20%) had smoked currently (past month), and one-fourth (24%) was former smokers. (In 2002 ATS, 23% had smoked currently.)

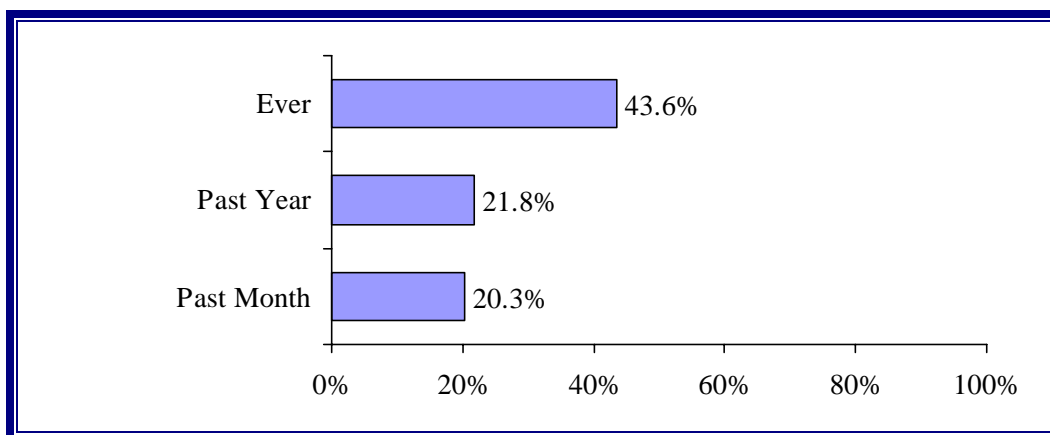


Figure ES1. Cigarette Use: Ever, Recent, And Current

Cigarette Use Prevalence:

While the prevalence rate for ever smoking cigarettes was statistically higher for men than for women (50% vs. 38%), the rate difference by gender was much less for recent smoking (25% vs. 19%), and for current smoking (23% vs. 18%) the difference was not statistically significant. Among those who have ever smoked, the difference between males and females who have ever smoked every day was not statistically significant (93% vs. 87%). Men and women smokers also smoked an equal number of days each month (although rural residents smoked on more days than those in the more urban counties.)

With respect to age, the rates are mixed. More of the younger adults smoked recently and currently than did the older adults, but the younger adults tended to smoke fewer cigarettes and less often than did the older adults. Rates of ever smoking were higher for older adults than for younger adults; e.g., 50% of those aged 45 to 64 had ever smoked while 35% of those 18 to 24 had ever smoked. In contrast, the rates of recent and current smoking were greater for those 18 to 44 (approximately 25%) than for those who were 65 and older (approximately 8%). With respect the extent of smoking, the rate of heavy smoking (one pack or more daily) among current smokers was higher for older adults (62% of those aged 45 to 64 and 42% of those 65 and older) than for younger adults (approximately 38% of those aged 18 to 44).

Putting aside differences by gender and age, about 90 percent of all adults who have ever smoked (100 or more cigarettes) reported that at some time they were smoking every day, and approximately one-third (35%) were still smoking. Nearly one-half (48%) of Iowa smokers smoked within 30 minutes of waking in the morning. A plurality (46%) of current smokers reported they first smoked when they were between 13 and 17 years old, and nearly as many (40%) began soon after when they were between 18 and 24.

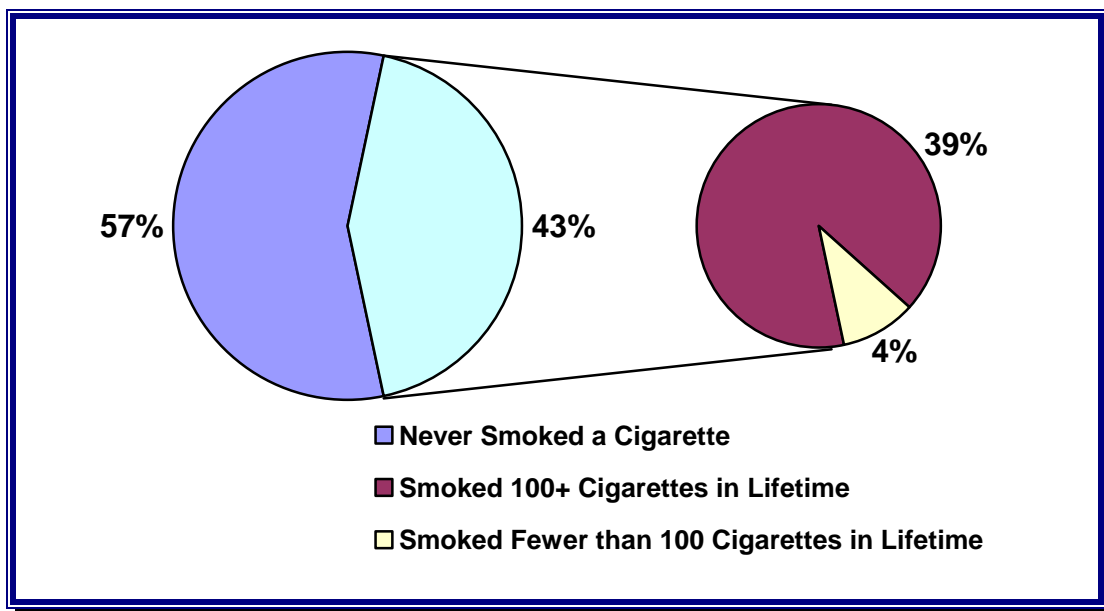


Figure ES2. Percentage Of Population Having Ever Smoked 100+ Cigarettes

Cessation of Cigarette Smoking:

With respect to smoking cessation, two-thirds (66%) of the former smokers quit 10 years or longer ago, with about one-third (34%) quitting when they were between the ages of 30 and 44. Most current smokers (77%) have tried to quit smoking for at least one day at some time in the past, 42 percent have tried to quit in the past 12 months, and 82 percent would like to quit and expect to quit at some time. (In 2002 ATS, 69% said they would like to quit.) Of those who would like to quit, three-fourths (75%) believe they are likely to succeed, 58 percent were seriously considering quitting in the next six months and 45 percent in the next 30 days. Nearly all (89%) of those who expected to try quitting in the next 30 days believed they were likely to be successful in quitting at some time.

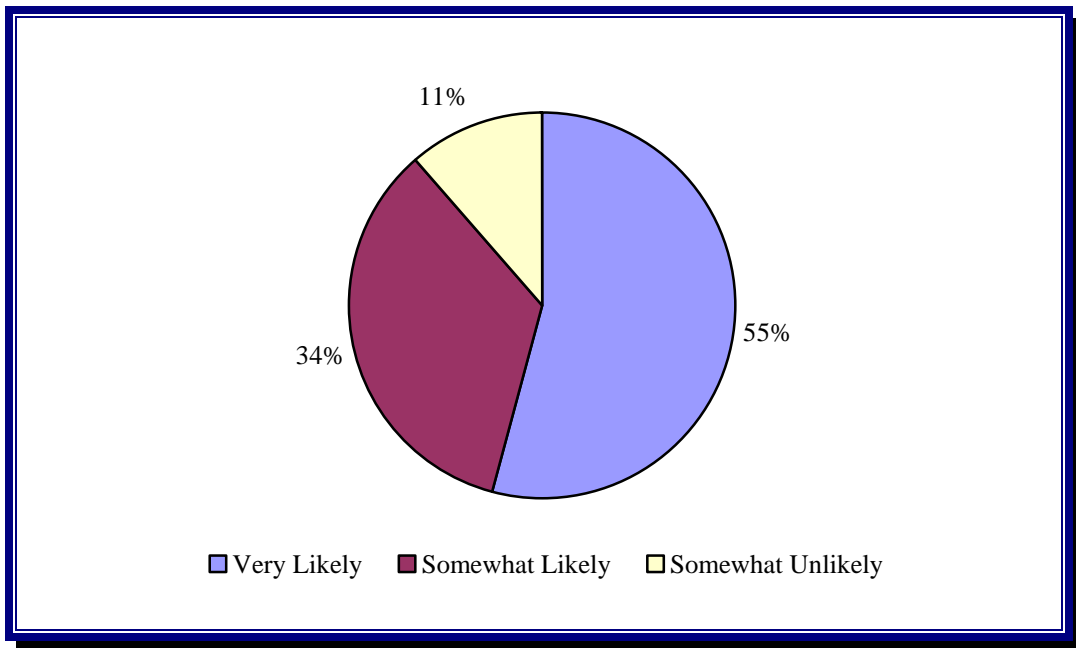


Figure ES3. Perceived Likelihood Of Successfully Stopping Smoking Among Those Who Are Planning To Stop Smoking Within The Next 30 Days.

Of nine possible resources that one might use to facilitate quitting, only for one of these did a majority express interest; 55 percent were interested in the nicotine patch. Of current smokers who knew, 39 percent thought their health insurance would pay for some assistance to stop smoking, and 20 percent had employers who offered some assistance with cessation within the past 12 months.

Cigarette Smoking and Health:

There was a clear relationship between cigarette use and general health. General health (as perceived by the respondent) was statistically lower among those who had ever smoked 100 or more cigarettes compared to adults who have never smoked cigarettes. Moreover, perceived general health was statistically lower among current smokers compared to all other adults (i.e., non-smokers and former smokers).

Smoking reportedly was not being widely monitored by the health professionals seen by the respondents. Three-fourths (76%) of the adults had seen a health professional in the past 12 months. Of these persons, 61 percent were asked whether or not they smoked; 78 percent of those asked were asked by a doctor and 31 percent were asked by a nurse. Of current smokers, only approximately one-half (53%) were advised to not smoke; 97 percent of those so advised were advised by a doctor and 15 percent were advised by a nurse. Three-fourths (74%) of all adults saw a dental professional in the past 12 months, but only one-third (36%) was asked whether or not they smoked. The dentist and hygienist were equally likely to be one who asked. Only about one-fourth (27%) of those who said in the ATS that they smoked reported they were advised to quit by a dental professional.

Other Tobacco Products:

In 2004, approximately one-fifth (20%) of adults reported having ever tried a smokeless tobacco product. By a 9:1 ratio these were men rather than women, and primarily those in the younger age groups (18-24 and 25-44) and those in the most rural counties. About 17 percent were current users of smokeless tobacco and 70 percent of them would like to quit. Slightly less than one-half (47%) of adults reported ever smoking a cigar; primarily men more than women by a 3:1 ratio. Approximately 11% reported current cigar smoking, of whom only one-third (36%) would like to quit. Slightly more than one-fifth (22%) of adults had ever smoked tobacco in a pipe, mostly by men and those 45 and older. Five percent were current pipe smokers, of whom one-fourth (28%) would like to quit.

Health Risk Perceptions and Social Influences:

The prevailing attitudes regarding smoking risks include: smoking while pregnant causes harm to the baby (98%), smoking is physically addictive (97%), and quitting after long-term smoking will still have a positive health effect (83%). With respect to environmental health, the prevailing views were that breathing the smoke from other people using cigarettes is harmful to one-self in general (93%), and specifically can cause lung cancer (83%), heart disease (72%), respiratory problems in children (97%), and SIDS (67%). Only in reference to colon cancer did less than a majority (26%) say smoke from others could be a cause of the cancer.

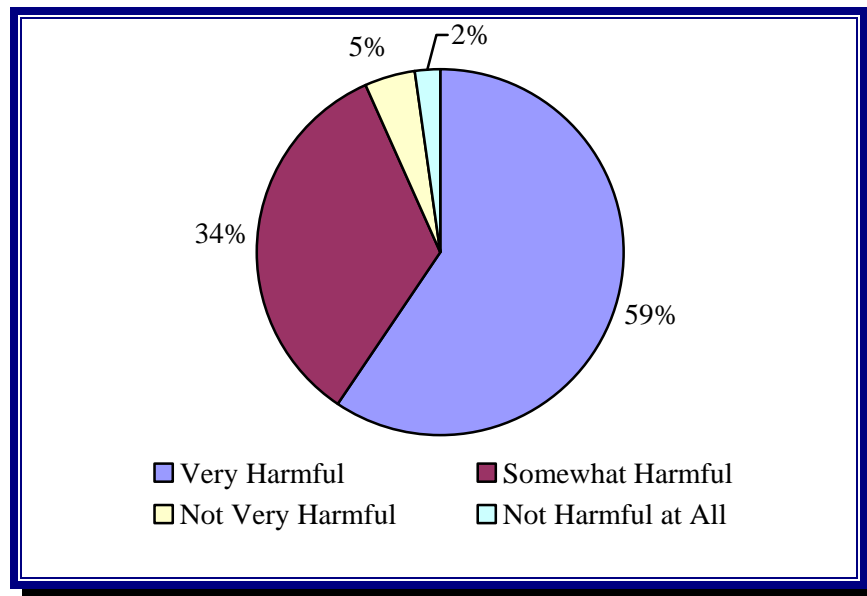


Figure ES4. Do You Think That Breathing The Smoke From Other People’s Cigarettes Is Very, Somewhat, Not Very, Or Not At All Harmful To One’s Health?

Smokers were more likely than non-smokers to live in households with other smokers. In 2004, about 20 percent of adult Iowans lived in a household having at least one other adult member who smoked cigarettes, cigars, or pipes. Slightly less than one-half (47%) of current cigarette smokers lived in a household with at least one other adult member who smoked cigarettes, cigars, or pipes as compared to 13% among non-cigarette smoking respondents. With respect to actual smoking within the home, approximately one in five (19%) adult Iowans indicated that someone had smoked cigarettes, cigars, or pipes somewhere inside their home during the past seven days; among non-cigarette smokers, only about 8 percent said that someone smoked inside their home during the past week.

Smoking was not allowed anywhere inside the homes of approximately three-fourths (73%) of adult Iowans. In cars, approximately 16 percent of Iowans did not have any rules about smoking in the car; of those who did have rules, about three-fourths (76%) never allowed smoking in any car. In the workplace, three-fourths (75%) reported smoking was officially restricted, and 63 percent of those in this restricted environment did not want the policy changed.

For indoor public places the dominant sentiment from among all adults was to not allow smoking in public buildings (66%) nor at indoor sporting/concert events (75%), and to support making all restaurants smoke-free (60%) and making restaurants in their own community smoke-free (67%). These views were in contrast to finding that only 29 percent favored smoking controls for outdoor public places, although 88 percent believed people should be protected from second-hand smoke, in general.

Even though making restaurants smoke-free was widely favored, the general view was that a total ban on smoking in restaurants would have little effect on how often the respondents would eat out. Specifically, 87 percent said a total ban would make “no difference,” five percent said they would eat out less often, and eight percent said they would eat out more often.

Of those who expressed an opinion, nine in 10 adults (more or less) said it was very important to prevent stores from selling to minors (86%) and that retailers should have a license to sell tobacco (95%). Less than one-fourth thought that tobacco companies should be allowed to include promotional coupons that would appeal to teenagers, and about 60 percent did not think that tobacco companies should be allowed to sponsor sporting events or concerts. More than 90 percent of Iowans reported that tobacco use by adults should not be allowed on school grounds or at any school events, and 85 percent of current smokers also held this position.

Overall, 41 percent of adult Iowans reported that there was one or more children aged 17 years old or younger living in their household. Among current cigarette smokers, 50 percent had one or more children living in their household, and about 37 percent had one or more school-age children (aged 5 through 17) in the household. Approximately 80 percent of these current smokers with children believed that their children were upset about their smoking.

One-third (33%) of all adults reported having one or more children aged 5 through 17 living in their household. About two-thirds of these children, (72% of boys and 65% of girls) had been talked to by the adult respondent at least once in the past 6 months about what the child can and cannot do when it comes to tobacco. Approximately 90 percent of adults with a child were certain that the child does not smoke.

Approximately 56 percent of all adult Iowans supported an additional tax on packs of cigarettes *if some or all* of the money raised was used to support tobacco-control programs. One-fourth of all adults would not support a tax increase and one-fifth did not express an opinion. The added amount supported was 50 cents to \$1 for 30 percent of all adults and \$2 or more for 26 percent of all adults. About one-third (35%) of current cigarette users would support a tax increase, while nearly half (47%) would not and 18% did not express an opinion. (In 2002 ATS, 62 percent of all adults were in favor of a \$1 per pack increase to reduce tobacco use, particularly among children.)

Current cigarette users were also asked if in the past 12 months they have ever bought cigarettes in a neighboring state, on an Indian reservation, or on the Internet. In the past year, 39 percent of current cigarette users had purchased cigarettes in a neighboring state, six percent on an Indian reservation, and one percent on the Internet.

About 50 percent of all adult Iowans had ever heard of the Just Eliminate Lies (JEL) slogan or seen its logo. This is understandable since JEL is aimed primarily at youth. Adult familiarity was higher among men than women, decreased as one moved from examining the younger to the older adult age groups, and was highest in the urban counties.

In 2004, about six percent of all adult Iowans had ever heard of Quitline Iowa, and less than one percent of current or former smokers had ever called it for help to quit smoking. More than 70 percent of current tobacco users (all types combined) said that they would like to quit using tobacco, yet only about five percent of those who would like to be tobacco free had ever heard of Quitline Iowa.

Overall:

In the 2004 ATS study, tobacco was reported to be used by a minority of Iowa adults and the predominant attitudes about tobacco did not favor its use by adults or youth. Among users, cigarette smoking and smokeless tobacco use were the predominant types of tobacco use, and most of these users would like to quit. In contrast, the small proportions that used other forms of tobacco mostly would not like to quit. With few exceptions, tobacco control policies that restrict tobacco use in Iowa were generally supported.

Conclusions

- **A minority of Iowa adults smoke cigarettes.**
- **Smoking differs somewhat by gender but more so by age.**
- **Most smokers want to quit.**
- **Use of tobacco products other than cigarettes is limited to a small portion of the population, mostly men.**
- **Iowans overwhelmingly hold negative views regarding tobacco use and positive views regarding limiting smoking.**
- **Restricting tobacco use by minors is supported by the great majority of adults.**
- **Most but not all Iowans support increasing tobacco taxes.**
- **Awareness of some smoking cessation resources is limited.**