

Media Tracking Report 1999

Behavioral Risk Factor Surveillance System - BRFSS



Introduction

This report summarizes findings from the 1999 Florida Behavioral Risk Factor Surveillance System (BRFSS) survey of Florida adults about their awareness of anti-tobacco media, in general, as well as their awareness and attitudes toward Florida's youth-focused anti-tobacco 'truth' campaign. In addition, this report contains data on attitudes that adults have about anti-tobacco messages and about youth tobacco use. Specific survey questions can be found on page 3 of this report.

Summary of Key Findings

- **Awareness of Any Anti-Tobacco Media:** 85.7% of Florida adults have seen or heard some type of anti-tobacco media (e.g., on billboards, television or radio).
- **Awareness and Perceptions of the Florida 'truth' Campaign:** 48.5% of Florida adults report that they have seen Florida's 'truth' campaign messages. Of those, 78.4% feel somewhat or very informed about the campaign. Of the adults who have seen the campaign, 87.4% of adults who have seen the campaign like or strongly like the campaign, overall, and 91.5% like the tone of the campaign.
- **Attitudes About Anti-Tobacco Messages:** 51.7% of Florida adults think that people who are opposed to tobacco twist the truth as much as do people who support tobacco. 52.8% of adults feel that most people are tired of being told about the dangers of cigarette smoking. Hence, slightly more than half of adults express some disillusionment regarding messages about tobacco.
- **Attitudes about Youth Tobacco Use:** 88.6% of adults believe that minors should not have the right to smoke even if they can afford to buy cigarettes. Nearly two of three adults (63.9%) feel that minors do not know enough facts to make a decision about whether or not to start smoking. Nearly a quarter of adults perceive youth tobacco use to be one of the most important problems in their communities and 41.1% believe that youth tobacco use is of moderate importance in their communities relative to other community problems. Only 9.2% perceive youth tobacco use to *not* be a problem in their communities.

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PURPOSE AND METHODS

Purpose

This report provides information on adult awareness of and attitudes toward anti-tobacco media campaigns, including Florida's 'truth' campaign, anti-tobacco messages, and youth tobacco use.

BRFSS Methodology

Sample

The data for the Adult Tobacco Tracking Report were collected throughout the 1999 calendar year as part of a tobacco module in the BRFSS survey. The BRFSS is a state-based telephone survey of the civilian, non-institutionalized adult population with telephones. The BRFSS is developed and supported by the Centers for Disease Control and Prevention. The Florida Department of Health has conducted the Florida BRFSS annually since 1986. The BRFSS is designed to monitor trends in risk behaviors related to preventable chronic diseases and conditions. Respondents are asked about *health status* including diabetes and blood pressure; *health behaviors* such as nutrition, physical activity, tobacco and alcohol use; *use of screening services* such as mammography; and *access to health insurance and health care*. Additional modules measuring an array of tobacco-related attitudes and behaviors were first added to the BRFSS in 1998. Data from the core survey are combined with data from the tobacco modules and form the basis of the information provided in this report.

The BRFSS data are weighted to reflect the age and sex distribution of Florida's adult population, and to account for differences in the probability of selection (e.g., households with more than one telephone line have a higher probability of selection) and for non-response. The overall response rate for the 1999 Florida survey was 37%; sample size is 5,166. Those surveyed include only non-institutionalized adults and adults with telephones.

The 1999 Florida BRFSS survey contains 5 questions about knowledge and perceptions of anti-tobacco campaigns, including 'truth;' 3 of these questions were asked only of those who are familiar with the 'truth' campaign and inquire about adults' perceptions about the 'truth' campaign; 2 questions ask adults about their attitudes toward anti-tobacco messages; and 3 items relate to adult attitudes about youth tobacco use.

Four of the five questions used to assess adult attitudes about anti-tobacco messages and youth use of tobacco included in this report were modified after data were collected for the first quarter (January - March) of 1999. The four questions from the first quarter of 1999 that are not included in this report ask about marketing by tobacco companies. These results can be found in the August 1999 BRFSS Adult Tracking Survey and can be obtained by contacting the Bureau of Epidemiology in the Florida Department of health at: (850) 245-4401. This and other tobacco reports can also be found on the following website: http://www9.myflorida.com/disease_ctrl/epi/diseases.htm then select "smoking" or "tobacco."

This report describes the overall prevalence of particular attitudes and perceptions about tobacco and anti-tobacco media as well as differences in attitudes and perceptions across smoking and sociodemographic statuses (e.g., gender, race-ethnicity, age, income, education and region). Comparisons across smoking status and sociodemographics for all variables studied in this report adjust for the effects of smoking and other sociodemographic factors. For example, when discussing race-ethnic differences in attitudes about the 'truth' campaign, all other sociodemographic factors (gender, age, income, education, region) and smoking status have been taken into account. Thus, differences reported across groups in one category (e.g., race-ethnicity) are *not* due to differences in other factors (e.g., smoking status, education or income) that might affect prevalence of attitudes or perceptions about tobacco. Significance or p-values are noted for significant results of analyses including smoking and all sociodemographic statuses (again, adjusting for all of these factors simultaneously). Note that the detailed tables at the end of the report list the prevalence of adult awareness and attitudes about anti-tobacco media and youth use for selected smoking and sociodemographic statuses.

METHODS

Variables, Survey Questions and Response Categories

Awareness and Perceptions of Anti-tobacco Media Campaigns:

Five items ask about knowledge and perceptions of anti-tobacco campaigns, including 'truth.'

- **Awareness of any anti-tobacco media campaign in the past month** was assessed by asking the respondent whether s/he had "seen anything on TV, heard anything on the radio or seen any billboards against smoking?" The three responses categories are "a lot," "a few," or "none."
- **Awareness of the Florida anti-tobacco 'truth' campaign** was asked as: "Now I would like to know if you have heard or seen anything at all about the anti-tobacco advertising campaign called 'truth.' Response options are "yes" and "no." This question is not time-bounded -- i.e., it asks, implicitly, whether one has ever seen the 'truth' campaign.

The following three questions about adults' perceptions about the 'truth' campaign were asked only of those who stated that they were aware of the 'truth' campaign in the preceding question.

- **How well-informed adults are about the 'truth' campaign.** Respondents were asked whether they "are very informed, somewhat informed, not very informed or not at all informed" and responses are combined into two categories: "informed" (very/somewhat informed) or "not informed" (not very/not at all informed).
- **How well adults like the 'truth' campaign, overall** was assessed by asking "For the 'truth' campaign, would you say you strongly like it, like it, dislike it or strongly dislike it?" Responses are combined into "like" (strongly like/like) or "dislike" (dislike/strongly dislike) the campaign.
- **How well adults like the tone of the 'truth' campaign** was evaluated by asking "As far as the type or tone of messages being sent by the campaign, do you strongly like it, like it, dislike it or strongly dislike it?" Responses are combined into "like" (strongly like/like) or "dislike" (dislike/strongly dislike) the tone of the campaign

Attitudes About Anti-Tobacco Messages

Respondents were asked whether they agree with the following two statements:

- "People who are opposed to tobacco twist the truth just as much as people who support tobacco."
- "Most people are really tired of being told about the dangers of smoking."

These questions were only asked of respondents interviewed in the 2nd through 4th quarters of 1999. Responses to each statement are combined into "agree" (strongly agree/agree) or "disagree" (disagree/strongly disagree)."

Attitudes About Youth Tobacco Use

Respondents were asked whether they agree with the following two statements:

- "If minors can afford to buy cigarettes, they should have the right to decide if they want to smoke."
- "Most minors know enough facts to make a decision about whether or not to start smoking."

The above two questions were only asked of respondents interviewed in the 2nd through 4th quarters of 1999. Responses to each statement are coded as "agree" (strongly agree/agree) or "disagree" (disagree/strongly disagree).

- Respondents were also asked: "Thinking about all the problems in your community, how important is the problem of youth tobacco use. Responses are coded as "important" (one of the most important problems/of moderate importance) or "not a problem" (minor problem/not a problem at all).

AWARENESS OF ANTI-TOBACCO MEDIA

Awareness of Any Anti-Tobacco Media

Of Florida adults, 85.7% of Florida adults have seen any anti-tobacco media messages. Of those, 45.9% have seen "a lot" of anti-tobacco media, 39.8% have seen "a few" of such messages and 14.3% have seen no anti-tobacco media messages of any type within the past month. There are no differences between those who have seen any anti-tobacco media and those who have seen none, by sex, race-ethnicity, income or education. Current smokers (90.7%) are slightly more likely to have seen any anti-tobacco media in the past month than are non-smokers (84.4%); ($p < 0.001$).

There are slight differences by age and region in the percentage of adults who have seen any anti-tobacco media messages. Adults aged 18-29 years are more likely to have seen any anti-tobacco advertisements ($p < 0.001$) than are older adults. Specifically, 91.9% of 18-29 year-olds have seen at least one anti-tobacco advertisement within the past month compared to 84.4% of older adults. Adults living in the Panhandle (88.4%; $p < 0.05$) and in Dade-Monroe (88.9%) are more likely than adults living in Florida, overall, ($p < 0.01$) to have seen any anti-tobacco media in the past month.

Awareness of the 'Truth' Campaign

Nearly half (48.5%) of adults in Florida have seen the 'truth' anti-tobacco advertising campaign. There were no differences in the percentage of adults who did and did not see the campaign by smoking status, gender, income or education. A smaller proportion of Hispanic adults (34.0%) reported that they had seen a 'truth' advertisement than did non-Hispanic white (50.5%) and black adults (60.3%). The percentage of adults who have seen any 'truth' media declines with age ($p < 0.001$). Specifically, 72.7% of 18-29 year-olds have seen 'truth' advertisements compared to 58.1% of 30-44 year-olds, 42.0% of 45-64 year-olds and 24.6% of adults aged 65 years and older. A greater proportion of adults in the Panhandle (59.1%), have seen the 'truth' campaign than have adults in the state as a whole (48.5%; $p < 0.05$). In contrast, a smaller proportion of adults in Dade-Monroe (34.1%) have seen 'truth' media than in the state ($p < 0.001$). Again, these regional differences exist when adjusting for smoking status and several sociodemographic variables.

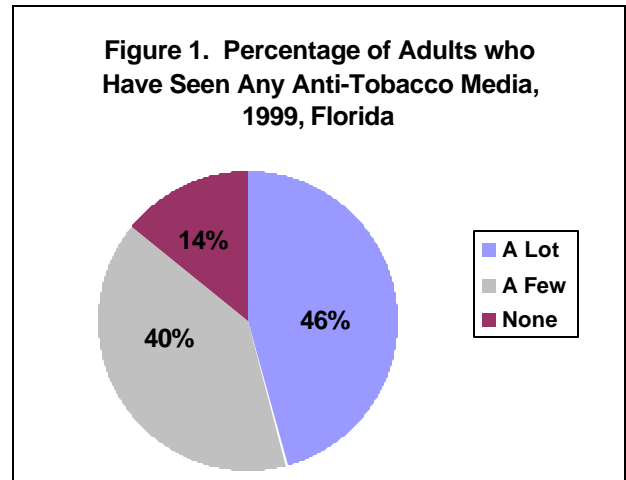
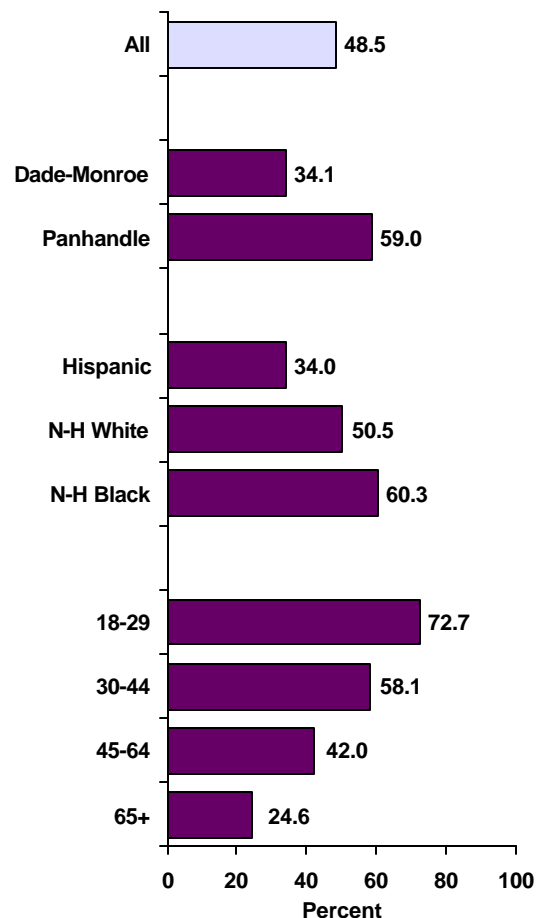


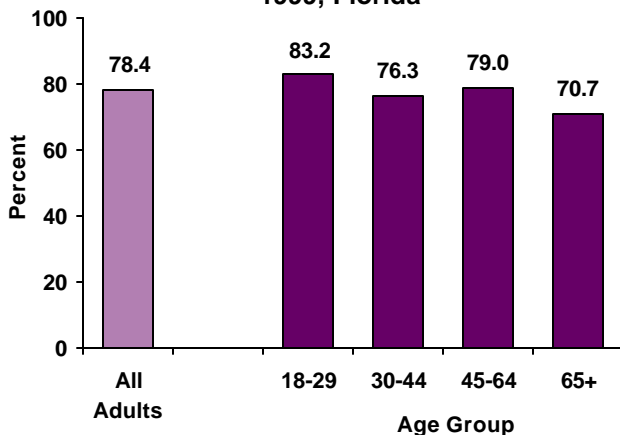
Figure 2. Percentage of Adults who Have Seen 'Truth' Media, by Region, Race-Ethnicity & Age, 1999, Florida



PERCEPTIONS OF FLORIDA'S 'TRUTH' CAMPAIGN

Of adults who have seen the 'truth' campaign, 78.4% feel informed about the campaign. There are no differences in the degree to which adults feel informed by the campaign by smoking status, gender, race-ethnicity, income or education. A greater proportion of adults aged 18-29 years (83.2%) feel informed compared to those older than age 65 (70.7%). Compared with adults living in the Florida as a whole, adults living in Palm Beach-Broward (80.2%) are more likely to feel informed about the truth campaign ($p < 0.05$). A smaller percentage of adults living in the Dade-Monroe region (68.3%) feel informed about the 'truth' campaign relative to adults statewide ($p < 0.001$). Again, these percentages are among those who had seen the 'truth' anti-tobacco media campaign. It is possible that these regional differences reflect how well adults in those areas understand the content of 'truth' ads, which are presented in English.

Figure 3. Of Adults who Have Seen 'Truth,' Percentage who Feel Informed About the Campaign, by Age, 1999, Florida

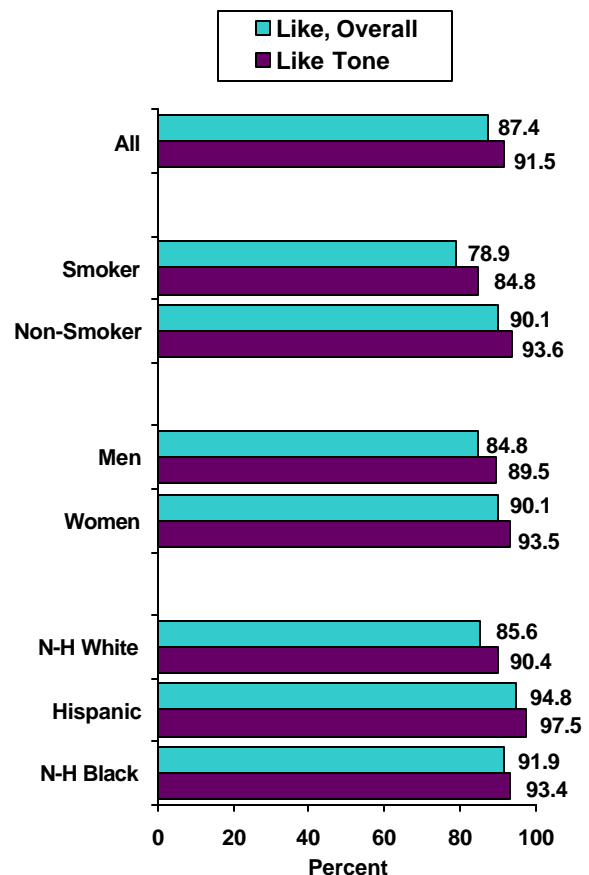


A large majority of adults in Florida who have seen the 'truth' campaign like it, overall (87.4%). Non-smokers are over twice as likely as smokers to like the 'truth' campaign ($p < 0.001$) and a larger proportion of women (90.1%) than men (84.8%) like the campaign ($p < 0.01$). A smaller share of non-Hispanic white adults (85.6%) than Hispanic (94.8) or black non-Hispanic (91.9%) adults like the 'truth' campaign ($p < 0.01$).

There were only slight differences across region with regard to how well adults like the campaign (see Detailed Tables). There were no notable differences in the proportion of adults who like the 'truth' campaign by other sociodemographic characteristics.

Just over 90% of adults in Florida strongly like or like the tone of the 'truth' campaign. A larger percentage of non-smokers (93.6%) than current smokers (84.8%) like the tone of the 'truth' campaign ($p < 0.001$), and a slightly larger proportion of women (93.5%) like the tone of the campaign than do men (89.5%; $p < 0.01$). There were only slight differences by race-ethnicity and region regarding how well adults like the tone of the 'truth' campaign (see Detailed Tables). There are no differences in perceptions of the tone of the 'truth' campaign by age, income or education. Despite some minor differences across sociodemographic statuses, the overwhelming majority of adults like the 'truth' campaign, overall as well as the tone of the campaign.

Figure 4. Of Adults who Have Seen 'Truth, Percentage' who Like the Campaign and the Tone of the Campaign, by Region, Smoking Status, Sex and Race-Ethnicity, 1999, Florida



ATTITUDES ABOUT ANTI-TOBACCO MESSAGES

The responses to the two questions that ask adults about their attitudes toward anti-tobacco messages indicate that a slight majority of adults perceive messages by tobacco proponents and opponents to be biased and feel that people are generally tired of hearing anti-tobacco messages. Specifically, of all Florida adults, 51.7% strongly agree or agree that both supporters and opponents of tobacco "twist the truth about tobacco." A larger percentage of smokers (66.4%) than non-smokers (47.8%) agree with this statement ($p < 0.001$). A smaller proportion of adults with four or more years of college (44.5%) than those with less education (54.7%) feel that both proponents and opponents of tobacco twist the truth about tobacco ($p < 0.05$). There were only minor regional differences (see Detailed Tables) and there were no differences in attitudes about this issue within other sociodemographic statuses.

Overall, 52.8% of adults in Florida believe that most people are "tired of hearing about the dangers of tobacco use." Compared to smokers (67.5%), non-smokers (48.7%) are less likely to agree with this statement ($p < 0.01$) and a larger proportion of women (55.7%) than men (49.8%) agree with this statement ($p < 0.01$). Compared to adults younger than 45 years of age (56.5%), those 65 years of age and older (48.4%) are less likely to feel that people are tired of hearing about the dangers of tobacco use ($p < 0.05$).

The percentage of adults who think that people are tired of hearing about the dangers of tobacco use is higher for those with less than four years of college (56.5%) than for those with more education (43.5%). Adults with annual household incomes of less than \$50,000 (55.9%) are more likely to perceive that people are tired of hearing about the danger of tobacco than are adults with higher incomes (46.2%) ($p < 0.01$). Adults in the Tampa Bay region (59.4%) are more likely than adults in the state as a whole to feel this way ($p < 0.01$). In contrast, a smaller proportion of adults living in the Palm Beach-Broward region (44.3%) feel that people are tired of hearing anti-tobacco messages, compared to adults statewide ($p < 0.01$). There were no notable differences in perceptions about this issue by race-ethnicity.

Based on responses to questions about anti-tobacco messages, non-smokers, adults over 45 years of age, those with four years or more of college and residents of the Palm Beach-Broward region are most likely to express anti-tobacco sentiments.

Figure 5. Percentage of Adults who Think that Supporters & Opponents of Tobacco Use Both Twist the Truth About Tobacco, by Smoking Status & Education 1999, Florida

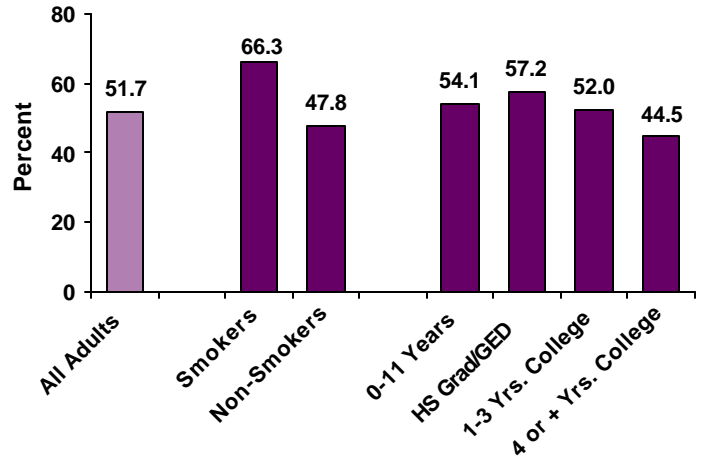
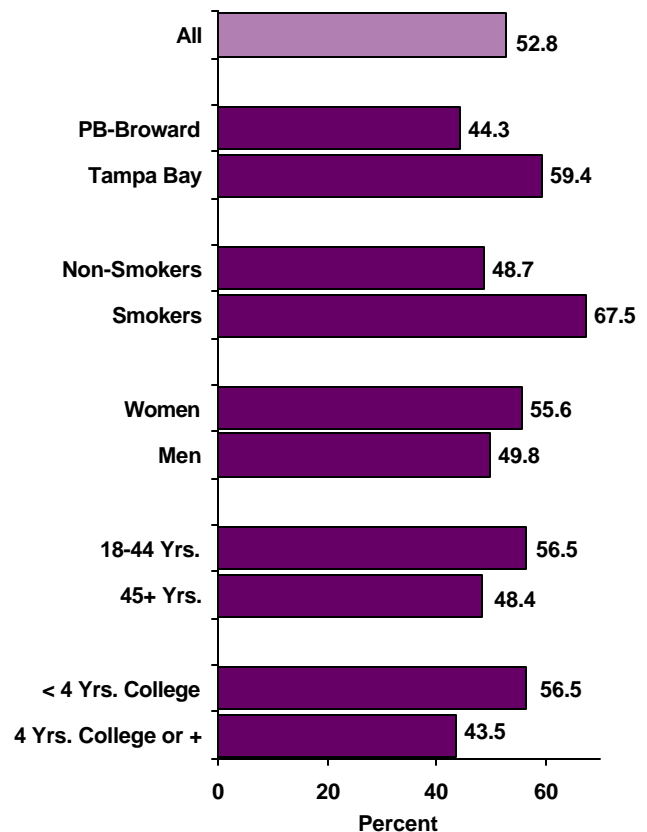


Figure 6. Percentage of Adults who Think that People are Tired of Hearing About the Dangers of Tobacco, by Region, Smoking Status, Sex, Age & Education, 1999, Florida



ATTITUDES ABOUT YOUTH TOBACCO USE

Adults in Florida are more likely to take an anti-tobacco stand regarding tobacco use by minors than about tobacco messages, in general.

Of all adults in Florida, 88.6% feel that minors should not have the right to smoke cigarettes, even if they can afford it. There were significant, but substantively small differences across sex, age, race-ethnicity, education, and income (see Detailed Tables). Generally, women, Hispanic adults, those between the ages of 30-44, adults with annual household incomes of \$35,000 or more, and who attended four or more years of college were less likely than their counterparts to believe that minors should not have the right to smoke. There were no differences in beliefs about minors having the right to decide whether or not to smoke by smoking status or region of the state.

Nearly two of three adults in Florida (63.9%) do not think that minors know enough facts about tobacco to decide whether or not to smoke. Adults who express that youth should not have the right to decide about whether to smoke are more likely than their counterparts to be a non-smoker, a woman and to have four or more years of college education. There are no differences in beliefs about whether minors should have the right to smoke by race-ethnicity or income.

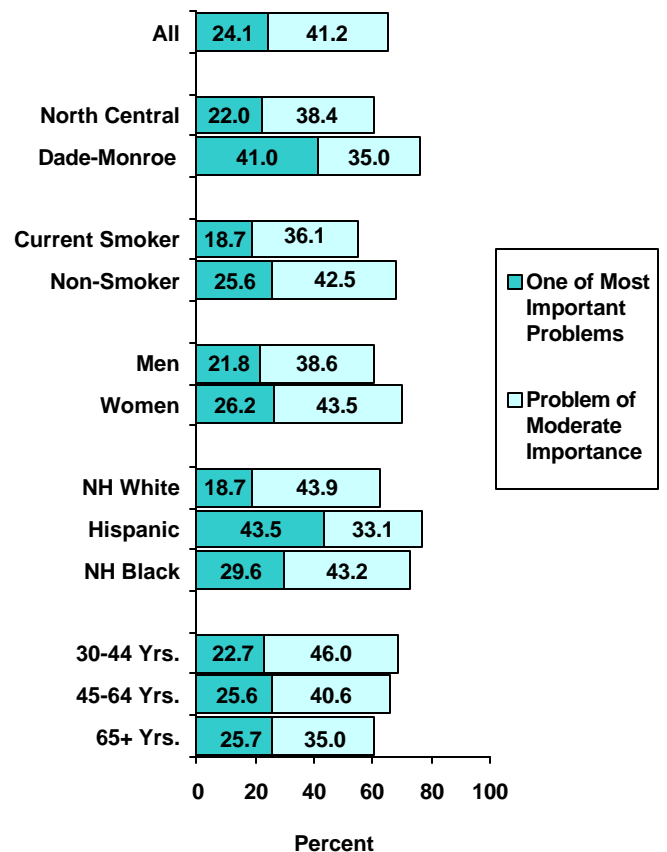
Just over 65% of adults in Florida think that, of all of the problems in their community, youth tobacco is one of the most important problems or is of moderate importance. Non-smokers (68.1%) are more likely than current smokers (54.8%) to perceive youth tobacco use as an important community problem ($p < 0.001$). A higher proportion of women (69.6%) than men (60.4%) believe that youth tobacco use is an important concern in their community ($p < 0.001$). Hispanic adults (76.6%) are more likely than non-Hispanic whites (62.5%) and non-Hispanic blacks (63.8%) to view youth tobacco use as an important community problem ($p < 0.001$).

The proportion of adults over 65 years of age (60.7%) who perceive youth tobacco use as an important community issue is lower than for those 30-44 years old (68.6%; $p < 0.001$) and 45-64 years of age (66.1% $p < 0.01$). There is no clear trend in adult perceptions of the importance of youth tobacco use by educational status.

Compared to adults statewide (65.2%), a smaller proportion of adults living in the North Central region of Florida (60.4%) perceive youth tobacco use as a problem in their community ($p < 0.05$). In contrast, adults living in the Dade-Monroe region (76.0%) are more likely than all adults living in Florida to hold the opinion that youth tobacco use is a major community problem ($p < 0.05$).

Together, the questions about adult attitudes toward anti-tobacco messages and youth tobacco use indicate that adults who are non-smokers, women, Hispanics or non-Hispanic black and those 45 years of age and older are more likely to take an anti-tobacco stance than their counterparts. Nevertheless, the majority of all groups have anti-tobacco attitudes, especially regarding youth tobacco use.

Figure 7. Percentage of Adults who Feel that Youth Tobacco Use is an Important Community Problem, by Region, Smoking Status, Gender, Race-Ethnicity, Age & Education, 1999, Florida



CONCLUSIONS AND RECOMMENDATIONS

Among adults, smoking status is the most consistent predictor of attitudes about anti-tobacco media and messages and about youth tobacco use. Specifically, compared to adults who do not smoke, adults who smoke cigarettes currently are less likely to feel favorably about the 'truth' campaign, are less likely to take an anti-tobacco stand regarding social messages about the dangers of tobacco and are less likely to view youth tobacco use as a problem. Together, these findings indicate that adults who smoke cigarettes convey social norms that promote tobacco use, including tobacco use by youth.

The majority of Florida adults (85.7%) have seen at least some anti-tobacco messages within the last month and nearly half of adults (48.5%) report that they have seen 'truth' messages. The most notable trend in the data on awareness of this youth-focused anti-tobacco media campaign is that it is reaching a larger share of young adults (especially those 29 years old and younger) than older adults, consistent with the objectives of those who developed the youth-focused campaign. However, among those who have seen the 'truth' anti-tobacco media, there are no differences by age in the proportion of adults who like the messages and the tone of the campaigns; a substantial majority of all adults feel favorably toward the campaign.

Just over half of Florida adults feel that both supporters and opponents of tobacco misrepresent information about tobacco use and about the same proportion think that people are tired of hearing messages about the dangers of tobacco; why they hold these views was not ascertained. Compared to adults who like the 'truth' campaign and its tone, adults who dislike it are more likely to perceive that people are tired of hearing anti-tobacco messages and to feel that both proponents and opponents of the tobacco misrepresent information about tobacco (results not shown). Even among adults who like the 'truth' campaign, many feel that most people are tired of hearing about the dangers of tobacco use. This finding is not surprising given that, unlike much of anti-tobacco media, the 'truth' campaign focuses on the manipulation of youth by the tobacco industry rather than on the dangers of tobacco use.

A large majority of adults in Florida think that minors should not have the right to smoke, and about two-thirds of Florida adults feel that minors do not have enough facts to decide whether to smoke. Most adults in Florida disapprove of youth tobacco use and two-thirds of Florida adults perceive youth tobacco use as one of the most important problems or of moderate importance relative to other problems in their communities. Together, these findings indicate how strongly Florida adults feel about the importance of preventing and reducing youth tobacco use.

Recommendations

Program interventions:

- Establish campaigns that increase adult awareness of their role in modeling tobacco use and in influencing social norms surrounding tobacco use.
- Reduce adult tobacco use via adult cessation programs that are accessible and affordable to adults who wish to quit smoking.

Surveillance:

- Continue to collect and analyze data on adult awareness and perceptions of anti-tobacco media campaigns and the degree to which adults approve or disapprove of youth smoking.
- Continue to assess how smoking status and other sociodemographic factors influence adult attitudes toward tobacco use.

Research:

- Learn more about the reasons that adults have particular attitudes about anti-tobacco messages and youth tobacco use.
- Identify what Florida adults perceive as their role in preventing or discouraging youth tobacco use.
- Identify factors that explain social differences in attitudes about tobacco and tobacco use.

LIST OF COUNTIES IN FLORIDA REGIONS

Panhandle: Alachua, Bay, Bradford, Calhoun, Columbia, Dixie, Escambia, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Levy, Liberty, Madison, Okaloosa, Putnam, Santa Rosa, Suwanee, Taylor, Union, Wakulla, Walton and Washington.

North East: Baker, Clay, Duval, Flagler, Nassau, St. Johns and Volusia.

North Central: Brevard, Citrus, Hernando, Lake, Marion, Orange, Osceola, Seminole and Sumter.

Tampa Bay: Hillsborough, Manatee, Pasco and Pinellas.

South Central: Charlotte, Collier, De Soto, Glades, Hardee, Hendry, Highlands, Indian River, Lee, Martin, Okeechobee, Polk, Sarasota and St. Lucie.

Palm Beach-Broward: Palm Beach and Broward.

Dade-Monroe: Dade and Monroe.

DETAILED TABLES, 1999 BRFSS

Smoking and Sociodemographic Statuses	Saw Any Anti-Tobacco Media? N=4,940						Saw 'truth' Anti-Tobacco Media? N=4,838		Felt Informed About 'truth' Campaign? N=2,312		Liked the 'truth' Campaign, Overall? N=2,128		Like Tone of the 'truth' Campaign? N=2,165	
	A Lot		A Few		None		Yes		Very/Somewhat		Strongly Like/Like		Strongly Like/ Like	
	%	CI*	%	CI*	%	CI*	%	CI*	%	CI*	%	CI*	%	CI*
All	45.9	±1.4	39.8	±1.4	14.3	±1.0	48.5	±1.4	78.4	±1.7	87.4	±1.4	91.5	±1.2
Smoking Status														
Current	56.9	±3.0	33.8	±2.9	9.3	±1.8	54.6	±3.1	79.3	±3.4	78.9	±3.6	84.8	±3.1
Former	40.4	±2.7	41.8	±2.7	17.8	±2.1	42.7	±2.7	74.9	±3.7	89.5	±2.7	93.5	±2.2
Never	44.2	±1.9	41.3	±1.9	14.5	±1.4	48.8	±1.9	79.7	±2.2	90.3	±1.7	93.7	±1.4
Sex														
Women	46.4	±1.9	38.5	±1.9	15.1	±1.4	46.3	±1.9	78.7	±2.4	90.1	±1.8	93.5	±1.5
Men	45.3	±2.0	41.3	±2.0	13.4	±1.4	50.8	±2.0	78.1	±2.4	84.8	±2.2	89.5	±1.8
Race/ethnicity														
Non-Hispanic white	41.8	±1.6	43.6	±1.6	14.6	±1.2	50.5	±1.7	78.4	±2.0	85.6	±1.7	90.4	±1.5
Non-Hispanic black	60.4	±4.5	24.8	±4.0	14.7	±3.3	60.3	±4.6	80.1	±4.9	91.9	±3.5	93.4	±3.1
Hispanic	55.9	±3.3	32.3	±3.1	11.8	±2.1	34.0	±3.2	75.2	±5.0	94.8	±2.7	97.5	±1.9
Age														
18-29 Years	59.9	±3.1	32.0	±3.0	8.1	±1.7	72.7	±2.9	83.2	±2.8	86.9	±2.6	90.9	±2.2
30-44 Years	44.0	±2.6	43.6	±2.6	12.5	±1.7	58.1	±2.6	76.3	±3.0	87.7	±2.4	92.3	±1.9
45-64 Years	43.9	±2.5	41.4	±2.5	14.7	±1.8	42.0	±2.6	79.0	±3.3	88.5	±2.7	91.5	±2.3
65 Years & older	38.7	±2.9	40.3	±2.9	21.0	±2.4	24.6	±2.5	70.7	±5.5	85.2	±4.7	90.4	±4.0
Education														
0-11 Years	52.1	±3.9	30.2	±3.6	17.7	±3.0	38.0	±3.8	74.2	±5.6	85.9	±4.8	88.6	±4.4
HS Grad/GED	48.1	±2.5	38.2	±2.4	13.7	±1.7	47.8	±2.5	76.7	±3.1	86.1	±2.6	93.0	±1.9
1-3 Years College	46.1	±2.7	40.3	±2.6	13.6	±1.8	52.9	±2.7	81.0	±3.1	86.7	±2.6	89.6	±2.3
4 or + Years College	40.2	±2.6	45.9	±2.6	14.0	±1.8	49.8	±1.4	78.9	±1.7	90.2	±2.4	92.8	±2.0
Region														
Panhandle	46.9	±4.2	41.4	±4.1	11.7	±2.7	59.1	±4.1	78.0	±4.6	84.8	±4.2	90.7	±3.3
Northeast	48.7	±4.4	37.8	±4.3	13.6	±3.0	53.9	±4.5	83.8	±4.6	92.0	±3.5	94.5	±2.9
North Central	44.6	±3.4	40.4	±3.4	15.4	±2.5	53.3	±3.4	81.3	±3.7	84.2	±3.6	87.6	±3.2
Tampa Bay	42.5	±3.4	42.7	±3.4	14.8	±2.5	49.1	±3.5	77.8	±4.1	91.4	±2.9	93.9	±2.4
South Central	40.5	±3.6	43.3	±3.7	16.2	±2.7	47.5	±3.7	76.9	±4.6	78.7	±4.7	86.2	±3.9
Palm Beach-Broward	45.2	±3.4	39.0	±3.3	15.8	±2.5	45.7	±3.5	80.1	±4.1	90.3	±3.2	94.1	±2.6
Dade-Monroe	54.3	±3.6	34.6	±3.5	11.1	±2.3	34.1	±3.5	68.3	±6.0	92.9	±3.5	96.2	±2.6

*95% Confidence Interval

DETAILED TABLES, 1999 BRFSS

Smoking and Sociodemographic Statuses	Opponents and Supporters of Tobacco both Twist the Truth about Tobacco N=3,392		Most People are Tired of being Told about Dangers of Tobacco N=3,471		Minors have a Right to Smoke if they can Afford to N= 3,644		Most Minors Know Enough Facts to Decide whether to Start Smoking N=3,542		Of all Problems in Your Community, how Important is the Problem of Youth Tobacco Use? N=4,636	
	Strongly Agree/Agree		Strongly Agree/Agree		Strongly Agree/Agree		Strongly Agree/Agree		One of Most Important/Moderate Importance	
	%	CI*	%	CI*	%	CI*	%	CI*	%	CI*
All	51.7	±1.7	52.8	±1.7	11.4	±1.0	36.1	±1.6	65.2	±1.4
Smoking Status										
Current	66.4	±3.4	67.5	±3.4	13.8	±2.4	42.5	±3.5	54.8	±3.1
Former	50.8	±3.3	48.7	±3.3	11.3	±2.0	35.1	±3.1	64.5	±2.7
Never	46.3	±2.3	48.5	±2.3	10.6	±1.4	34.0	±2.2	69.9	±1.8
Sex										
Women	50.6	±2.3	55.7	±2.3	10.0	±1.3	34.5	±2.2	69.6	±1.8
Men	52.9	±2.4	49.8	±2.4	13.0	±1.6	37.9	±2.3	60.4	±2.0
Race/ethnicity										
Non-Hispanic white	53.2	±2.0	54.5	±2.0	11.3	±1.2	36.0	±1.9	62.5	±1.7
Non-Hispanic black	53.8	±5.9	53.9	±5.7	15.4	±4.0	40.2	±5.6	63.8	±4.7
Hispanic	45.5	±4.0	46.4	±3.9	10.1	±2.3	36.1	±3.7	76.6	±2.9
Age										
18-29 Years	54.9	±3.7	63.0	±3.5	16.9	±2.7	43.0	±3.6	63.4	±3.1
30-44 Years	51.6	±3.1	51.7	±3.1	7.9	±1.7	31.6	±2.9	68.6	±2.5
45-64 Years	50.5	±3.0	49.7	±3.0	9.1	±1.7	35.1	±2.8	66.1	±2.5
65 Years & older	50.5	±3.8	48.4	±3.8	14.4	±2.5	37.3	±3.6	60.7	±3.1
Education										
0-11 Years	54.1	±5.2	58.9	±4.8	17.1	±3.6	40.4	±4.7	66.0	±3.9
HS Grad/GED	57.2	±3.0	57.9	±2.9	12.1	±1.9	39.6	±2.9	61.5	±2.5
1-3 Years College	52.0	±3.2	53.7	±3.1	11.1	±1.9	36.9	±3.0	65.8	±2.6
4 or + Years College	44.5	±3.1	43.5	±3.1	8.6	±1.7	29.7	±2.8	68.7	±2.5
Region										
Panhandle	57.4	±4.8	53.8	±4.7	10.9	±2.9	34.6	±4.7	64.8	±4.1
Northeast	51.9	±5.3	51.8	±5.2	10.6	±3.1	37.8	±5.2	63.4	±4.4
North Central	51.7	±4.1	57.4	±4.0	12.1	±2.6	36.1	±4.0	60.4	±3.5
Tampa Bay	56.7	±4.1	59.4	±4.1	12.6	±2.7	35.7	±4.1	63.5	±3.4
South Central	55.3	±4.5	56.5	±4.4	12.3	±2.8	39.7	±4.4	63.2	±3.7
Palm Beach-Broward	46.7	±4.2	44.3	±4.2	10.7	±2.5	34.2	±4.2	65.3	±3.4
Dade-Monroe	46.4	±4.5	45.7	±4.4	10.3	±2.6	35.3	±4.4	76.0	±3.2

*95% Confidence Interval

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[HTTP://WWW.DOH.STATE.FL.US/DISEASE_CTRL/EPI](http://www.doh.state.fl.us/disease_ctrl/eipi)

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Robert G. Brooks, M.D., Secretary
Florida Department of Health