COMMUNITY TOBACCO SURVEY OF ADULT RESIDENTS OF CHEMUNG, SCHUYLER, AND STEUBEN COUNTIES (NEW YORK)

Opinions, Behaviors, and Perceptions Related to Exposure to Secondhand Smoke, Tobacco Marketing, Tobacco Sales, Tobacco Use, and Tobacco Cessation

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STTAC
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Table of Contents

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Introduction

The Southern Tier Tobacco Awareness Community Partnership (STTAC) is a community partnership affiliated with the New York Tobacco Control Program, a program of the New York State Department of Health, whose goals include advocating, initiating, funding, and supporting activities that promote the prevention and cessation of tobacco use among Chemung, Schuyler, and Steuben County (New York) residents. Ultimately, the purpose of this tobacco prevention community partnership, and its programs and services, is to better educate residents regarding the risks of tobacco use and to reduce the rates of tobacco use and tobacco-related death and disease in the county.

The New York State Department of Health Tobacco Control Program (NYTCP) implements evidence-based and promising strategies to prevent and reduce tobacco use. The NYTCP envisions a tobacco-free society for all New Yorkers. The program began in January 2000, and is built on a foundation of community partners using evidence-based strategies from the Guide to Community Preventive Services to decrease tobacco use. Over time, the program has effectively implemented a strong clean indoor air law, maintained support for high tobacco taxes to keep the price of tobacco high, and worked to increase access to effective cessation services and motivate smokers to try to quit. As a result of programmatic efforts, youth and adult smoking rates in the state are at their lowest levels on record.

The current *vision*, *mission*, and *goal* for the New York Tobacco Control Program are:

Vision: All New Yorkers living in a tobacco-free society.

Mission: To reduce morbidity and mortality and alleviate the social and economic burden caused by tobacco use in New York State.

Goal: To reduce the prevalence of adult cigarette use to 12% and adolescent cigarette use to 10% by 2013.

To satisfy this vision and mission, and to attain this goal, the New York Tobacco Control Program and its community partnerships have identified the following ***priority issues***: (1) eliminating exposure to secondhand smoke; (2) changing the community's attitudes and policies regarding tobacco use, thereby decreasing the social acceptability of tobacco; (3) promoting cessation of tobacco use; (4) preventing the initiation of tobacco use among youths and adults; (5) building and maintaining effective tobacco control infrastructure; and (6) contributing to the science of tobacco control.

The ***role*** of tobacco community partnerships includes working to change the community environment to support the tobacco-free norm. Partnerships are continuously working to engage local stakeholders; educate community leaders and the public; and mobilize the community to strengthen tobacco-related policies to restrict the use and availability of tobacco products, restrict tobacco product promotion, and limit opportunities for exposure to secondhand smoke. (Source for description of vision, mission, goal, priority issues, and role: www.health.ny.gov/prevention/tobacco_control)

Specific ***current priorities*** that have been identified for the tobacco community partnerships include, but are not limited to: Spreading the Message about the Dangers of Tobacco; Tobacco Marketing; Tobacco Point of Sale; Outdoor Tobacco Policies; Smoke Free Workplace; and Smoke Free Housing. (Source: www.tobaccofreenys.org)

To accomplish, address, and/or attain the vision, mission, goal, priority issues, role, and current priorities in the STTAC Region counties, STTAC has a need for current and accurate information regarding tobacco-related behaviors and attitudes among Chemung, Schuyler, and Steuben County residents. This information will enable the community partnership to better:

- ***plan and define*** goals, objectives, programs, services, initiatives, interventions, and promotions to be provided in the future by STTAC, and
- ***measure and evaluate the effectiveness of STTAC*** in meeting its goals and objectives by using this data for comparison to past studies, and future similar studies completed in the STTAC Region in subsequent years, as well as to comparable regional data.

To measure the necessary attitudes and behaviors regarding tobacco issues in Chemung, Schuyler, and Steuben Counties, STTAC contracted with *Joel LaLone Consulting*, from Watertown, New York, to complete a community study. The study involved completion of a random telephone survey of a sample of approximately 1,200 adult residents of the STTAC Region – approximately 400 adults from each of Chemung, Schuyler, and Steuben Counties. The survey included the following eight primary sections of questions/information regarding attitudes and behaviors related to tobacco:

1. Tobacco Marketing
2. Tobacco Point of Sale
3. Outdoor Tobacco Policies
4. Smoke Free Workplace
5. Smoke Free Housing
6. Tobacco Use
7. Tobacco Cessation Issues – Former Smokers
8. Tobacco Use, Cessation, and Purchase Issues – Current Smokers

This report is a summary and explanation of the findings of the STTAC Region community tobacco study completed for the Southern Tier Tobacco Awareness Community Partnership in January 2013. When possible, comparisons of the current results are made to the results of previous community tobacco surveys completed in the STTAC Region in 2005, 2007, 2009, and 2011. Additionally, the current county-specific results are compared to "current regional average results." The "current regional average results" are derived using the findings from twenty-three separate Central, Northern, and Western New York county-wide tobacco-related studies that were completed by tobacco community partnerships during the interval of December 2011 – January 2013 (including the three STTAC Region counties). Each of these twenty-three studies is similar to the current STTAC study in methodology, goals, and scope. Finally, the current STTAC Region results are cross-tabulated by the possible explanatory factors of Gender, Age, Education Level, Household Income Level, and Current Cigarette Smoking Status.

Methodology

The survey instrument used in this study was developed through the collective efforts of the evaluation specialists at the New York State Department of Health Tobacco Control Program, together with the local tobacco coalition coordinator at STTAC. The instrument, the introductory script used by interviewers on the telephone, and the required methodology to collect the data (complete interviews) were each approved by the Institutional Review Board of the New York State Department of Health in November of 2012. The survey included approximately thirty items (questions) regarding the eight sets of tobacco issues outlined in the preceding introduction (including demographic questions). Copies of the script and survey instrument are attached as an appendix.

The study included completing interviews of 1,200 adult residents of the STTAC Region. All interviews were completed via telephone. To be eligible to complete the survey, the resident was required to be at least 18 years of age. Personal residence telephone numbers were randomly selected from Chemung, Schuyler, and Steuben Counties. The randomly-selected landline telephone numbers were obtained from an unscrubbed list, ensuring that individuals whose households are included in the "telemarketing do-not-call list" would be represented in this study. After selecting the random landline telephone numbers, the three county-specific lists were each randomly sorted a second time. Approximately 23% of the 1,200 interviews were completed on cellular phones of the participants. The cellular phone numbers attempted were generated randomly, by generating random four-digit sets of numbers to append to the most common area codes and prefixes that are in use for cellular phones in Chemung, Schuyler, and Steuben Counties. Before a survey was completed with a participant who was speaking on their cellular phone it was queried and established that the participant was not driving a motor vehicle at that time, and that he or she was in a safe and private location at that time.

All telephone calls were made between 3:30 p.m. and 9:00 p.m. from a call center in Watertown, New York, on the evenings between December 26th, 2012 and January 11th, 2013. The staff of *Joel LaLone Consulting*, who completed the interviews, has extensive experience and training in human subject research methodology and effective interviewing techniques. Collectively in the three counties, it was necessary to attempt to contact 6,967 households before completing the contracted 1,200 interviews (cellular phones and landline results combined). When each of the 6,967 telephone numbers was attempted, one of four results occurred: Completion of an interview; a Decline to be interviewed; No Answer/Busy; or an Invalid Number (includes those cellular phone numbers contacted for which the persons lived outside of STTAC Region counties). As required within the research protocol provided by the New York State Department of Health, voluntary informed consent was obtained from each resident before the interview was completed. This protocol included informing each resident that it was his or her right to decline to answer any and all individual questions within the interview. To be categorized as a completed interview, at least one-half (50%) of the questions in the survey were required to be completed. The resident's refusal to answer more than one-half of the questions was considered a decline to be interviewed. The typical length of a completed survey was approximately ten minutes. Declines to be interviewed (refusals) were not called back with an attempt to convince the resident to reconsider the interview. If no contact was

made at a telephone number (No Answer/Busy), callbacks were made to the number. Telephone numbers that were not successfully contacted and, as a result, were ultimately categorized as No Answer/Busy, were attempted a minimum of four times (three callbacks). When no person answered the telephone no messages were left by interviewers, neither on answering machines at homes nor as voicemail to cellular phones. No rewards or gifts were offered to contacted adults to encourage their participation. The response rate results for the study are summarized below.

Table 1 Response Rates for the January 2013 STTAC Region Three-County Community Tobacco Survey

Chemung County (80% landlines, 20% cells)	Complete Interview	Decline to be Interviewed	Not Valid Telephone Number	No Answer/ Busy	TOTALS
Frequency	**399**	556	174	1,087	2,216
% of Numbers Attempted	18.0%	25.1%	7.9%	49.1%	100%
% of Valid Numbers	19.5%	27.2%		53.2%	100%
% of Contacted Residents	41.8%	58.2%			100%

Schuyler County (77% landlines, 23% cells)	Complete Interview	Decline to be Interviewed	Not Valid Telephone Number	No Answer/ Busy	TOTALS
Frequency	**400**	489	191	1,142	2,222
% of Numbers Attempted	18.0%	22.0%	8.6%	51.4%	100%
% of Valid Numbers	19.7%	24.1%		56.2%	100%
% of Contacted Residents	45.0%	55.0%			100%

Steuben County (75% landlines, 25% cells)	Complete Interview	Decline to be Interviewed	Not Valid Telephone Number	No Answer/ Busy	TOTALS
Frequency	**401**	612	260	1,256	2,529
% of Numbers Attempted	15.9%	24.2%	10.3%	49.7%	100%
% of Valid Numbers	17.7%	27.0%		55.4%	100%
% of Contacted Residents	39.6%	60.4%			100%

STTAC Region (3 counties combined, 23% cells)	Complete Interview	Decline to be Interviewed	Not Valid Telephone Number	No Answer/ Busy	TOTALS
Frequency	**1,200**	1,657	625	3,485	6,967
% of Numbers Attempted	17.2%	23.8%	9.0%	50.0%	100.0%
% of Valid Numbers	34.5%	47.6%	17.9%		100.0%
% of Contacted Residents	42.0%	58.0%			100.0%

Within the fields of social science and public health research, when using telephone interview methodology including calling cellular phones, a response rate of approximately 42% among the successful contacts, where a person is actually talking on the phone, is considered quite successful.

Demographics of the Sample – Who was Interviewed?

This section of the report includes a description of the results for the demographic variables included in the survey sample. The demographic characteristics of the sampled adult residents can be used to attain the following three separate objectives. Initially, this information adds to the knowledge and awareness about the true characteristics of the population of adult residents in the sampled counties (i.e. What is the current typical educational profile, and/or annual household income level in Chemung, Schuyler, and/or Steuben County?). Secondly, this demographic information facilitates the ability for the data to be sorted or partitioned to investigate for significant relationships – relationships between demographic characteristics of people and their attitudes and behaviors regarding tobacco. Identification of significant relationships allows tobacco community partnerships to use the data more effectively to target specific subgroups of county populations for programming and interventions, and ultimately, measure impact and change within these targeted subgroups. Finally, the demographic information also serves an important purpose when compared to established facts regarding the population demographics among adults in the STTAC Region – to analyze the representativeness of the sample that was randomly selected in this study. The results for the demographic questions in

the survey are summarized for each surveyed county in the following three tables. The estimated demographic characteristics of the entire adult population residing in each county that were reported by the U.S. Census Bureau in 2010 are also summarized for each demographic variable and provided for comparison.

Table 2.1 Demographics of the Sample Compared to U.S. Census Estimates for Chemung County

Demographic Characteristics:	Chemung County (January 2013 Sample)	Chemung County (U.S. Census Estimates)
Gender (US Census %'s are among those age 18 or older) (sample weighted for Gender, Age, Education Level, Phone Ownership)		
Male	50%	50%
Female	50%	50%
Age Group (US Census %'s are among those age 18 or older) (sample weighted for Gender, Age, Education, Phone Own.)		
18-24	12%	12%
25-34	15%	15%
35-44	16%	16%
45-54	20%	20%
55-64	17%	17%
65+	20%	20%
Education Level (sample weighted for Gender, Age, Education Level, Phone Ownership)		
HS Graduate or less	49%	49%
Some College	30%	30%
College Graduate (4+years)	21%	21%
Annual Household Income (sample weighted for Gender, Age, Education Level, Phone Ownership)		
Less than $25,000	20%	28%
$25,000-$50,000	25%	26%
$50,000-$75,000	31%	20%
More than $75,000	24%	26%
Race/Ethnicity (sample weighted for Gender, Age, Education Level, Phone Ownership)		
White	94%	90%
Black or African American	3%	6%
Hispanic or Latino	1%	3%
Asian	1%	1%
Native Hawaiian or Pacific Islander	0%	0%
American Indian, Alaska Native	0%	0%
Don't Know, Prefer Not to Answer	2%	---
Employment Status (Census reports for those over age of 15) (sample weighted for Gender, Age, Education Level, Phone Own)		
Employed for wages	43%	54% employed 4% unemployed 42% "not in labor force"
Self-employed	7%	
Out of work more than 1 year	7%	
Out of work less than 1 year	3%	
Homemaker	4%	
Student	5%	
Retired	27%	
Unable to work	4%	
Not sure	0%	

Table 2.2 Demographics of the Sample Compared to U.S. Census Estimates for Schuyler County

Demographic Characteristics:	Schuyler County (January 2013 Sample)	Schuyler County (U.S. Census Estimates)
Gender (US Census %'s are among those age 18 or older) (sample weighted for Gender, Age, Education Level, Phone Ownership)		
Male	50%	50%
Female	50%	50%
Age Group (US Census %'s are among those age 18 or older) (sample weighted for Gender, Age, Education, Phone Own.)		
18-24	11%	11%
25-34	12%	12%
35-44	17%	17%
45-54	21%	21%
55-64	19%	19%
65+	21%	21%
Education Level (sample weighted for Gender, Age, Education Level, Phone Ownership)		
HS Graduate or less	51%	51%
Some College	32%	32%
College Graduate (4+years)	17%	17%
Annual Household Income (sample weighted for Gender, Age, Education Level, Phone Ownership)		
Less than $25,000	40%	22%
$25,000-$50,000	27%	31%
$50,000-$75,000	18%	25%
More than $75,000	15%	22%
Race/Ethnicity (sample weighted for Gender, Age, Education Level, Phone Ownership)		
White	97%	90%
Black or African American	0%	4%
Hispanic or Latino	0%	3%
Asian	0%	3%
Native Hawaiian or Pacific Islander	0%	0%
American Indian, Alaska Native	1%	0%
Don't Know, Prefer Not to Answer	1%	---
Employment Status (Census reports for those over age of 15) (sample weighted for Gender, Age, Education Level, Phone Own)		
Employed for wages	43%	56% employed 4% unemployed 40% "not in labor force"
Self-employed	5%	
Out of work more than 1 year	4%	
Out of work less than 1 year	2%	
Homemaker	8%	
Student	2%	
Retired	17%	
Unable to work	19%	
Not sure	0%	

Table 2.3 Demographics of the Sample Compared to U.S. Census Estimates for Steuben County

Demographic Characteristics:	Steuben County (January 2013 Sample)	Steuben County (U.S. Census Estimates)
Gender (US Census %'s are among those age 18 or older) (sample weighted for Gender, Age, Education Level, Phone Ownership)		
Male	50%	50%
Female	50%	50%
Age Group (US Census %'s are among those age 18 or older) (sample weighted for Gender, Age, Education, Phone Own.)		
18-24	11%	11%
25-34	14%	14%
35-44	17%	17%
45-54	21%	21%
55-64	17%	17%
65+	20%	20%
Education Level (sample weighted for Gender, Age, Education Level, Phone Ownership)		
HS Graduate or less	49%	49%
Some College	31%	31%
College Graduate (4+years)	20%	20%
Annual Household Income (sample weighted for Gender, Age, Education Level, Phone Ownership)		
Less than $25,000	25%	27%
$25,000-$50,000	23%	28%
$50,000-$75,000	22%	19%
More than $75,000	30%	26%
Race/Ethnicity (sample weighted for Gender, Age, Education Level, Phone Ownership)		
White	94%	95%
Black or African American	1%	2%
Hispanic or Latino	0%	1%
Asian	1%	1%
Native Hawaiian or Pacific Islander	2%	0%
American Indian, Alaska Native	1%	0%
Don't Know, Prefer Not to Answer	2%	---
Employment Status (Census reports for those over age of 15) (sample weighted for Gender, Age, Education Level, Phone Own)		
Employed for wages	51%	55% employed 5% unemployed 40% "not in labor force"
Self-employed	5%	
Out of work more than 1 year	3%	
Out of work less than 1 year	3%	
Homemaker	4%	
Student	4%	
Retired	26%	
Unable to work	3%	
Not sure	1%	

In general, the responses to the demographic questions included in the survey appear to accurately parallel that which is true for the entire adult populations of Chemung, Schuyler, and Steuben Counties. The postal zip code for each participant was recorded, and the geographic distribution within each county of this sample represents the STTAC Region accurately. The primary exceptions when comparing the raw (unweighted) demographics of this sample to U.S. Census estimates for the entire county adult populations are that women are overrepresented in the sample (women are more likely than men to answer the telephone and/or agree to a survey, whereas the distribution of men and women in the STTAC Region adult population is essentially equal), older residents are also overrepresented (again, older residents are more likely than younger adult residents to participate in a telephone survey), those adult residents with lower formal education levels are underrepresented (less likely to participate in a survey than those with higher formal education levels), and residents who are only accessible via cell phone (they have no landline in their home) are slightly underrepresented. These types of sampling error are inherent in telephone methodology: females, older persons, those with higher formal education levels, and those who are not "cell-phone only" are typically overrepresented – regardless of the subject of the survey, not just in the instance when the survey relates to tobacco issues. To compensate for this overrepresentation of females, older residents, the highly-educated, and those who have no cell phone, in the sample collected in this study, post-stratification weightings by gender, age, education level, and telephone ownership have been applied in any further analysis of the tobacco issues included in this report. All subsequent statistics that will be reported

in this document are weighted by gender, age, education level, and telephone ownership. The gender, age, and education level targets that are used for these weighting algorithms are derived from the 2010 U.S. Census updates for the Chemung, Schuyler, and Steuben County adult populations (www.census.gov), and the telephone ownership population estimates are derived from a combination of participant phone ownership responses along with recent estimates for U.S. households published by the Center for Disease Control (www.cdc.gov/nchs/data/nhsr/nhsr039.pdf).

Given the emphasis placed on scientific sampling design and protocol utilized in this study, and the high response rates; after application of post-stratification weightings by gender, age, education level, and phone ownership, it is felt that this sample of STTAC Region adults does accurately represent the population of all STTAC Region adults. Therefore, the findings of this study may be generalized to the population of all adults of at least 18 years of age living in the STTAC Region. In survey research, the exact margin of error when estimating for an entire population is question-specific, depending upon the sample size for each question and sample statistics that result for each question. Sample sizes tend to vary for each question on the survey, since some questions are only appropriate for certain subgroups (i.e. only *current cigarette smokers* might then be further asked if they would like to quit smoking now) and/or as a result of persons refusing to answer survey questions (which is their right to do so, of course, according to human subject research law). In general, the results of this survey for any questions that were answered by the entire sample of 1,200 interviewed STTAC Region adults may be generalized to the population of all adults at least 18 years of age residing in the three-county region with a 95% confidence level to within a margin of error of *approximately* ±2.5 percentage points. For results that are investigated for certain specific subgroups in this STTAC Region study, such as results specifically for only one of the three counties – a sample size of 400 will associate with a margin of error of *approximately* ±4 percentage points. Further, for even smaller subgroups of this overall sample of n=1,200 adults in the STTAC Region, such as only investigating attitudes or characteristics of *current cigarette smokers,* the resulting smaller sample sizes allow generalization to the specific subpopulation of all adults at least 18 years of age residing in the STTAC Region (i.e. generalization of some specific characteristics of *sampled smokers* in the STTAC Region to *all cigarette smokers in the STTAC Region)* with a 95% confidence level to within a margin of error that will be larger than ±4 percentage points. Further technical details regarding the margin of error for this survey will be provided later in the "Presentation of Results" section of this report. All data compilation and statistical analyses within this study have been completed using *Minitab, Release 16* and *SPSS, Release 20.*

Summary of Findings

The following is a detailed summary of the findings of this community tobacco study completed in January 2013 regarding the attitudes and behaviors related to tobacco among adult residents of the STTAC Region (Chemung, Schuyler, and Steuben Counties, New York). Throughout this Summary of Findings, the "regional average rate" is defined as the average rate among twenty-three similar tobacco-related studies completed in counties in Central, Northern, and Western New York. Each of these counties completed county-specific community tobacco surveys during the period between December 2011 and January 2013.

Tobacco Marketing Findings:

1. Residents of the STTAC Region were asked whether they **recall seeing tobacco advertisements when they visit a convenience store, supermarket, or gas station** – approximately three-fourths of STTAC Region residents reported recalling tobacco ads at these locations at least some of the time (78.2% in the three counties combined; 78.7% in Chemung, 88.6% in Schuyler, and 75.6% in Steuben), with exposure in Schuyler County significantly above the regional average rate of 76.0%. Less than one-third of participants indicate that they see these ads "all of the time" when visiting these types of stores (28.5% in the three counties combined; 31.1% in Chemung, 31.0% in Schuyler, and 25.6% in Steuben) – rates of seeing "all of the time" have decreased significantly in all three counties between 2008 and 2012 (rates were over 58% in each county in 2008). (Table 7)

2. Almost one-half of adults in the STTAC Region (47.1% in the three counties combined; 46.8% in Chemung, 46.4% in Schuyler, and 47.3% in Steuben) agree that seeing **cigarette and other tobacco product advertisements in stores that sell tobacco products makes teens more likely to smoke**. None of these three county-specific rates have changed significantly since 2011, and none are significantly different from the regional average rate of 50.6% agreeing that tobacco ad exposure makes teens more likely to smoke. Even among *current smokers* in the STTAC Region, 30.4% agree that seeing cigarette and other tobacco product advertisements in stores that sell tobacco products makes teens more likely to smoke. (Table 8)

3. When asked "**How do you feel about tobacco products such as packs of cigarettes or cigars being displayed in stores?**", approximately one-third of adults in the STTAC Region respond with either "somewhat or totally unacceptable" (33.7% in the three counties combined; 35.6% in Chemung, 46.9% in Schuyler, and 29.5% in Steuben). The rate of belief that these displays are unacceptable in Schuyler County is significantly above the current regional average rate of 33.9% responding with "somewhat or totally unacceptable." Even among *current smokers* in the STTAC Region, 19.2% feel that these displays are "somewhat or totally unacceptable." (Table 9)

4. STTAC Region adults are far more likely to be in favor than opposed to **a policy that would ban the display of tobacco products such as packs of cigarettes or cigars from stores** (STTAC Region combined: 47.9% favor, while only 35.1% opposed). By county, the levels of favoring this type of ban are 48.6% in Chemung, 56.7% in Schuyler, and 45.6% in Steuben. Level of support in Schuyler County is significantly above the current regional average rate of 50.1% responding with "somewhat or strongly in favor." Even among *current smokers* in the STTAC Region, 35.8% are in favor of a policy that would ban the display of tobacco products such as packs of cigarettes or cigars from stores. (Table 10)

Tobacco Point of Sale Findings:

5. By a large margin, almost a two-to-one margin, adults in the STTAC Region **believe that pharmacies should not be allowed to sell tobacco** (STTAC Region combined: 59.0% indicated "should not", while only 32.7% indicated "should"). By county, the levels of responding with "should not" are 70.2% in Chemung, 66.3% in Schuyler, and 47.5% in Steuben. The only county to show a significant change between 2011 and 2013 is Schuyler, where the rate of "should not" increased from 52.3% to 66.3%. Levels of opposition to selling tobacco products at pharmacies are significantly higher than the current regional average (57.8%) in each of Chemung and Schuyler Counties, while in Steuben County the rate is significantly lower than the regional average. Belief that pharmacies should not sell tobacco is even evident among *current cigarette smokers* in the STTAC Region with 40.6% of *current smokers* responding "should not". (Table 11)

6. When asked "**How do you feel about tobacco products being sold in stores that are located near schools?**", the majority of adults in the STTAC Region (51.4%) respond with either "somewhat or totally unacceptable" – while only 35.6% indicate that they think these near-school sale locations are acceptable. By county, the levels of responding with "somewhat or totally unacceptable" are 51.7% in Chemung, 61.4% in Schuyler, and 49.3% in Steuben. None of the three counties show a significant change in support between 2011 and 2013. The rate of

opposition to selling tobacco products at these near-school locations in Schuyler County is significantly higher than the current regional average of 51.2%. Even among *current smokers* in the STTAC Region, 27.1% respond with either "somewhat or totally unacceptable." (Table 12)

7. When asked their opinion about **a policy that would restrict the sale of tobacco products in stores that are located near schools** the majority of STTAC Region adults (53.7%) are in favor (33.9% strongly in favor, and 19.8% somewhat in favor) – while only 32.4% of STTAC Region adults are opposed. By county, the levels of responding with "somewhat or strongly in favor" are 50.1% in Chemung, 61.9% in Schuyler, and 55.3% in Steuben. None of the three counties show a significant change in agreement with this potential policy between 2011 and 2013. The rate of support for a policy that restricts the sale of tobacco products at these near-school locations in Schuyler County is significantly higher than the current regional average of 53.8%. Even among *current smokers* in STTAC Region, 26.8% are in favor of this restriction of tobacco sales near schools. (Table 13)

8. When asked their opinion about **a policy that would limit the number of stores that could sell tobacco in one's community** STTAC Region adults are quite equally-distributed between support and opposition – with 44.0% in support of this potential policy (28.9% strongly in favor, and 15.1% somewhat in favor), and only 43.2% of STTAC Region adults opposed to this type of policy. By county, the rates of support are 42.0% in Chemung, 56.0% in Schuyler, and 43.6% in Steuben. The rate of support for a policy that limits the number of tobacco-selling stores in a community in Schuyler County is significantly higher than the current regional average of 43.0%. Even among *current smokers* in the STTAC Region, 24.6% are in favor of this limit on the number of stores that could sell tobacco in one's community. (Table 14)

9. STTAC Region adults show opposition to a local or state policy that would **limit the maximum number of tobacco retailers allowed in a neighborhood or area** (less than one-half – 43.4% – voice support to this type of potential policy, while 49.2% voice opposition). However, specifically within Schuyler County this sentiment reverses – in this county 55.9% voice support to this type of potential policy, while only 42.1% voice opposition. Schuyler County is the only one of the three STTAC Region counties where a significant change occurred between 2011 and 2013 (an increase in support for this type of policy transpired), as well as the only of the three counties that is significantly different from the current regional average result (the twenty-three county regional average is currently 43.2% support). Notably, even among *current smokers* in the STTAC Region, 26.0% indicate "Yes" which represents approximately one-in-four *current smokers* who support having a maximum number of tobacco retailers allowed in a neighborhood or area. (Table 15)

Outdoor Tobacco Policies Findings:

10. There is a very high level of **support among STTAC Region residents for reducing secondhand smoke exposure at public outdoor locations**, with at least 77% of the residents (three counties combined) supporting either restricting or completely eliminating cigarette smoking at each of the three types of outdoor locations studied (public outdoor community events; public outdoor recreation areas like parks, pools, and beaches; and public building entryways). More strikingly, at public building entryways 62.3% of the interviewed adults in the STTAC Region support *complete elimination of smoking*. In general, current levels of support for restriction or elimination of smoking at public outdoor locations in the STTAC Region are at or above the current regional average levels of support, and have not decreased significantly in the three counties between 2009 and 2013. Results for the three types of public outdoor locations are summarized in the following Table 3. (More details provided later in Tables 16-18)

Table 3 Attitudes About Restricting or Eliminating Smoking at Public Outdoor Locations – *Among All Participants (four-year trend)*

Chemung County	Among all surveyed residents, % who support either restricting or entirely eliminating smoking								
	2009			2011			2013		
	Restrict	Eliminate	R or E	Restrict	Eliminate	R or E	Restrict	Eliminate	R or E
Public Building Entryways	16%	69%	85%	23%	59%	82%	21%	67%	88%
Outdoor Recreation Area such as a Public Park, Pool, or Beach	--	--	--	--	--	--	41%	41%	82%
Public Outdoor Community Event (fair, music festival, concert, auto show, etc.)	43%	33%	76%	42%	29%	71%	49%	31%	80%

Schuyler County	Among all surveyed residents, % who support either restricting or entirely eliminating smoking								
	2009			2011			2013		
	Restrict	Eliminate	R or E	Restrict	Eliminate	R or E	Restrict	Eliminate	R or E
Public Building Entryways	26%	59%	85%	29%	53%	82%	18%	69%	87%
Outdoor Recreation Area such as a Public Park, Pool, or Beach	--	--	--	--	--	--	35%	48%	83%
Public Outdoor Community Event (fair, music festival, concert, auto show, etc.)	49%	29%	78%	52%	24%	76%	41%	42%	83%

Steuben County	Among all surveyed residents, % who support either restricting or entirely eliminating smoking								
	2009			2011			2013		
	Restrict	Eliminate	R or E	Restrict	Eliminate	R or E	Restrict	Eliminate	R or E
Public Building Entryways	22%	64%	86%	22%	58%	80%	27%	57%	84%
Outdoor Recreation Area such as a Public Park, Pool, or Beach	--	--	--	--	--	--	39%	37%	76%
Public Outdoor Community Event (fair, music festival, concert, auto show, etc.)	48%	31%	79%	45%	30%	75%	46%	29%	75%

11. Even ***among current cigarette smokers,*** **there is a large degree of support for the notion of at least restricting cigarette smoking to certain areas at public outdoor locations**. At each of the three studied public outdoor locations, at least 55% *of STTAC Region current cigarette smokers* believe that smoking should be restricted or not allowed at all. Note the high level of support among *current cigarette smokers* in the STTAC Region for reducing secondhand smoke exposure at public building entryways – 43.3% of the smokers support complete elimination of smoking at public building entryways. Results for current cigarette smokers are summarized in the following Table 4. (More details provided later in Tables 16-18)

Table 4 Attitudes About Restricting or Eliminating Smoking at Public Outdoor Locations – *Among Current Cigarette Smokers (using 2013 results)*

Three Counties Combined	Among surveyed *Current Cigarette Smokers*, % who support either restricting or entirely eliminating smoking		
	Restrict	Eliminate	Restrict or Eliminate
Public Building Entryways	22.9%	43.3%	**66.2%**
Outdoor Recreation Area such as a Public Park, Pool, or Beach	33.1%	25.8%	**58.9%**
Public Outdoor Community Event (fair, music festival, concert, auto show, etc.)	37.8%	17.5%	**55.3%**

Smoke Free Workplace Findings:

12. Approximately one-half of the adult residents (52.5%) in the STTAC Region are employed, with only Schuyler County (at 47.7%) significantly different from the current twenty-three county regional average rate of 54.0% employed. Among these employed residents, approximately 50% report that **there is a policy that prohibits smoking on the entire grounds of their workplace** (49.5% of the employed residents in the three counties combined report this policy in place at their workplace; 54.1% in Chemung, 58.8% in Schuyler, and 44.4% in Steuben). Rates of having these policies have increased significantly in all three STTAC Counties between 2009 and 2013. Schuyler County's rate of 58.8% is significantly higher than the current regional average of 49.0% of employed individuals working at entirely smoke-free workplaces. Approximately one-third of employed *current smokers* in the STTAC Region (35.3%) work at an entirely smoke-free workplace. (Tables 19-20)

13. STTAC Region employed adults **strongly favor a policy that prohibits smoking on the entire grounds of their workplace** – 61.8% of the employed residents in the three counties combined favor a smoke-free policy at their workplace; 61.8% in Chemung, 64.2% in Schuyler, and 61.5% in Steuben, while only 33.5% oppose in the combined three-county region. None of these county-specific rates of support are significantly different from the current regional average of 58.6% favoring a smoking-prohibition-on-the-entire-grounds-of-the-workplace policy, and only Schuyler County has changed significantly between 2011 and 2013 (increased support, from 50.3% to 64.2%). Notably, 31.0% of the *employed current smokers* in the STTAC Region favor a smoking prohibition policy at their workplace. (Table 21)

Smoke Free Housing Findings:

14. Approximately one-in-ten of the participants (9.2%) in this study are residents of a multi-unit dwelling or apartment, with only Schuyler County (18.9% MUD-dwellers) significantly different from the current regional average of 10.9%. It is relatively common among residents in the STTAC Region who live in multiple-unit dwellings (apartments) to indicate that **there is a policy in their building that prohibits indoor smoking,** however there is great variation between counties **–** 47.5% of MUD-dwellers in the three counties combined indicate that their unit is smoke-free; 10.1% in Chemung, 87.7% in Schuyler, and 60.4% in Steuben. Chemung County has a smoke-free MUD rate significantly below the current regional average rate of 49.0% living in smoke-free housing, while the rate in Schuyler County is significantly above this average. (Tables 22-23)

15. **Very strong support for policies that prohibit indoor smoking everywhere inside the building, including living areas** has been found in the STTAC Region **–** over 50% of the adults who currently live in MUDs (51.9%) indicate that they are in favor of not allowing smoking anywhere in their building, while only 26.5% are opposed. By county, the rates of support are: 15.8% in Chemung County (no significant change since 2007, but lower than current regional average of 60.1% support), 77.2% in Schuyler County (significant increase since 2007, but not significantly different

from the current regional average of 60.1% support), 67.8% in Steuben County (significant increase since 2007, but not significantly different from the current regional average of 60.1% support). Notably – 35.5% of the *MUD-dwelling current smokers* in the STTAC Region favor a smoking prohibition policy inside their residence/apartment. (Table 24)

Tobacco Use Findings:

16. The **current cigarette smoking rate found in the STTAC Region is**: a total estimate of **18.6% current smokers,** with 14.3% smoking every day and 4.3% smoking on only some days. By county, the current smoking rates are: 19.4% in Chemung, 20.7% in Schuyler, and 17.6% in Steuben. These cigarette smoking rates have not changed significantly from the rates found in the STTAC Region in 2005, 2007, 2009, and 2011, and none of the current county-specific rates are significantly different from the current regional average rate of 17.1% current cigarette smokers found among the twenty-three Northern, Central, and Western New York counties studied in December 2011 through January 2013. The New York State Department of Health published the results for the Expanded Behavioral Risk Factor Surveillance System (BRFSS) in December 2009. This overall health study includes an estimate of adult current cigarette smoking prevalence. The methodology utilized in the BRFSS is very similar to that used in this current January 2013 STTAC Region adult tobacco community assessment (both studies used a random telephone survey, sample sizes were n≈600 vs. n=400 per county, weighting algorithms were similar while not identical, the BRFSS interviews spanned July 2008-June 2009; for more details regarding this BRFSS study, visit: http://www.nyhealth.gov/statistics/brfss/expanded/2009/county/). The adult smoking prevalence rate reported for the STTAC Region in the 2009 Expanded BRFSS were: Chemung=30.0%, Schuyler=22.6%, and Steuben=21.1%. The smoking rates found in the Schuyler and Steuben Counties in this January 2013 STTAC Region adult tobacco community assessment are not significantly different from the findings in the Expanded BRFSS, this study found an adult smoking rate in Chemung County that is significantly lower than published by the BRFSS. (Tables 26-27)

17. Significant **correlations with cigarette smoking – potential explanatory factors that are related with the likelihood that a STTAC Region adult resident will be a current cigarette smoker** – that were discovered include that males (19.4% are smokers), residents between the ages of 18-34 (32.1% of those age 18-24, and 25.4% of those age 25-34, are smokers), residents with no college coursework in their educational background (25.2% are smokers), and those from lower income households (24.5% of those from households with annual income of $50,000 or less are smokers) are most likely to be current cigarette smokers. (Table 27)

18. Less than one-half of the adults in the STTAC Region (47.1%) have **smoked at least 100 cigarettes in their lifetime**. By county, 51.2% in Chemung County, 37.9% in Schuyler County, and 45.0% in Steuben County, have smoked 100+ cigarettes in their lifetime, rates that have only changed significantly in Schuyler County (decreased) since 2005. The current Chemung County rate (51.2%) is significantly above the current regional average rate of 43.8%, and the current Schuyler County rate is significantly below this regional average. (Table 25)

19. Use of **other tobacco products (those other than cigarettes)** among STTAC Region residents is far less common than use of cigarettes, with the following current rates of use: 7.7% of residents in the three counties combined use non-cigarette tobacco; 9.4% in Chemung, 4.7% in Schuyler, and 6.8% in Steuben. None of these rates have changed significantly throughout 2005-2013. The current non-cigarette tobacco product use rate in Chemung County (9.4%) is significantly above the current regional average of 5.1%. Use of non-cigarette types of tobacco products in the STTAC Region is strongly related to gender – 13.1% of males use non-cigarette tobacco while only 2.4% of females do so, strongly related to age – 31.2% of those age 18-24 use non-cigarette tobacco, related to income – 15.5% of those from households with annual incomes of less than $25,000 use non-cigarette tobacco, and very strongly related to cigarette smoking – 20.1% of current cigarette smokers also use at least one type of other tobacco product, while only 4.9% of non-smokers do so. (Table 28)

20. The current **overall tobacco-use rate** among STTAC Region residents is 22.6% (use at least one type of tobacco product). By county, overall tobacco use rates are: 24.8% in Chemung, 22.6% in Schuyler, and 20.6% in Steuben. None of the three counties have shown significant changes in overall tobacco use rates between 2005 and 2013, and only Chemung County currently differs significantly from the twenty-three regional average of 19.9% using at least one type of tobacco product. Males (25.6% of males use tobacco), younger adults (50.0% among those age 18-24, and 28.4% among those age 25-34, use tobacco), those with lower education levels (≈27% of those with less than a 4-year college degree level of education use tobacco), and those from households with lower annual incomes (over 30% of those from households with annual income of less than $50,000 use tobacco) are most likely to be users of tobacco products in the STTAC Region. (Table 29)

Tobacco Cessation Issues Findings – *Former* Smokers:

21. Approximately one-fourth of all adults in STTAC Region (28.4%) are former smokers. **A small proportion of former smokers in the STTAC Region (14.9% of the former smokers) have quit within the past two years**. Among the recently-having-quit (within past two years) former smokers interviewed in this study, a very small percentage (1.2%) indicated that **recent laws or restrictions on outdoor smoking caused them to quit smoking**, while a larger percentage (19.1%) indicated that recent laws or restrictions on outdoor smoking contributed to a quit attempt. (Tables 27, 30, and 31)

Tobacco Use, Cessation, and Purchase Issues Findings – *Current* Smokers:

22. The **price of tobacco is cited by 24.8% of current STTAC Region smokers** as having caused them to **smoke fewer cigarettes**, with 18.3% indicating that the price of tobacco is causing them to **plan to quit smoking**. Approximately one-third of current smokers – 31.9% – reported *at least one* of these two positive impacts (reducing smoking and/or planning to quit). By county, the at-least-one-positive-effect rates are: 24.0% in Chemung, 58.1% in Schuyler, and 34.1% in Steuben. The positive-impact rates have not changed significantly in any of the three counties between 2009 and 2013, and are currently significantly below the twenty-three county regional average (49.0%) in both of Chemung and Steuben Counties. (Table 32)

23. Among current smokers in the STTAC Region, approximately one-fifth (21.3%) indicate that **recent laws or restrictions on outdoor smoking influenced the amount of cigarettes that they smoke** (17.3% in Chemung; 18.3% in Schuyler; 25.8% in Steuben, rates that are not significantly changed since 2011, and not significantly different from the current regional average of 22.4% indicating an influence). (Table 33)

24. Approximately one-half of STTAC Region **current smokers indicate that they want to quit smoking now** (45.1% in the three counties combined; 50.1% in Chemung, 37.1% in Schuyler, and 41.8% in Steuben). The interest-in-quitting rate in Schuyler County is significantly lower than the current regional average rate of 49.9%, and has decreased significantly from the 2009 and 2011 Schuyler County rates found (62.1% in 2009, and 56.3% in 2011). (Table 34)

Presentation of Results

The structure of the interviews for this study was organized into eight sections. Information concerning attitudes and behavior regarding tobacco was collected in the following eight groups of questions:

1. Tobacco Marketing
2. Tobacco Point of Sale
3. Outdoor Tobacco Policies
4. Smoke Free Workplace
5. Smoke Free Housing
6. Tobacco Use
7. Tobacco Cessation Issues – Former Smokers
8. Tobacco Use, Cessation, and Purchase Issues – Current Smokers

The results for each survey question, in each of these eight sections of the survey, are presented in the following portion of the report with consistent structure. Typically, one page is devoted to the results for each survey question, using the following organization:

(1) The **three-county STTAC Region combined results for the current study** (January 2013), are presented in a table for each survey question that was included in this study – including sample percentages, sample frequencies or counts, and the sample size (all weighted by gender, age, education level, phone ownership, and county population size).

(2) The **county-specific comparative results for the current study, comparing Chemung, Schuyler, and Steuben Counties** (January 2013), are presented in a table for each survey question that was included in this study – including sample percentages, and the sample size for each county (all weighted within county by gender, age, education level, and phone ownership).

(3) When possible, directly below each of the "2013 STTAC Region County-Specific Results" tables, **a trend analysis comparison** of the current study results to the results from the previous 2005, 2007, 2009, and 2011 STTAC Region tobacco studies is provided. These "comparison for a trend" tables are only possible when the same survey questions have been asked in earlier studies, as well as in the current 2013 study. If the question phrasing and/or possible response distribution (choices, or answers) have been altered between earlier studies and the 2013 study, to an extent that it is likely that the actual variable or phenomena being measured has changed in definition or description, then no trend table is presented. These trend analysis tables provide information for an analysis of changes over the past eight years – an opportunity to attempt to identify potential STTAC impact. Statistically significant changes or trends, or lack of a change or trend, are highlighted throughout the report (directly above each trend table).

NOTE: because of the many trend comparisons that are available for analysis in each trend table, the following notation has been adopted and used in each trend table:

NC = "No statistically significant change, or trend"
↑ = "A statistically increase over the described time frame"
↓ = "A statistically decrease over the described time frame"

(4) **Regional Comparative results are provided**, reporting the summarized outcomes for each survey question for a group of twenty-three Central, Northern, and Western New York tobacco-related studies completed in December 2011 – January 2013. Each of these twenty-three studies had adults as the target population, investigated tobacco-related issues, used telephone methodology, and used similar sample sizes. The summarized results include the minimum, maximum, and average result among the twenty-three studied counties. The twenty-three participating counties are: Broome, Cattaraugus, Chautauqua, Chemung, Chenango, Cortland, Genesee, Herkimer, Jefferson, Lewis, Madison, Monroe, Oneida, Onondaga, Ontario, Oswego, St. Lawrence, Schuyler, Steuben, Tioga, Tompkins, Wyoming, and Yates Counties. To ease the interpretation of regional comparison results (as well as to satisfy requirements of statistical tests of significance that are applied), responses to survey questions that have a multinomial response distribution have typically been collapsed. For example, a survey question with possible responses of: "Use Every Day", "Use Some Days", "Do Not Use", and "Don't Know" would typically be collapsed to: "Use at least some" (Every Day + Some Days) versus "Do not indicate use" (Do Not Use + Don't Know) before displaying regional comparison data and applying statistical tests of significance. These tables provide information for an analysis of the current relative magnitude of the result found in any STTAC Region county. Statistical significance

of comparative results, whether or not any STTAC Region county's current result differs significantly from the current regional average, are highlighted throughout (again, directly above each regional comparison table).

NOTE: because of the three comparisons to the current regional average that are available for analysis in each trend table (one for each county, of course), the following notation has been adopted and used in each trend table:

NS = "Not statistically significantly different from current 23-county regional average"
↑ = "Statistically significantly *higher* than the current 23-county regional average"
↓ = "Statistically significantly *lower* than the current 23-county regional average"

(5) Finally, the STTAC Region Three-County Combined 2013 results for each of the survey questions are **cross-tabulated by each of the demographic factors of Gender, Age, Education Level, and Household Income Level, as well as by Cigarette Smoking Status** (this report includes over 100 cross-tabulation tables of results). The results for these correlational investigations are provided in tables along with the "current", "county-specific", "trend", and "regional comparison" tables for each survey item. Note that at times, for survey questions that were only posed to smaller subgroups, such as those only posed for current cigarette smokers, or only posed for those participants who are currently employed, the sample sizes are not sufficiently large to complete valid tests of statistical significance with the cross-tabulation data – the resulting sample sizes within demographic subgroups are at times well less than 50 (minimum cell size required by NYSDOH standards).

Technical Comments for Assistance in the Interpretation of the Statistical Results Presented in this Report

The results of this study will be disseminated to, and utilized in decision-making by, a very wide array of readers – who, no doubt, have a very wide array of statistical backgrounds. The following comments are provided to give guidance for interpretation of the presented findings so that readers with less-than-current statistical training might maximize the use of the information contained in this community tobacco assessment survey.

Margin of Error – Constructing Confidence Intervals to Estimate for an Entire Population

When data is collected, of course, it is only possible for the researcher to analyze the results of the *sample* data, the data from the group of individuals actually sampled, or in this case, actually interviewed. However, it is typically the goal of the researcher to use this *sample* data to draw a conclusion, or estimate, which they are confident is true for the entire *population* from which the sample was selected. To complete this estimation the standard statistical technique is to construct a ***confidence interval*** – an interval of values between which one can be 95% certain, or confident, that the true population value will fall. For example, if a researcher interviews n=500 randomly selected participants from some population (i.e. a county) of total size N=100,000 individuals, and the researcher finds that x=200 of the 500 sampled participants indicate that they "agree" with some posed statement (200 out of 500 would be 40%), then the researcher can never be 100% certain that if all 100,000 population members were, in fact, interviewed that the result for this entire population investigation would be that exactly 40% (that would be exactly 40,000 out of the 100,000 in the population) would "agree." In general, one can never guarantee with 100% certainty that a statistic for some random sample will perfectly, exactly, result the same as the population value that describes the entire population (this value is called a "parameter"). Fortunately, considering the types of variables and resulting data that typically are generated in survey research, use of the statistical tools of probability distributions and sampling distributions allows the determination of a very important distance – the distance within which one would expect 95% of the samples of size n to fall either above or below the true population value. This distance is commonly referred to as the ***margin of error***. Once this distance (margin of error) is measured, there is a 95% probability that the sample result (the result of the n=500 sampled participants in the illustration above) will fall within that distance of the true population value. Therefore, to construct the very useful and easily-interpreted statistical estimation tool known as a ***confidence interval***, all one must do is calculate the margin of error and add-and-subtract it to-and-from the sample result (statistic) and the outcome is that there is a 95% chance that the resulting interval does, in fact, include the true population value within the interval.

To illustrate the above-described concepts of margin of error and confidence intervals, recall that the ***county-specific*** margin of error for this survey has been earlier stated in the Methodology section in this report as *approximately* ±4 percentage points. Therefore, when a percentage is observed in one of the following "2013 STTAC Region County-Specific Results" tables (recall, n≈400 participants in each county), the appropriate interpretation is that we are 95%

confident that if *all* adult residents of that county were surveyed (rather than just the 400 that were actually surveyed), the percentage that would result for all residents would be within ±4 percentage points of the *sample* percentage that has been calculated and reported in this study. For example, since 70.2% of the sample of Chemung County adults in January 2013 reported that they believe that *tobacco products should not be sold in pharmacies* (please refer to Table 11 later in this report to verify this statistic), with this sample result, one can infer with 95% confidence (only a 5% chance that it will not be true) that if *all* Chemung County adults were asked, somewhere between 66.2% and 74.2% of the population of approximately 70,000 adults over the age of 18 in Chemung County would indicate that they believe that *tobacco products should not be sold in pharmacies* (using a margin of error of ±4%). This resulting interval (66.2%-74.2%) is known as a 95% Confidence Interval. The consumer of this report should use this pattern, or approach, when attempting to generalize any of the 2013 STTAC Region survey findings for one specific county to the entire adult population of that county.

The preceding introductory example used a margin of error of ±4%. However, the margin of error when using the sample results in this study to construct a confidence interval to estimate a population percentage will not always be ±4%. There is not one universal value of a margin of error that can be precisely calculated and used for the results for every question included in this survey, or for that matter, any multiple-question survey. Calculation methods used in this study for generating the margin of error depend upon the following three factors:

1. The ***sample size*** is the number of adults who validly answered the survey question. The sample size will typically be n=1,200 for any three-county STTAC Region prevalence estimates that one would generate from the data in this report, and the sample size will typically be n=400 for any one-county prevalence estimates that one would generate from the data in this report. However, the sample size not always be n=400 (or, n=1,200) since individuals have a right to omit any question. Additionally, some survey questions were only posed after screening questions, such as questions asked only to current smokers. In general, the smaller the sample size then the larger the margin of error, and conversely, the larger the sample size then the smaller the margin of error.

2. The ***sample proportion or percentage*** is the calculated percentage of the sample who responded with the answer or category of interest (i.e. responded "Agree"). This percentage can vary from 0%-100%, and, of course, will change from question to question throughout the survey. In general, the further that a sample percentage varies from 50%, in either direction (approaching either 0% or 100%), the smaller the margin of error, and conversely, the closer that the actual sample percentage is to 50% then the larger the resulting margin of error.

3. The ***confidence level*** used in generalizing the results of the sample to the population that the sample represented. In this study, the standard confidence level used in survey research, 95% confidence level, will be used for all survey questions.

In mathematical notation, the margin of error for each sample result for this study would be represented as:

$$ME = 1.96 \cdot \sqrt{\frac{p(100-p)}{n}}$$

Where n=sample size = # valid responses to the survey question
p=sample percentage for the survey question (between 0%-100%)
1.96 = the standard normal score associated with the 95% confidence level

Since the sample size varies (in fact, is conceivably different for each question on the survey) and the sample percentage varies (also, conceivably different for each question on the survey) the following table (Table 5) has been provided for the reader to determine the correct margin of error to use whenever constructing a confidence interval using the sample data presented in this study. This table was generated using the ME formula shown above.

Table 5 Approximate Margin of Error – Varying Sample Sizes and Sample %'s

	Varying Sample Sizes (n=…):											
Varying Sample %'s:	50	100	150	200	250	300	400	500	600	800	1000	1200
2%	3.9%	2.7%	2.2%	1.9%	1.7%	1.6%	1.4%	1.2%	1.1%	1.0%	0.9%	0.8%
4%	5.4%	3.8%	3.1%	2.7%	2.4%	2.2%	1.9%	1.7%	1.6%	1.4%	1.2%	1.1%
6%	6.6%	4.7%	3.8%	3.3%	2.9%	2.7%	2.3%	2.1%	1.9%	1.6%	1.5%	1.3%
8%	7.5%	5.3%	4.3%	3.8%	3.4%	3.1%	2.7%	2.4%	2.2%	1.9%	1.7%	1.5%
10%	8.3%	5.9%	4.8%	4.2%	3.7%	3.4%	2.9%	2.6%	2.4%	2.1%	1.9%	1.7%
12%	9.0%	6.4%	5.2%	4.5%	4.0%	3.7%	3.2%	2.8%	2.6%	2.3%	2.0%	1.8%
14%	9.6%	6.8%	5.6%	4.8%	4.3%	3.9%	3.4%	3.0%	2.8%	2.4%	2.2%	2.0%
16%	10.2%	7.2%	5.9%	5.1%	4.5%	4.1%	3.6%	3.2%	2.9%	2.5%	2.3%	2.1%
18%	10.6%	7.5%	6.1%	5.3%	4.8%	4.3%	3.8%	3.4%	3.1%	2.7%	2.4%	2.2%
20%	11.1%	7.8%	6.4%	5.5%	5.0%	4.5%	3.9%	3.5%	3.2%	2.8%	2.5%	2.3%
22%	11.5%	8.1%	6.6%	5.7%	5.1%	4.7%	4.1%	3.6%	3.3%	2.9%	2.6%	2.3%
24%	11.8%	8.4%	6.8%	5.9%	5.3%	4.8%	4.2%	3.7%	3.4%	3.0%	2.6%	2.4%
26%	12.2%	8.6%	7.0%	6.1%	5.4%	5.0%	4.3%	3.8%	3.5%	3.0%	2.7%	2.5%
28%	12.4%	8.8%	7.2%	6.2%	5.6%	5.1%	4.4%	3.9%	3.6%	3.1%	2.8%	2.5%
30%	12.7%	9.0%	7.3%	6.4%	5.7%	5.2%	4.5%	4.0%	3.7%	3.2%	2.8%	2.6%
32%	12.9%	9.1%	7.5%	6.5%	5.8%	5.3%	4.6%	4.1%	3.7%	3.2%	2.9%	2.6%
34%	13.1%	9.3%	7.6%	6.6%	5.9%	5.4%	4.6%	4.2%	3.8%	3.3%	2.9%	2.7%
36%	13.3%	9.4%	7.7%	6.7%	6.0%	5.4%	4.7%	4.2%	3.8%	3.3%	3.0%	2.7%
38%	13.5%	9.5%	7.8%	6.7%	6.0%	5.5%	4.8%	4.3%	3.9%	3.4%	3.0%	2.7%
40%	13.6%	9.6%	7.8%	6.8%	6.1%	5.5%	4.8%	4.3%	3.9%	3.4%	3.0%	2.8%
42%	13.7%	9.7%	7.9%	6.8%	6.1%	5.6%	4.8%	4.3%	3.9%	3.4%	3.1%	2.8%
44%	13.8%	9.7%	7.9%	6.9%	6.2%	5.6%	4.9%	4.4%	4.0%	3.4%	3.1%	2.8%
46%	13.8%	9.8%	8.0%	6.9%	6.2%	5.6%	4.9%	4.4%	4.0%	3.5%	3.1%	2.8%
48%	13.8%	9.8%	8.0%	6.9%	6.2%	5.7%	4.9%	4.4%	4.0%	3.5%	3.1%	2.8%
50%	13.9%	9.8%	8.0%	6.9%	6.2%	5.7%	4.9%	4.4%	4.0%	3.5%	3.1%	2.8%
52%	13.8%	9.8%	8.0%	6.9%	6.2%	5.7%	4.9%	4.4%	4.0%	3.5%	3.1%	2.8%
54%	13.8%	9.8%	8.0%	6.9%	6.2%	5.6%	4.9%	4.4%	4.0%	3.5%	3.1%	2.8%
56%	13.8%	9.7%	7.9%	6.9%	6.2%	5.6%	4.9%	4.4%	4.0%	3.4%	3.1%	2.8%
58%	13.7%	9.7%	7.9%	6.8%	6.1%	5.6%	4.8%	4.3%	3.9%	3.4%	3.1%	2.8%
60%	13.6%	9.6%	7.8%	6.8%	6.1%	5.5%	4.8%	4.3%	3.9%	3.4%	3.0%	2.8%
62%	13.5%	9.5%	7.8%	6.7%	6.0%	5.5%	4.8%	4.3%	3.9%	3.4%	3.0%	2.7%
64%	13.3%	9.4%	7.7%	6.7%	6.0%	5.4%	4.7%	4.2%	3.8%	3.3%	3.0%	2.7%
66%	13.1%	9.3%	7.6%	6.6%	5.9%	5.4%	4.6%	4.2%	3.8%	3.3%	2.9%	2.7%
68%	12.9%	9.1%	7.5%	6.5%	5.8%	5.3%	4.6%	4.1%	3.7%	3.2%	2.9%	2.6%
70%	12.7%	9.0%	7.3%	6.4%	5.7%	5.2%	4.5%	4.0%	3.7%	3.2%	2.8%	2.6%
72%	12.4%	8.8%	7.2%	6.2%	5.6%	5.1%	4.4%	3.9%	3.6%	3.1%	2.8%	2.5%
74%	12.2%	8.6%	7.0%	6.1%	5.4%	5.0%	4.3%	3.8%	3.5%	3.0%	2.7%	2.5%
76%	11.8%	8.4%	6.8%	5.9%	5.3%	4.8%	4.2%	3.7%	3.4%	3.0%	2.6%	2.4%
78%	11.5%	8.1%	6.6%	5.7%	5.1%	4.7%	4.1%	3.6%	3.3%	2.9%	2.6%	2.3%
80%	11.1%	7.8%	6.4%	5.5%	5.0%	4.5%	3.9%	3.5%	3.2%	2.8%	2.5%	2.3%
82%	10.6%	7.5%	6.1%	5.3%	4.8%	4.3%	3.8%	3.4%	3.1%	2.7%	2.4%	2.2%
84%	10.2%	7.2%	5.9%	5.1%	4.5%	4.1%	3.6%	3.2%	2.9%	2.5%	2.3%	2.1%
86%	9.6%	6.8%	5.6%	4.8%	4.3%	3.9%	3.4%	3.0%	2.8%	2.4%	2.2%	2.0%
88%	9.0%	6.4%	5.2%	4.5%	4.0%	3.7%	3.2%	2.8%	2.6%	2.3%	2.0%	1.8%
90%	8.3%	5.9%	4.8%	4.2%	3.7%	3.4%	2.9%	2.6%	2.4%	2.1%	1.9%	1.7%
92%	7.5%	5.3%	4.3%	3.8%	3.4%	3.1%	2.7%	2.4%	2.2%	1.9%	1.7%	1.5%
94%	6.6%	4.7%	3.8%	3.3%	2.9%	2.7%	2.3%	2.1%	1.9%	1.6%	1.5%	1.3%
96%	5.4%	3.8%	3.1%	2.7%	2.4%	2.2%	1.9%	1.7%	1.6%	1.4%	1.2%	1.1%
98%	3.9%	2.7%	2.2%	1.9%	1.7%	1.6%	1.4%	1.2%	1.1%	1.0%	0.9%	0.8%
Average	**11.1%**	**7.8%**	**6.4%**	**5.5%**	**5.0%**	**4.5%**	**3.9%**	**3.5%**	**3.2%**	**2.8%**	**2.5%**	**2.3%**

Therefore, if n=134 persons *who are age 18-24* in the three STTAC Region counties combined validly answered a survey question (a question such as "Do you think that *pharmacies* should or should not sell tobacco products?", later described in detail in Table 11), and p=69.1% of these younger adults responded with "Should Not," then the interpretation would be that the margin of error for estimating that which would be expected to be true for the entire STTAC Region *18-24 years of age* adult population would be ±7.3% (used the margin of error from Table 5 for the sample proportion included in the table that was closest to our actual sample proportion – 70% in the table, and sample size closest to our actual sample size – n=150 in the table). Finally, one could then state with 95% confidence that among *all STTAC Region adults age 18-24,* somewhere in the interval 69.1%±7.3%, or in other words, between 61.8% and 76.4%, think that *pharmacies* should not sell tobacco products. Note that this margin of error of ±7.3% is larger than the earlier-cited three-county regional margin of error of approximately ±2.5%, a result of having a sample of only 134 adults age 18-24 included in the sample. Again, this resulting interval (61.8%-76.4%) is known as a ***95% Confidence Interval***.

It should be noted that the margin error is a measurement of random error, error due to simply the random chance of sampling. For example, if one were to flip a fair coin n=400 times, the population percentage for the percentage of the time that the fair coin would result with a head is, of course, 50%. Use of Table 5 indicates that with a margin of error of ±4.9%, one would determine that there is a 95% chance that a sample of n=400 flips would fall with ±4.9% of this real population value of 50%. In other words, there is a 95% chance that the sample result will be between 50%±4.9%, between 45.1% and 54.9%. Only 5% of the time would a sample of n=400 flips result with either less than 45.1% heads, or greater than 54.9% heads.

However, in survey research, it is not coins that are being flipped; it is humans who are being interviewed. When surveying humans there are other potential sources of error, sources of error in addition to random error (which is the only error encompassed by the margin of error). Response error, nonresponse error, process error, bias in sample selection, bias in question-phrasing, lack of clarity in question-phrasing, and undercoverage are common sources of other-than-random error. Methods that should be, and have been in this STTAC Region study, employed to minimize these other sources of error include: maximum effort to select the sample randomly, piloting and testing of utilized survey questions, extensive training of all data collectors (interviewers), and application of post-stratification algorithms. Hence, when using this study data to make estimates for the entire STTAC Region adult populations, as is the case in standard survey research practices, the margin of error will be the only error measurement cited and interpreted.

Significance Testing – Testing for Statistically Significant Differences, Trends, and Relationships

The technical discussion of statistical techniques above has focused on the statistical inference referred to as *estimation* – construction of confidence intervals using the margins of error described in Table 5. To take full advantage of the data collected in this study, other statistical techniques are of value. Tests for significant trends over time, tests to compare to regional averages, and tests for significantly correlated factors with measured variables, are all presented as well.

A comment or two regarding "statistical significance" could help readers of varying quantitative backgrounds most appropriately interpret the results of what has been statistically analyzed. Again, because the data for this STTAC Region tobacco survey is based on a *sample* of ≈400 adult residents per county, as opposed to obtaining information from every single adult resident in the three STTAC Region counties, there must be a method of determining whether an observed relationship or difference in the *sample* survey data is likely to continue to hold true if *every* adult resident of a county were, in fact, interviewed. To make this determination, ***tests of statistical significance*** are standard practice in evaluating sample survey data.

For example, if the *sample* data shows that Steuben County residents appear to think that pharmacies *should not* sell tobacco products less commonly than those residents in neighboring counties (47.5% of Steuben County adults think pharmacies "should not", while the twenty-three county regional average rate is 57.8%, please refer to Table 11), the researcher would want to know if this lower proportion would still be present if they interviewed *every* Steuben County adult rather than just the sample of 400 adults who were actually interviewed. To answer this question, the researcher uses a test of statistical significance. The outcome of a **test of statistical significance** will be that the result is either "not statistically significant" or the result is "statistically significant."

In this illustration, the meaning of "not statistically significant" is that if the sample were repeated many more times (in this case, that would mean many more different groups of n=400 randomly selected adults from the approximately 75,000 adults in Steuben County), then the results of these samples would *not* consistently show that the Steuben County adults believe that pharmacies *should not* sell tobacco products less commonly than those residents in neighboring

counties; some Steuben County samples of 400 adults might be higher and some lower than the neighboring county average rate of 57.8%. In this case, the researcher could **not** report *with high levels of confidence* that the Steuben County rate is statistically significantly different from the twenty-three county regional average. Rather, the difference found between the one actually-selected sample of size n=400 Steuben County residents and the aggregate results of the neighboring counties would be interpreted as small enough that it could be due simply to the random chance of sampling when interviewing only 400 residents – *not statistically significant*.

Conversely, the meaning of "statistically significant" in this example is that if the sample were repeated many more times, then the results of these samples would consistently show that Steuben County adults are less likely to believe that pharmacies *should not* sell tobacco products than those adults in neighboring counties. Furthermore, if *every* adult in Steuben County were interviewed, we are confident that this population opposed-to-tobacco-sales-at-pharmacies rate in the county would be lower than the average rate in neighboring counties. One can never be 100% certain (or confident) that the result of a sample will indicate appropriately whether the population value (in this illustration that would be: the results for *all* Steuben County residents) is, in fact, different from some hypothesized value (in this illustration that would be: the regional average rate) or not; however, using the standard confidence level of 95% means that the observed sample difference would also be expected to be found in 95 out of 100 random samples of similar size n. The interpretation of a "statistically significant" difference is that it is so large that there is a probability of less than 5% that this difference occurred simply due to the random chance of sampling; instead, it is considered a "real" difference. In this study, when completing significance tests, the 95% confidence level will be used. In statistical vocabulary and notation, this would be represented as a p-value of less than 5% ($p<0.05$).

Note, this "belief that pharmacies *should not* sell tobacco products" survey question is described in detail in Table 11, and the 2012 Steuben County rate of 47.5% believing that pharmacies *should not* sell tobacco products is significantly lower than the current regional average rate of 57.8%, this is a large enough difference to be considered statistically significant, which is what is indicated by the ("Should Not", current levels compared to current regional average: Chemung-↑; Schuyler-↑; Steuben-↓) comment that is directly above the Regional Comparison table for the STTAC Region county's Table 11. In other words, 47.5% as a sample result, from a sample of n=400 random adults, is extremely unlikely to occur when selected from a larger population for which the overall population rate is 57.8%.

Correlated Explanatory Variables – How does one decide if there is a "statistically significant" correlation?

Throughout this report, comparisons for "relationships between collected variables" have been completed. The theory when completing these comparisons is similar to that which was described in the illustration above – the comparison of the Steuben County "believe that pharmacies *should not* sell tobacco products" rate to the current regional average. However, with investigations for *relationships between variables*, the focus becomes the identification of correlations *between* variables – is the result for some survey question different when looking at various subgroups (or, levels) of some other variable? Again, referring to the "pharmacies *should not* sell tobacco products" scenario, one could observe in Table 11 that the rate *among males is 52.1% believe that pharmacies should not* sell tobacco, and compare this to the rate *among females (which is 65.7%).* Note that these two gender estimates are based upon three-county combined data. A very small difference between these within-subgroup rates (or, proportions) could be small enough to quite likely occur simply due to the random chance of sampling when the real population values for all males and all females in the county are equal – found to be not a statistically significant difference ($p>0.05$). Conversely, a very large difference between these within-subgroup proportions could be large enough to be quite *un*likely to occur simply due to the random chance of sampling when the real population values for all males and all females in the county are equal – found to be a statistically significant difference ($p<0.05$).

How does one determine if the observed difference in rates (or, percentages) when comparing subgroups is large enough to be statistically significant, or so small that it is not statistically significant? Commonly a traditional Chi Square Test is used to answer the question posed above (the question: "Is belief that pharmacies *should not* sell tobacco products significantly related to gender in the STTAC Region … i.e. males and females differ significantly in their attitudes toward this tobacco sales issue), however, an alternative and more user-friendly and versatile statistical approach will be used throughout this study, rather than using Chi Square Tests.

The following few paragraphs will explain to the reader of this report in clear terminology, and with clear instructions, the "why?" and "how?" regarding the determination of which observed differences in rates (or, percentages) when comparing subgroups are large enough to be statistically significant.

Each correlational investigation in this report is presented in its own cross-tabulation table (i.e. an investigation for a relationship between "Age" and "How do you feel about tobacco products being sold in stores that are located near

schools?" would be presented in its own table). As a result of approximately 30 outcome tobacco-related variables in this study, each cross-tabulated by all five of the potential explanatory variables of Gender, Age, Smoking Status, Education, and Household Income, there are approximately 100-150 cross-tabulation correlational investigation tables included in the following Presentation of Results section of this report. This large number of cross-tabulation tables, combined with the variety of ways that the response distribution to many survey questions could be collapsed (very important limiting factor), suggests that an alternative, more versatile, approach to testing for significance in the cross-tabulation tables be utilized in place of the standard Chi Square Test. Therefore, rather than calculating and reporting the results for each of the ≈100-150 cross-tabulation tables included in this report, the following method is recommended.

When the reader wishes to determine whether or not an observed difference in a cross-tabulation table is statistically significant or not (i.e. "Does the 52.1% of the 596 sampled *males* in the STTAC Region believing that pharmacies *should not* sell tobacco products differ significantly from the 65.7% of the 603 sampled *females* in the STTAC Region who expressed this belief?"), the method that has been recommended by the New York State Department of Health in its presentation of the 2009 Expanded Behavioral Risk Factor Surveillance System (BRFSS) results is also recommended for this 2012 STTAC Region County study. The NYSDOH 2009 Expanded BRFSS (on page 12 of 151 in that report) cites the following:

> **"When the confidence intervals of two estimates of the same indicator from different areas (or, subgroups) do not overlap, they may be said to be statistically significantly different, i.e., these differences are unlikely related to chance and are considered true differences. If there is any value that is included in both intervals, the two estimates are not statistically significantly different."**

In other words, the reader must identify the specific response choice of interest … is one interested in only investigating "Do Not Allow At All", or more interested in collapsing the two possible response choices "Do Not Allow At All" and "Restrict to Certain Areas" together … or, does one want to only investigate "Strongly Favor", or does one want to collapse "Strongly Favor" and "Somewhat Favor" together? Then, after observing the sample sizes at the bottom of the cross-tabulation tables, one may again refer to Table 5 in this study to identify the correct margins of error if estimating proportions (or, "percentages" or "rates") for subgroups. With these margins of error, two separate confidence intervals may be constructed, one for each subgroup, and the overlap-vs.-non-overlap rule recommended above by the NYSDOH may be applied to determine whether or not the observed sample difference between demographic subgroups should be considered statistically significant.

Correlated Explanatory Variables – An example of determining if there is a "statistically significant" correlation?

To illustrate this BRFSS-recommended decision process with the potential relationship between the "gender" and "attitude about pharmacies not selling tobacco" variables that has been described earlier:

For Males: n=596, p=52.1%, therefore from Table 5 the approximate margin of error is ±4.0%
The resulting confidence interval is: 52.1%±4.0%, or **(48.1%,56.1%).**

For Females: n=603, p=65.7%, therefore from Table 5 the approximate margin of error is ±3.8%
The resulting confidence interval is: 65.7%±3.8%, or **(61.9%,69.5%).**

Since these two confidence intervals do not overlap, the difference between males and females is considered statistically significant. In other words, based upon the sample data collected in this survey, attitude about whether pharmacies should not sell tobacco products is significantly related to gender in the STTAC Region – females are much more opposed to the sale of tobacco at pharmacies than are males.

It should be noted that the method of determining statistical significance in this study (the NYSDOH/BRFSS-recommended method) is less powerful than other mathematical hypothesis testing methods available. In other words, the overlapping-confidence-intervals method is more susceptible to erring with a "false-negative", rather than a "false-positive" … a real difference that exists in the populations being compared (i.e. males vs. females) is more likely to not be detected when using the overlapping-confidence-intervals method than is the case when using the alternative mathematical hypothesis testing methods available. However, the overlapping-confidence-intervals method is very, very unlikely to generate a "false-positive" … in other words; a difference that does not actually exist in the entire populations is very, very unlikely to be identified as a statistically significant difference when the overlapping-confidence-intervals

method is utilized. Any questions about statistical tests of significance, power of tests, margins of error, and any other analyses should be directed to the professional staff at *Joel LaLone Consulting*.

The above-described process is the appropriate process to use whenever comparing subgroups within the data set that has been collected and analyzed within this study. The level of precision that is provided in the margins of error that are presented in Table 5 is the level of precision that is necessary to validly test for a statistically significant difference between subgroups (or, alternatively described – "test for a statistically significant relationship with some potential explanatory variable"). However, at times the results in this report will (and should be) presented to an audience that has less technical/statistical background than the typical members of a tobacco control community partnership. In this instance, it could be beneficial to explain the margins of error that are appropriate to use for smaller subgroups of the entire sample that has been collected in more general (or, *approximate*) terms. Therefore, the following Table 6 is provided with sample sizes and resulting *approximate* margins of error for the common demographic subgroups that will be compared throughout the remainder of this report. Again, caution should be used in not over-interpreting the approximate margins of error presented in Table 6; they are "average" margins of error, averaging across varying sample proportions that could conceivably be the actual sample proportion for any survey question. Table 6 is provided for explanation to some audience, for example, of the "typical margin of error when investigating results for only males." Note that the Margin of Error results recorded in Table 6 were directly calculated using the mathematical formula shown on page 16.

Table 6 Sample Sizes and Approximate Margins of Error within Demographic Subgroups (Three counties combined, weighted by Gender, Age, Education Level, Phone Ownership, and County Population Size)

Sample Sizes

By Gender	
Males	n=597
Females	n=603

By Age	
18-24	n=134
25-34	n=172
35-44	n=198
45-54	n=245
55-64	n=207
65+	n=244

By Education	
HSG or less	n=590
Some College	n=372
4+ YD	n=238

By Income	
<$25,000	n=199
$25-$50k	n=198
$50-$75k	n=208
$75,000+	n=213

By Cigarette Use	
Smoker	n=223
Non-smoker	n=977

Margins of Error (approximate, average across all possible values of sample proportions)

By Gender	
Males	±3.2%
Females	±3.2%

By Age	
18-24	±6.8%
25-34	±6.0%
35-44	±5.6%
45-54	±5.0%
55-64	±5.4%
65+	±5.0%

By Education	
HSG or less	±3.2%
Some College	±4.1%
4+ YD	±5.1%

By Income	
<$25,000	±5.6%
$25-$50k	±5.6%
$50-$75k	±5.4%
$75,000+	±5.4%

By Cigarette Use	
Smoker	±5.2%
Non-smoker	±2.5%

Regional Comparisons – How does one decide if a STTAC Region county is "statistically significantly" different?

A table is provided for each survey question that includes the summarized overall results for a group of twenty-three county-wide studies in Central, Northern, and Western New York that were completed by tobacco community partnerships throughout December 2011 – January 2013 (each of the twenty-three studies has been completed by *Joel LaLone Consulting,* using similar methodology to that which has been used in January 2013 in the STTAC Region). These summarized results include the minimum, maximum, and average values found for each survey question among the twenty-three studies. The research question that is being investigated in these comparisons is: "Is any STTAC Region county statistically significantly different from the typical current result for the twenty-three county region regarding some tobacco-related attribute?" In this instance, the statistical approach that is used to determine if the difference between the observed sample percentage in a STTAC Region county and the overall regional average percentage is "statistically significant" necessitates the use of only one confidence interval. One must only use Table 5 once, with the appropriate sample percentage and sample size for the STTAC Region county of interest, construct the appropriate confidence interval, and the decision is made as follows: if the constructed confidence interval *does* include the twenty-three county regional average result then that specific STTAC Region county is *not* statistically significantly different from the current twenty-three county regional average; conversely, if the constructed confidence interval *does not* include the twenty-three

county regional average result then that specific STTAC Region county *is* statistically significantly different from the current twenty-three county regional average. Since there are only three of these comparison-to-regional-average analyses required for each survey question in the study (one each for Chemung, Schuyler, and Steuben County), all comparisons for all survey questions have been calculated and reported for the reader throughout the Presentation of Results section of this report. A comment is made above each regional comparison table that describes whether or not any difference that can be observed between the three STTAC Region counties and the current twenty-three county regional average is statistically significant.

To illustrate a regional comparison, consider the "attitude about pharmacies not selling tobacco" variable. Reference to Table 11 shows that:

In Steuben County: n=401 participants, and p=47.5% respond "Should Not"; therefore from Table 5 the approximate margin of error is ±4.9%. The resulting confidence interval is: 47.5%±4.9%, or **(42.6%,52.4%).**

Since this confidence interval does not contain the estimated regional average of 57.8%, the difference between Steuben County and the current twenty-three county regional average is considered statistically significant. In other words, based upon the sample data collected in this survey, attitude in Steuben County about whether pharmacies should not sell tobacco products is significantly different from the current twenty-three county regional average attitude distribution – Steuben County adults are less likely to be against the sale of tobacco in pharmacies than is the typical situation in upstate New York counties.

Trend Analysis – How does one decide if a county has "statistically significantly" changed over time?

Whenever possible in this report, comparisons are made between the current results and the results in earlier tobacco community assessment studies completed in the STTAC Region (every-other year between 2005 and 2011). The research question that is being investigated in these comparisons is, "Has there been a statistically significant change in tobacco-related attributes among STTAC Region residents between 2005 and 2013?"

When interpreting the comparisons that have been provided, the reader should consider the following factors. *Joel LaLone Consulting* also completed the earlier STTAC Region studies. The earlier studies used telephone-interviewing methodology that was virtually identical to that which was utilized in the present 2013 STTAC Region study, as well as similar post-stratification weighting procedures. However, the earlier survey instruments that were used are not exactly the same instrument that has been used in 2013. Therefore, only the questions/items that were also measured in earlier studies are available for trend analysis to compare with the current 2013 results. With the similar methodologies and weighting procedures that have been applied, it is valid to make comparisons between the studies – observe changes or trends.

The same concept of statistical significance that was described in the preceding pages regarding "Correlational Analyses" is also applied when a researcher attempts to investigate whether or not results in a STTAC Region county have changed significantly over the past eight years; however, the focus now becomes, for example, the comparison of the 2013 Schuyler County result to the earlier Schuyler County results (rather than comparing males to females, for example, in a correlational analysis), and the same *overlap-vs.-non-overlap* rule recommended by the NYSDOH may be applied to determine whether or not the observed sample difference between years should be considered statistically significant.

To illustrate a trend analysis, once more please consider the "attitude about pharmacies not selling tobacco" variable. Reference to Table 11 shows that:

In 2011, Schuyler County: n=400 participants, and p=52.3% respond "Should Not"; therefore from Table 5 the approximate margin of error is ±4.9%. The resulting confidence interval for 2010 is: 52.3%±4.9%, or **(47.4%,57.2%).**

In 2013, Schuyler County: n=400 participants, and p=66.3% respond "Should Not"; therefore from Table 5 the approximate margin of error is ±4.6%. The resulting confidence interval for 2012 is: 66.3%±4.6%, or **(61.7%,70.9%).**

Since these two confidence intervals do not overlap, the difference between 2011 and 2013 (the 2-year trend) is considered statistically significant. In other words, based upon the sample data collected in this survey, attitude about whether pharmacies should not sell tobacco products in Schuyler County has significantly changed between 2011 and 2013, which is what is described in the ("Should Not" between 2011 and 2013: Chemung-NC; Schuyler-↑; Steuben-NC) comment directly above the trend analysis table with Table 11. Schuyler County adults are now significantly more opposed to the sale of tobacco in pharmacies than they were two years ago.

Finally, the preceding comments regarding statistically significant differences between subgroups, statistically significant differences between any STTAC Region county and the current regional average, and statistically significant differences or changes between study years, are comments addressing ***statistical* significance** … which, of course, is not one-and-the-same as ***practical* significance**. The reader should be reminded that statistical significance with respect to sample differences found addresses the concept of *probability*, as follows – "is this difference likely to occur in a sample(s) of size n=400 (or, in the case of subgroups, samples of less than 400 at times) if there is no difference in the entire sampled populations… could the size of the sample difference simply be due to chance?" However, practical significance is an interpretation that is left to the subject area expert, since practical significance addresses the concept of *usefulness*, as follows – "is this difference identified in the collected data useful in the real world?" A *difference* identified in a sample (or, samples) may be statistically significant without being practically significant, however, a *difference* identified in a sample (or, samples) may *not* be practically significant without being statistically significant. To summarize, readers are warned not to over-interpret some practical significance or meaning for a difference in this study data that is mathematically deemed to be *not* statistically significant.

We now begin the presentation of the detailed quantitative results of the 2013 STTAC Region Tobacco Study, including results for each of the following eight sets of survey questions:

1. Tobacco Marketing
2. Tobacco Point of Sale
3. Outdoor Tobacco Policies
4. Smoke Free Workplace
5. Smoke Free Housing
6. Tobacco Use
7. Tobacco Cessation Issues – Former Smokers
8. Tobacco Use, Cessation, and Purchase Issues – Current Smokers

Tobacco Marketing

Table 7 When you go to a convenience store, supermarket, or gas station, how often do you see ads for cigarettes and other tobacco products or items that have tobacco names or pictures on them?

2013 STTAC Three-County Combined Results:

	When you go to a convenience store, supermarket, or gas station, how often do you see ads for cigarettes and other tobacco products or items that have tobacco names or pictures on them?	
	Count	%
All of the time	341	28.5%
Most of the time	219	18.3%
Some of the time	146	12.2%
Hardly ever	230	19.2%
Never	178	14.9%
Don't go to these places.	18	1.5%
Don't know/Not sure	66	5.5%
Total	1199	100.0%

(78.2% "See the ads some" (A+M+S+H))

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
All of the time	31.1%	31.0%	25.6%
Most of the time	18.0%	18.2%	18.6%
Some of the time	14.6%	10.3%	10.3%
Hardly ever	15.0%	29.1%	21.1%
Never	12.4%	6.6%	18.7%
Don't go to these places.	1.7%	1.5%	1.3%
Don't know/Not sure	7.2%	3.4%	4.4%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	400

("See the ads some" (A+M+S+H): Chemung=78.7%; Schuyler=88.6%; Steuben=75.6%)

Trend Analysis: ("See the ads all of the time" between 2009 and 2013: Chemung-↓; Schuyler-↓; Steuben-↓)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
All of the time	44.4%	55.5%	63.4%	--	31.1%	40.6%	47.7%	58.1%	--	31.0%	47.2%	44.8%	58.4%	--	25.6%
Most of the time	13.4%	13.0%	9.5%	--	18.0%	16.0%	18.0%	11.7%	--	18.2%	18.5%	21.7%	11.1%	--	18.6%
Some of the time	15.1%	12.5%	8.2%	--	14.6%	17.5%	10.8%	10.8%	--	10.3%	12.3%	11.6%	13.4%	--	10.3%
Hardly ever	9.2%	4.9%	6.9%	--	15.0%	13.2%	7.6%	8.0%	--	29.1%	11.9%	7.9%	7.9%	--	21.1%
Never	10.7%	11.7%	6.6%	--	12.4%	8.6%	13.6%	6.4%	--	6.6%	5.5%	10.8%	5.1%	--	18.7%
"I don't go to these places."	7.3%	2.5%	1.8%	--	1.7%	4.2%	2.3%	1.0%	--	1.5%	4.6%	3.2%	0.8%	--	1.3%
Don't Know/Not Sure	0.0%	0.0%	3.5%	--	7.2%	0.0%	0.0%	3.9%	--	3.4%	0.0%	0.0%	3.2%	--	4.4%

Regional Comparison: ("See the ads *at least some*", current levels compared to current regional average: Chemung-ND; Schuyler-↑; Steuben-ND)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
See the ads some (A+M+S+H)	63.6%	**76.0%**	88.6%
See the ads "All of the time"	25.1%	**28.4%**	31.8%

Table 7 (cont.) When you go to a convenience store, supermarket, or gas station, how often do you see ads for cigarettes and other tobacco products or items that have tobacco names or pictures on them?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
All of the time	28.9%	28.0%	48.8%	25.9%	32.6%	26.3%	26.1%	19.7%
Most of the time	20.1%	16.5%	31.0%	10.0%	22.9%	20.3%	16.8%	12.6%
Some of the time	11.9%	12.4%	12.3%	21.2%	8.9%	12.1%	12.9%	7.9%
Hardly ever	17.2%	21.2%	3.0%	30.8%	15.7%	18.1%	17.5%	25.4%
Never	15.3%	14.5%	4.6%	12.1%	15.1%	13.8%	17.8%	21.0%
Don't go to these places.	.9%	2.0%	.0%	.0%	1.1%	.7%	.8%	5.0%
Don't know/Not sure	5.6%	5.4%	.4%	.0%	3.6%	8.8%	7.9%	8.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	595	603	134	172	198	245	206	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
All of the time	35.1%	27.0%	32.6%	23.2%	26.6%	24.3%	24.7%	36.5%	18.8%
Most of the time	21.3%	17.6%	15.5%	23.3%	17.4%	25.5%	16.3%	22.1%	27.5%
Some of the time	6.3%	13.5%	10.6%	11.9%	16.4%	16.0%	12.5%	17.0%	11.6%
Hardly ever	26.5%	17.5%	16.9%	21.7%	20.9%	15.6%	29.9%	13.3%	19.0%
Never	9.5%	16.1%	16.3%	14.1%	12.8%	14.0%	9.6%	9.2%	16.4%
Don't go to these places.	.3%	1.7%	1.9%	.9%	1.3%	3.1%	1.2%	.0%	.9%
Don't know/Not sure	1.0%	6.6%	6.2%	4.9%	4.6%	1.4%	5.7%	2.0%	5.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	222	977	589	372	238	199	198	207	213

Table 8 — Stores that sell tobacco products often display advertisements for cigarettes and other tobacco products. Do you think that seeing these ads makes teens more likely to smoke?

2013 STTAC Three-County Combined Results:

	Stores that sell tobacco products often display advertisements for cigarettes and other tobacco products. Do you think that seeing these ads makes teens more likely to smoke?	
	Count	%
Definitely yes	248	20.7%
Probably yes	316	26.4%
Probably not	201	16.7%
Definitely not	336	28.0%
No opinion	5	.4%
Don't know	93	7.8%
Refused	1	.0%
Total	1199	100.0%

(47.1% "Definitely or Probably Yes")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Definitely yes	24.5%	9.6%	19.3%
Probably yes	22.3%	36.8%	28.0%
Probably not	13.4%	18.1%	19.5%
Definitely not	29.0%	28.0%	27.1%
No opinion	.6%	1.4%	.1%
Don't know	10.2%	6.0%	5.9%
Refused	.1%	.1%	.0%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Definitely or Probably Yes": Chemung=46.8%; Schuyler=46.4%; Steuben=47.3%)

Trend Analysis: ("Definitely or Probably Yes" between 2011 and 2013: Chemung-NC; Schuyler- NC; Steuben- NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Definitely Yes	--	--	--	22.4%	24.5%	--	--	--	20.6%	9.6%	--	--	--	17.8%	19.3%
Probably Yes	--	--	--	24.9%	22.3%	--	--	--	25.8%	36.8%	--	--	--	24.5%	28.0%
Probably Not	--	--	--	24.8%	13.4%	--	--	--	23.4%	18.1%	--	--	--	22.1%	19.5%
Definitely Not	--	--	--	18.7%	29.0%	--	--	--	22.2%	28.0%	--	--	--	24.2%	27.1%
No Opinion	--	--	--	2.5%	0.6%	--	--	--	1.1%	1.4%	--	--	--	2.2%	0.1%
Don't know	--	--	--	6.8%	10.2%	--	--	--	6.8%	6.0%	--	--	--	8.6%	5.9%
Refused	--	--	--	0.0%	0.1%	--	--	--	0.0%	0.1%	--	--	--	0.4%	0.0%

Regional Comparison: ("See ads *at least some*", current levels compared to current regional average: Chemung-ND; Schuyler-ND; Steuben-ND)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Yes (Definitely+Probably)	44.0%	**50.6%**	58.6%

Table 8 (cont.) Stores that sell tobacco products often display advertisements for cigarettes and other tobacco products. Do you think that seeing these ads makes teens more likely to smoke?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Definitely yes	17.6%	23.7%	23.5%	14.6%	29.0%	16.4%	19.2%	22.0%
Probably yes	24.9%	27.8%	26.9%	33.2%	25.0%	24.6%	25.3%	25.1%
Probably not	22.1%	11.4%	21.4%	17.0%	12.7%	12.5%	18.8%	19.7%
Definitely not	26.6%	29.4%	22.8%	29.6%	29.0%	31.5%	30.3%	23.5%
No opinion	.1%	.7%	.0%	.0%	.4%	.6%	.7%	.5%
Don't know	8.6%	7.0%	5.3%	5.5%	3.9%	14.4%	5.7%	9.0%
Refused	.0%	.1%	.0%	.0%	.0%	.0%	.0%	.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	206	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Definitely yes	17.7%	21.3%	23.2%	14.9%	23.3%	14.6%	14.1%	31.3%	19.0%
Probably yes	12.7%	29.5%	21.7%	29.4%	33.2%	27.4%	21.4%	28.8%	32.3%
Probably not	24.5%	15.0%	16.5%	22.7%	7.8%	29.8%	21.8%	12.5%	16.8%
Definitely not	37.4%	25.9%	29.7%	23.8%	30.5%	21.0%	39.5%	18.8%	22.5%
No opinion	.3%	.5%	.1%	.6%	1.0%	.6%	.1%	.3%	.7%
Don't know	7.4%	7.9%	8.7%	8.6%	4.3%	6.5%	3.1%	8.4%	8.8%
Refused	.0%	.0%	.1%	.0%	.0%	.2%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	976	590	372	238	199	198	208	213

Table 9 How do you feel about tobacco products such as packs of cigarettes or cigars being displayed in stores?

2013 STTAC Three-County Combined Results:

	How do you feel about tobacco products such as packs of cigarettes or cigars being displayed in stores?	
	Count	%
Totally acceptable	292	24.3%
Somewhat acceptable	358	29.9%
Neither	120	10.0%
Somewhat unacceptable	162	13.5%
Totally unacceptable	243	20.2%
Don't know	25	2.1%
Refused	0	.0%
Total	1200	100.0%

(33.7% “Somewhat or Totally Unacceptable”)

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Totally acceptable	23.5%	18.0%	26.3%
Somewhat acceptable	26.6%	24.5%	33.8%
Neither	12.3%	7.0%	8.4%
Somewhat unacceptable	15.4%	10.9%	12.2%
Totally unacceptable	20.2%	36.0%	17.3%
Don't know	1.9%	3.7%	2.0%
Refused	.1%	.0%	.0%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

(“Somewhat or Totally Unacceptable”: Chemung=35.6%; Schuyler=46.9%; Steuben=29.5%)

Trend Analysis: Not measured in previous studies in STTAC counties.

Regional Comparison: (“Somewhat or Totally Unacceptable”, current levels compared to current regional average: Chemung-ND; Schuyler-↑; Steuben-ND)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Unacceptable (T+SW)	25.3%	**33.9%**	46.9%

Table 9 (cont.) How do you feel about tobacco products such as packs of cigarettes or cigars being displayed in stores?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Totally acceptable	26.3%	22.4%	21.7%	32.7%	21.6%	28.9%	23.6%	18.2%
Somewhat acceptable	30.8%	29.0%	36.7%	41.3%	30.2%	22.7%	29.1%	25.6%
Neither	12.3%	7.6%	6.4%	3.0%	17.8%	10.3%	10.5%	9.8%
Somewhat unacceptable	14.2%	12.8%	32.0%	5.7%	13.1%	12.8%	10.9%	11.9%
Totally unacceptable	14.1%	26.3%	3.2%	14.1%	16.4%	23.1%	24.2%	30.6%
Don't know	2.3%	1.9%	.0%	3.2%	.9%	2.2%	1.6%	3.7%
Refused	.0%	.1%	.0%	.0%	.0%	.0%	.0%	.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Totally acceptable	45.7%	19.5%	27.5%	22.2%	19.9%	21.4%	33.6%	18.5%	19.1%
Somewhat acceptable	31.8%	29.4%	28.5%	34.2%	26.4%	35.7%	28.8%	38.5%	35.2%
Neither	2.9%	11.6%	14.6%	3.9%	7.9%	3.1%	8.7%	12.7%	9.5%
Somewhat unacceptable	11.1%	14.0%	10.1%	15.9%	18.2%	16.8%	9.1%	10.9%	17.6%
Totally unacceptable	8.1%	23.0%	16.7%	21.5%	26.9%	20.6%	18.1%	17.2%	18.4%
Don't know	.4%	2.5%	2.5%	2.3%	.8%	2.1%	1.8%	2.2%	.2%
Refused	.0%	.0%	.1%	.0%	.0%	.2%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 10 What is your opinion about a policy that would ban the display of tobacco products such as packs of cigarettes or cigars from stores?

2013 STTAC Three-County Combined Results:

	What is your opinion about a policy that would ban the display of tobacco products such as packs of cigarettes or cigars from stores?	
	Count	%
Strongly in favor	321	26.8%
Somewhat in favor	253	21.1%
Neither in favor/against	177	14.8%
Somewhat against	174	14.5%
Strongly against	247	20.6%
Don't know	27	2.3%
Refused	0	.0%
Total	1199	100.0%

(47.9% “Somewhat or Strongly In Favor”)

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Strongly in favor	24.2%	45.9%	25.6%
Somewhat in favor	24.4%	10.8%	20.0%
Neither in favor/against	15.2%	12.1%	14.8%
Somewhat against	12.0%	9.7%	17.6%
Strongly against	20.3%	20.6%	20.9%
Don't know	3.9%	.8%	1.1%
Refused	.0%	.1%	.0%
Total	100.0%	100.0%	100.0%
Sample Size	399	399	401

(“Somewhat or Strongly In Favor”: Chemung=48.6%; Schuyler=56.7%; Steuben=45.6%)

Trend Analysis: Not measured in previous studies in STTAC counties.

Regional Comparison: (“Somewhat or Strongly In Favor”, current levels compared to current regional average: Chemung-ND; Schuyler-↑; Steuben-ND)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Favor (SF+SWF)	39.6%	**50.1%**	65.0%

Table 10 (cont.) What is your opinion about a policy that would ban the display of tobacco products such as packs of cigarettes or cigars from stores?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Strongly in favor	22.8%	30.8%	11.0%	23.5%	19.6%	30.4%	30.3%	37.2%
Somewhat in favor	20.0%	22.1%	50.4%	17.9%	26.0%	19.6%	13.4%	11.2%
Neither in favor/against	17.1%	12.4%	13.6%	22.6%	16.0%	13.7%	10.8%	13.3%
Somewhat against	15.9%	13.0%	9.0%	8.6%	18.9%	15.4%	17.1%	14.9%
Strongly against	22.0%	19.2%	16.0%	24.3%	18.7%	20.3%	24.6%	19.0%
Don't know	2.1%	2.4%	.0%	3.2%	.9%	.6%	3.8%	4.4%
Refused	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	596	603	134	172	198	245	206	243

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Strongly in favor	10.5%	30.5%	24.1%	23.7%	38.3%	28.2%	22.0%	29.3%	28.1%
Somewhat in favor	25.3%	20.1%	17.6%	27.3%	20.1%	28.2%	18.0%	24.2%	22.0%
Neither in favor/against	5.5%	16.9%	17.7%	12.0%	11.8%	11.5%	15.8%	15.9%	12.7%
Somewhat against	13.0%	14.8%	15.4%	16.1%	9.7%	10.0%	20.2%	13.6%	21.0%
Strongly against	45.3%	14.9%	23.1%	17.4%	19.3%	20.0%	22.7%	16.8%	12.3%
Don't know	.4%	2.7%	2.2%	3.4%	.9%	2.0%	1.4%	.3%	4.0%
Refused	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	976	590	371	238	199	198	208	213

Tobacco Point of Sale

Table 11 Do you think that pharmacies should or should not be allowed to sell tobacco products (cigarettes, cigars, etc)?

2013 STTAC Three-County Combined Results:

	Pharmacies should or should not be allowed to sell tobacco products?	
	Count	%
Should	392	32.7%
Should not	707	59.0%
Don't know	100	8.3%
Total	1200	100.0%

(59.0% "Should Not")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Should	26.5%	31.1%	38.6%
Should not	70.2%	66.3%	47.5%
Don't know	3.3%	2.7%	13.9%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Should Not": Chemung=70.2%; Schuyler=66.3%; Steuben=47.5%)

Trend Analysis: ("Should Not" between 2011 and 2013: Chemung-NC; Schuyler-↑; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Should	--	--	--	28.7%	26.5%	--	--	--	43.4%	31.1%	--	--	--	42.8%	38.6%
Should not	--	--	--	64.4%	70.2%	--	--	--	52.3%	66.3%	--	--	--	54.6%	47.5%
Don't know	--	--	--	7.0%	3.3%	--	--	--	4.3%	2.7%	--	--	--	2.6%	13.9%

Regional Comparison: ("Should Not", current levels compared to current regional average: Chemung-↑; Schuyler-↑; Steuben-↓)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Should not	41.5%	**57.8%**	74.0%

Table 11 (cont.) Do you think that pharmacies should or should not be allowed to sell tobacco products (cigarettes, cigars, etc)?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Should	38.9%	26.6%	23.5%	37.6%	34.1%	35.5%	33.8%	29.5%
Should not	52.1%	65.7%	69.1%	47.9%	59.9%	56.4%	59.1%	63.0%
Don't know	9.0%	7.6%	7.5%	14.5%	6.0%	8.1%	7.1%	7.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	596	603	134	172	198	245	207	243

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Should	51.3%	28.5%	34.5%	33.3%	27.3%	29.4%	48.7%	37.1%	28.0%
Should not	40.6%	63.2%	55.4%	64.3%	59.6%	58.4%	43.7%	60.9%	66.0%
Don't know	8.1%	8.4%	10.1%	2.4%	13.1%	12.2%	7.6%	2.0%	6.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	976	590	372	238	199	198	208	213

Table 12 How do you feel about tobacco products being sold in stores that are located near schools? Do you believe that it is ...

2013 STTAC Three-County Combined Results:

	Tobacco products being sold in stores that are located near schools?	
	Count	%
Totally acceptable	215	18.0%
Somewhat acceptable	211	17.6%
Neither	137	11.4%
Somewhat unacceptable	214	17.8%
Totally unacceptable	403	33.6%
Don't know	19	1.6%
Refused	1	.0%
Total	1200	100.0%

(51.4% “Somewhat or Totally Unacceptable”)

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Totally acceptable	15.3%	13.8%	21.2%
Somewhat acceptable	16.9%	19.6%	17.9%
Neither	15.3%	4.2%	9.3%
Somewhat unacceptable	14.5%	21.8%	20.1%
Totally unacceptable	37.2%	39.6%	29.2%
Don't know	.9%	1.1%	2.3%
Refused	.0%	.0%	.1%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

(“Somewhat or Totally Unacceptable”: Chemung=51.7%; Schuyler=61.4%; Steuben=49.3%)

Trend Analysis: (“Somewhat or Totally Unacceptable” between 2011 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Totally acceptable	--	--	--	13.0%	15.3%	--	--	--	13.2%	13.8%	--	--	--	14.7%	21.2%
Somewhat acceptable	--	--	--	17.5%	16.9%	--	--	--	20.1%	19.6%	--	--	--	17.2%	17.9%
Neither acceptable nor unacceptable	--	--	--	12.9%	15.3%	--	--	--	5.5%	4.2%	--	--	--	11.7%	9.3%
Somewhat unacceptable	--	--	--	12.8%	14.5%	--	--	--	19.8%	21.8%	--	--	--	11.9%	20.1%
Totally unacceptable	--	--	--	40.0%	37.2%	--	--	--	38.6%	39.6%	--	--	--	42.3%	29.2%
Don’t know	--	--	--	3.5%	0.9%	--	--	--	2.6%	1.1%	--	--	--	2.0%	2.3%
Refused	--	--	--	0.2%	0.0%	--	--	--	0.1%	0.0%	--	--	--	0.3%	0.1%

Table 12 (cont.) How do you feel about tobacco products being sold in stores that are located near schools? Do you believe that it is ...

Regional Comparison: ("Somewhat or Totally Unacceptable", current levels compared to current regional average: Chemung-NS; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Unacceptable (T+SW)	42.2%	**51.2%**	61.4%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Totally acceptable	20.6%	15.4%	10.9%	22.6%	21.2%	22.0%	17.0%	12.6%
Somewhat acceptable	19.5%	15.7%	21.0%	27.5%	15.8%	14.2%	21.3%	10.5%
Neither	14.8%	8.1%	10.5%	8.9%	16.2%	15.5%	7.9%	8.6%
Somewhat unacceptable	20.8%	14.9%	28.3%	17.1%	22.7%	17.5%	11.0%	14.7%
Totally unacceptable	23.9%	43.2%	24.7%	23.9%	23.8%	28.4%	41.4%	51.8%
Don't know	.5%	2.7%	4.2%	.0%	.3%	2.4%	1.3%	1.8%
Refused	.0%	.1%	.4%	.0%	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	243

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Totally acceptable	33.5%	14.4%	18.4%	13.5%	23.9%	14.5%	20.8%	13.6%	19.1%
Somewhat acceptable	32.4%	14.2%	18.0%	22.1%	9.6%	18.6%	21.4%	16.0%	13.1%
Neither	6.3%	12.6%	16.8%	5.8%	6.9%	5.2%	15.3%	15.5%	5.3%
Somewhat unacceptable	11.5%	19.3%	15.4%	20.1%	20.4%	20.6%	15.1%	17.8%	25.5%
Totally unacceptable	15.6%	37.7%	31.0%	34.5%	38.5%	37.2%	26.2%	37.1%	34.9%
Don't know	.7%	1.8%	.5%	4.0%	.5%	4.0%	.9%	.0%	2.1%
Refused	.0%	.1%	.0%	.0%	.2%	.0%	.3%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	976	590	372	238	199	198	208	213

Table 13 What is your opinion about a policy that would restrict the sale of tobacco products in stores that are located near schools?

2013 STTAC Three-County Combined Results:

	Policy that would restrict the sale of tobacco products in stores that are located near schools?	
	Count	%
Strongly in favor	406	33.9%
Somewhat in favor	236	19.8%
Neither favor nor against	145	12.1%
Somewhat against	178	14.9%
Strongly against	210	17.5%
Don't know	21	1.8%
Refused	1	.0%
Total	1196	100.0%

(53.7% "Somewhat or Strongly In Favor")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Strongly in favor	32.5%	47.5%	32.6%
Somewhat in favor	17.6%	14.4%	22.7%
Neither favor nor against	13.8%	8.0%	11.4%
Somewhat against	15.0%	12.4%	15.3%
Strongly against	20.0%	17.0%	15.4%
Don't know	1.2%	.7%	2.5%
Refused	.0%	.0%	.1%
Total	100.0%	100.0%	100.0%
Sample Size	398	400	400

("Somewhat or Strongly In Favor": Chemung=50.1%; Schuyler=61.9%; Steuben=55.3%)

Trend Analysis: ("Somewhat or Strongly In Favor" between 2011 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Strongly in favor	--	--	--	37.4%	32.5%	--	--	--	38.2%	47.5%	--	--	--	38.7%	32.6%
Somewhat in favor	--	--	--	16.0%	17.6%	--	--	--	20.6%	14.4%	--	--	--	17.8%	22.7%
Neither in favor nor against	--	--	--	13.3%	13.8%	--	--	--	7.9%	8.0%	--	--	--	11.4%	11.4%
Somewhat against	--	--	--	10.0%	15.0%	--	--	--	13.6%	12.4%	--	--	--	12.6%	15.3%
Strongly against	--	--	--	19.4%	20.0%	--	--	--	13.7%	17.0%	--	--	--	16.3%	15.4%
Don't know	--	--	--	3.7%	1.2%	--	--	--	6.0%	0.7%	--	--	--	3.1%	2.5%
Refused	--	--	--	0.0%	0.0%	--	--	--	0.1%	0.0%	--	--	--	0.2%	0.1%

Regional Comparison: ("Somewhat or Strongly In Favor", current levels compared to current regional average: Chemung-NS; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Favor (SF+SWF)	45.8%	**53.8%**	69.5%

Table 13 (cont.) What is your opinion about a policy that would restrict the sale of tobacco products in stores that are located near schools?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Strongly in favor	28.3%	39.5%	24.7%	28.0%	28.7%	34.4%	37.2%	44.2%
Somewhat in favor	16.2%	23.3%	31.0%	22.0%	18.1%	17.6%	16.6%	18.1%
Neither favor nor against	17.5%	6.7%	8.0%	14.4%	19.8%	13.9%	5.0%	10.8%
Somewhat against	19.0%	10.7%	12.6%	22.7%	12.4%	11.4%	20.1%	11.8%
Strongly against	18.4%	16.6%	18.7%	12.8%	19.4%	21.5%	19.8%	12.8%
Don't know	.5%	3.1%	4.6%	.0%	1.6%	1.3%	1.4%	2.3%
Refused	.0%	.1%	.4%	.0%	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	600	134	172	197	245	205	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Strongly in favor	14.9%	38.3%	28.8%	37.3%	41.4%	41.2%	26.1%	36.0%	31.0%
Somewhat in favor	11.9%	21.6%	17.9%	20.8%	22.6%	17.7%	22.2%	22.3%	26.3%
Neither favor nor against	8.2%	13.0%	15.6%	10.3%	6.4%	5.7%	14.7%	17.3%	7.5%
Somewhat against	27.1%	12.1%	17.9%	12.2%	11.7%	15.0%	17.6%	12.9%	16.8%
Strongly against	37.9%	12.9%	17.5%	17.5%	17.6%	19.2%	18.5%	11.2%	16.2%
Don't know	.1%	2.2%	2.3%	2.0%	.1%	1.1%	.7%	.3%	2.2%
Refused	.0%	.1%	.0%	.0%	.2%	.0%	.3%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	973	589	371	237	198	198	208	213

Table 14 What is your opinion about a policy that would limit the number of stores that could sell tobacco in your community?

2013 STTAC Three-County Combined Results:

	Policy that would limit the number of stores that could sell tobacco in your community?	
	Count	%
Strongly in favor	347	28.9%
Somewhat in favor	181	15.1%
Neither favor nor against	131	10.9%
Somewhat against	188	15.7%
Strongly against	330	27.5%
Don't know	22	1.8%
Refused	1	.0%
Total	1200	100.0%

(44.0% "Somewhat or Strongly In Favor")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Strongly in favor	24.9%	43.6%	29.8%
Somewhat in favor	17.1%	12.4%	13.8%
Neither favor nor against	12.9%	5.1%	10.2%
Somewhat against	12.2%	11.5%	19.6%
Strongly against	31.1%	26.0%	24.6%
Don't know	1.9%	1.4%	1.8%
Refused	.0%	.0%	.1%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Somewhat or Strongly In Favor": Chemung=42.0%; Schuyler=56.0%; Steuben=43.6%)

Trend Analysis: Not measured in previous studies in STTAC counties.

Regional Comparison: ("Somewhat or Strongly In Favor", current levels compared to current regional average: Chemung-NS; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Favor (SF+SWF)	36.1%	**43.0%**	56.0%

Table 14 (cont.) What is your opinion about a policy that would limit the number of stores that could sell tobacco in your community?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Strongly in favor	22.6%	35.2%	23.9%	30.2%	24.4%	32.7%	28.1%	31.4%
Somewhat in favor	12.3%	17.8%	25.9%	16.5%	14.5%	11.1%	16.2%	11.6%
Neither favor nor against	13.2%	8.7%	13.1%	5.2%	15.4%	7.9%	10.9%	13.2%
Somewhat against	20.9%	10.6%	4.4%	21.6%	17.7%	13.9%	15.1%	18.5%
Strongly against	29.9%	25.2%	31.9%	26.2%	26.3%	31.5%	28.5%	22.3%
Don't know	1.1%	2.5%	.4%	.4%	1.7%	2.9%	1.2%	3.1%
Refused	.0%	.1%	.4%	.0%	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Strongly in favor	12.7%	32.6%	25.3%	25.3%	43.5%	27.1%	18.7%	27.8%	30.8%
Somewhat in favor	11.9%	15.8%	13.3%	18.2%	14.5%	13.2%	14.9%	19.9%	17.6%
Neither favor nor against	5.7%	12.1%	12.8%	13.0%	3.2%	12.9%	11.6%	14.4%	7.3%
Somewhat against	14.0%	16.1%	18.3%	15.0%	10.5%	14.3%	25.8%	18.4%	12.3%
Strongly against	55.2%	21.2%	28.9%	25.5%	27.3%	29.5%	28.1%	17.5%	30.2%
Don't know	.6%	2.1%	1.5%	3.0%	.8%	3.0%	.5%	2.1%	1.7%
Refused	.0%	.1%	.0%	.0%	.2%	.0%	.3%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 15 Would you support a local or state policy limiting the maximum number of tobacco retailers allowed in a neighborhood or area?

2013 STTAC Three-County Combined Results:

	Would you support a local or state policy limiting the maximum number of tobacco retailers allowed in a neighborhood or area?	
	Count	%
Yes	520	43.4%
No	590	49.2%
Not sure/No opinion	89	7.4%
Total	1199	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Yes	41.3%	55.9%	42.9%
No	47.3%	42.1%	52.3%
Not sure/No opinion	11.5%	2.0%	4.8%
Total	100.0%	100.0%	100.0%
Sample Size	399	399	401

Trend Analysis: ("Yes" between 2011 and 2013: Chemung-NC; Schuyler-↑; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Yes	--	--	--	43.6%	41.3%	--	--	--	43.1%	55.9%	--	--	--	44.6%	42.9%
No	--	--	--	48.6%	47.3%	--	--	--	53.2%	42.1%	--	--	--	49.9%	52.3%
Not sure/No opinion	--	--	--	7.9%	11.5%	--	--	--	3.8%	2.0%	--	--	--	5.5%	4.8%

Regional Comparison: ("Yes", current levels compared to current regional average: Chemung-NS; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Yes	34.6%	**43.2%**	55.9%

Table 15 (cont.) Would you support a local or state policy limiting the maximum number of tobacco retailers allowed in a neighborhood or area?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	35.3%	51.3%	42.3%	46.8%	39.6%	48.0%	39.9%	42.9%
No	58.1%	40.4%	45.5%	48.0%	57.4%	46.3%	53.7%	44.7%
Not sure/No opinion	6.6%	8.2%	12.3%	5.2%	3.1%	5.7%	6.4%	12.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	243

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Yes	26.0%	47.3%	35.7%	47.0%	56.7%	44.1%	32.9%	43.3%	47.6%
No	68.7%	44.8%	57.1%	42.5%	40.2%	45.8%	59.6%	51.3%	47.2%
Not sure/No opinion	5.3%	7.9%	7.2%	10.5%	3.1%	10.2%	7.5%	5.4%	5.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	976	590	371	238	199	198	208	213

Outdoor Tobacco Policies

Table 16 At a public outdoor community event such as a fair, music festival, concert, or auto show, smoking should be …?

2013 STTAC Three-County Combined Results:

	Public Outdoor Community Event	
	Count	%
Allow Anywhere	255	21.2%
Restrict to Certain Areas	564	47.0%
Not Allowed at All	368	30.7%
Not Sure/No Opinion	13	1.1%
Total	1200	100.0%

(77.7% "Restrict or Not Allow At All")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Allow Anywhere	19.9%	16.8%	23.2%
Restrict to Certain Areas	49.1%	40.7%	46.3%
Not Allowed at All	30.6%	41.8%	28.7%
Not Sure/No Opinion	.4%	.8%	1.7%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Restrict or Not Allow At All": Chemung=79.7%; Schuyler=82.5%; Steuben=75.0%)

Trend Analysis: ("Restrict or Not Allow At All" between 2011 and 2013: Chemung-↑; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Allowed Anywhere	--	--	23.4%	25.9%	19.9%	--	--	20.1%	22.3%	16.8%	--	--	20.2%	24.1%	23.2%
Restricted to Certain Areas	--	--	43.2%	42.5%	49.1%	--	--	48.5%	52.5%	40.7%	--	--	48.1%	44.8%	46.3%
Not Allowed At All	--	--	32.4%	28.5%	30.6%	--	--	29.0%	23.7%	41.8%	--	--	30.5%	29.8%	28.7%
Not Sure/No Opinion	--	--	1.0%	3.1%	0.4%	--	--	2.4%	1.4%	0.8%	--	--	1.2%	1.4%	1.7%

Regional Comparison: ("Not Allow At All", current levels compared to current regional average: Chemung-NS; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Restrict or Not Allow At All	75.0%	**78.8%**	82.6%
Not Allow At All	27.1%	**32.7%**	41.8%

Table 16 (cont.) At a public outdoor community event such as a fair, music festival, concert, or auto show, smoking should be …?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Allow Anywhere	24.6%	17.9%	7.5%	31.1%	28.2%	21.3%	25.5%	12.5%
Restrict to Certain Areas	48.3%	45.8%	62.0%	54.2%	48.4%	49.8%	36.6%	38.7%
Not Allowed at All	25.5%	35.8%	30.5%	14.7%	23.4%	28.8%	33.5%	47.5%
Not Sure/No Opinion	1.6%	.5%	.0%	.0%	.0%	.1%	4.4%	1.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Allow Anywhere	44.5%	15.9%	22.6%	23.4%	14.4%	23.3%	27.2%	19.6%	17.6%
Restrict to Certain Areas	37.8%	49.1%	47.7%	45.7%	47.5%	48.2%	47.2%	52.3%	46.6%
Not Allowed at All	17.5%	33.7%	27.7%	30.7%	37.9%	27.4%	24.5%	28.1%	32.3%
Not Sure/No Opinion	.2%	1.3%	2.0%	.2%	.2%	1.2%	1.0%	.0%	3.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 17 At an outdoor recreation area such as a public park, pool, or beach, smoking should be …?

2013 STTAC Three-County Combined Results:

	Public Outdoor Recreation Area (parks, pools, beaches, etc.)	
	Count	%
Allow Anywhere	226	18.8%
Restrict to Certain Areas	471	39.2%
Not Allowed at All	480	40.0%
Not Sure/No Opinion	23	2.0%
Total	1200	100.0%

(79.2% "Restrict or Not Allow At All")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Allow Anywhere	17.2%	15.2%	21.0%
Restrict to Certain Areas	40.6%	35.4%	38.7%
Not Allowed at All	41.3%	47.5%	37.4%
Not Sure/No Opinion	.9%	1.9%	2.9%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Restrict or Not Allow At All": Chemung=81.9%; Schuyler=82.9%; Steuben=76.1%)

Trend Analysis: In previous studies "Parks" and "Beaches" were separate survey questions.

Regional Comparison: ("Not Allow At All", current levels compared to current regional average: Chemung-NS; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Restrict or Not Allow At All	75.6%	**80.8%**	87.8%
Not Allow At All	23.8%	**38.3%**	47.7%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Allow Anywhere	22.7%	15.0%	7.5%	19.6%	16.3%	24.4%	24.9%	15.9%
Restrict to Certain Areas	44.5%	34.0%	40.7%	53.0%	40.4%	40.8%	30.7%	33.4%
Not Allowed at All	30.1%	49.8%	51.8%	25.0%	42.3%	34.1%	40.1%	47.8%
Not Sure/No Opinion	2.7%	1.3%	.0%	2.3%	.9%	.7%	4.3%	2.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Allow Anywhere	38.9%	14.3%	21.1%	18.7%	13.3%	19.5%	29.0%	22.3%	10.4%
Restrict to Certain Areas	33.1%	40.6%	41.8%	37.2%	36.0%	45.9%	41.6%	40.3%	35.9%
Not Allowed at All	25.8%	43.2%	34.0%	43.3%	49.8%	32.8%	27.9%	37.3%	49.3%
Not Sure/No Opinion	2.2%	1.9%	3.1%	.8%	.9%	1.7%	1.4%	.0%	4.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 18 When walking through an area around building entryways, smoking should be …?

2013 STTAC Three-County Combined Results:

	Public Building Entryways	
	Count	%
Allow Anywhere	154	12.8%
Restrict to Certain Areas	281	23.5%
Not Allowed at All	747	62.3%
Not Sure/No Opinion	18	1.5%
Total	1200	100.0%

(85.8% "Restrict or Not Allow At All")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Allow Anywhere	11.6%	12.5%	14.0%
Restrict to Certain Areas	21.1%	17.7%	26.6%
Not Allowed at All	66.9%	68.6%	56.9%
Not Sure/No Opinion	.4%	1.1%	2.5%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Restrict or Not Allow At All": Chemung=88.0%; Schuyler=86.3%; Steuben=83.5%)

Trend Analysis: ("Not Allow At All" between 2011 and 2013: Chemung-↑; Schuyler-↑; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Allowed Anywhere	--	--	13.9%	15.1%	11.6%	--	--	13.7%	13.7%	12.5%	--	--	13.6%	19.3%	14.0%
Restricted to Certain Areas	--	--	15.7%	22.6%	21.1%	--	--	26.1%	29.0%	17.7%	--	--	22.1%	22.4%	26.6%
Not Allowed At All	--	--	68.6%	58.8%	66.9%	--	--	58.6%	53.4%	68.6%	--	--	63.5%	57.4%	56.9%
Not Sure/No Opinion	--	--	1.8%	3.6%	0.4%	--	--	1.6%	3.9%	1.1%	--	--	0.8%	0.8%	2.5%

Regional Comparison: ("Not Allow At All", current levels compared to current regional average: Chemung-↑; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Restrict or Not Allow At All	79.7%	**85.4%**	89.7%
Not Allow At All	43.5%	**57.5%**	68.6%

Table 18 (cont.) When walking through an area around building entryways, smoking should be …?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Allow Anywhere	13.9%	11.7%	5.3%	9.9%	14.5%	15.9%	17.7%	10.4%
Restrict to Certain Areas	24.0%	22.9%	22.6%	27.2%	30.2%	17.7%	26.9%	18.7%
Not Allowed at All	61.2%	63.3%	68.3%	62.8%	55.1%	65.7%	54.4%	67.6%
Not Sure/No Opinion	.9%	2.1%	3.8%	.0%	.1%	.7%	1.1%	3.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Allow Anywhere	32.5%	8.3%	15.4%	10.6%	9.9%	7.6%	15.7%	12.7%	9.9%
Restrict to Certain Areas	22.9%	23.6%	24.7%	20.1%	25.7%	23.0%	29.3%	21.9%	17.6%
Not Allowed at All	43.3%	66.6%	58.3%	67.2%	64.3%	65.8%	53.9%	65.4%	71.2%
Not Sure/No Opinion	1.3%	1.5%	1.6%	2.1%	.1%	3.6%	1.1%	.0%	1.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Smoke Free Workplace

Table 19 What is your current employment status?

2013 STTAC Three-County Combined Results:

	Employment Status	
	Count	%
Employed	630	52.5%
Not employed	564	47.0%
Not sure	6	.5%
Total	1200	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Employed	49.9%	47.7%	55.8%
Not employed	50.1%	52.0%	43.4%
Not sure	.1%	.4%	.9%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

Trend Analysis: ("Currently employed" between 2009 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Currently employed	--	--	58.1%	53.0%	49.9%	--	--	56.0%	49.7%	47.7%	--	--	56.7%	47.9%	55.8%
Not currently employed	--	--	41.0%	46.5%	50.1%	--	--	43.7%	50.3%	52.0%	--	--	43.3%	51.3%	43.4%
Don't Know/Not Sure	--	--	0.9%	0.5%	0.1%	--	--	0.3%	0.0%	0.4%	--	--	0.0%	0.8%	0.9%

Regional Comparison: ("Employed", current levels compared to current regional average: Chemung-NS; Schuyler-↓; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Employed	44.4%	**54.0%**	66.6%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Employed	56.2%	48.8%	29.6%	79.2%	76.5%	78.8%	46.1%	5.8%
Not employed	43.1%	50.9%	70.4%	20.8%	21.8%	21.2%	53.5%	93.7%
Not sure	.7%	.2%	.0%	.0%	1.7%	.1%	.4%	.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Employed	44.5%	54.3%	44.3%	56.0%	67.4%	32.5%	42.9%	73.7%	76.3%
Not employed	54.0%	45.4%	54.9%	43.9%	32.6%	65.7%	57.1%	26.3%	23.6%
Not sure	1.5%	.2%	.8%	.1%	.1%	1.8%	.0%	.0%	.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 20 Is there a policy that prohibits smoking on the entire grounds of your workplace?

2013 STTAC Three-County Combined Results:

	Policy Prohibiting Smoking on Entire Grounds at Work	
	Count	%
Yes	312	49.5%
No	308	48.8%
Don't know/Not sure	11	1.7%
Total	630	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Yes	54.1%	58.8%	44.4%
No	43.2%	40.7%	54.6%
Don't know/Not sure	2.7%	.5%	1.0%
Total	100.0%	100.0%	100.0%
Sample Size	199	191	224

Trend Analysis: ("Yes, there is a policy" between 2009 and 2013: Chemung-↑; Schuyler-↑; Steuben-↑)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Yes	--	--	32.7%	50.7%	54.1%	--	--	29.8%	46.1%	58.8%	--	--	33.1%	49.4%	44.4%
No	--	--	66.7%	44.7%	43.2%	--	--	68.6%	52.0%	40.7%	--	--	63.2%	50.0%	54.6%
Don't Know/Not Sure	--	--	0.6%	4.5%	2.7%	--	--	1.6%	1.9%	0.5%	--	--	3.7%	0.7%	1.0%

Regional Comparison: ("Yes, there is a policy", current levels compared to current regional average: Chemung-NS; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Workplace has a smoke-free policy	40.5%	**49.0%**	58.8%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	44.6%	55.1%	8.8%	43.6%	53.9%	56.2%	54.0%	52.5%
No	54.4%	42.5%	91.2%	56.4%	44.5%	41.0%	43.2%	47.5%
Don't know/Not sure	1.0%	2.4%	.0%	.0%	1.6%	2.8%	2.8%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	335	294	40	136	152	193	95	14

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Yes	35.3%	52.2%	45.5%	44.4%	62.6%	39.3%	46.2%	43.5%	51.2%
No	63.8%	46.0%	53.1%	54.0%	35.2%	60.7%	48.8%	55.2%	46.2%
Don't know/Not sure	1.0%	1.8%	1.4%	1.6%	2.1%	.0%	4.9%	1.4%	2.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	99	531	261	208	161	65	85	153	163

Table 21 Would you be (or, "Are you") in favor of a (or "the") policy that prohibits smoking on the entire grounds of your workplace?

2013 STTAC Three-County Combined Results:

	Support policy prohibiting smoking at work?	
	Count	%
Yes	389	61.8%
No	211	33.5%
Don't know/Not sure	29	4.7%
Total	630	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Yes	61.8%	64.2%	61.5%
No	32.5%	33.5%	34.4%
Don't know/Not sure	5.8%	2.3%	4.2%
Total	100.0%	100.0%	100.0%
Sample Size	199	191	224

Trend Analysis: ("Yes, support" between 2011 and 2013: Chemung-NC; Schuyler-↑; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Yes	--	--	--	55.6%	61.8%	--	--	--	50.3%	64.2%	--	--	--	61.4%	61.5%
No	--	--	--	38.4%	32.5%	--	--	--	39.5%	33.5%	--	--	--	34.1%	34.4%
Don't Know/Not Sure	--	--	--	6.0%	5.8%	--	--	--	10.2%	2.3%	--	--	--	4.5%	4.2%

Regional Comparison: ("Yes, support", current levels compared to current regional average: Chemung-NS; Schuyler-NS; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Favor a smoke-free policy	44.4%	**58.6%**	68.1%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	54.4%	70.2%	64.3%	55.8%	73.7%	54.9%	63.6%	67.4%
No	41.1%	24.8%	35.7%	37.4%	24.7%	39.3%	30.4%	27.6%
Don't know/Not sure	4.4%	4.9%	.0%	6.8%	1.6%	5.8%	6.1%	5.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	335	294	40	136	152	193	95	14

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Yes	31.0%	67.6%	52.1%	61.9%	77.5%	54.7%	57.6%	56.6%	73.8%
No	65.5%	27.5%	42.3%	32.6%	20.4%	31.0%	38.1%	40.6%	22.6%
Don't know/Not sure	3.5%	4.9%	5.6%	5.5%	2.1%	14.3%	4.2%	2.9%	3.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	99	531	261	208	161	65	85	153	163

Smoke Free Housing

Table 22 Do you live in a multiple-unit dwelling or a single-family home?

2013 STTAC Three-County Combined Results:

	Do you live in a multiple-unit dwelling or a single family home?	
	Count	%
MUD/Apartment	111	9.2%
Single-family	1087	90.6%
Don't know/Not sure	2	.2%
Total	1200	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
MUD/Apartment	7.3%	18.9%	9.2%
Single-family	92.7%	81.0%	90.5%
Don't know/Not sure	.1%	.0%	.3%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

Trend Analysis: ("MUD-dweller" between 2007 and 2013: Chemung-NC; Schuyler-↑; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Mulltiple-unit dwelling	--	7.2%	5.5%	--	7.3%	--	2.5%	5.0%	--	18.9%	--	2.7%	5.5%	--	9.2%
Single-family home	--	92.8%	94.5%	--	92.7%	--	97.5%	95.0%	--	81.0%	--	97.3%	94.5%	--	90.5%
Don't Know/Not Sure	--	0.0%	0.0%	--	0.1%	--	0.0%	0.0%	--	0.0%	--	0.0%	0.0%	--	0.3%

Regional Comparison: ("MUD-dweller", current levels compared to current regional average: Chemung-NS; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Live in a MUD	6.0%	**10.9%**	18.9%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
MUD/Apartment	7.0%	11.5%	39.6%	8.9%	.8%	2.5%	4.5%	10.5%
Single-family	93.0%	88.2%	60.4%	91.1%	99.2%	97.5%	95.1%	89.0%
Don't know/Not sure	.1%	.3%	.0%	.0%	.0%	.0%	.4%	.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
MUD/Apartment	17.0%	7.5%	14.3%	6.0%	1.9%	30.9%	4.9%	2.7%	.9%
Single-family	83.0%	92.3%	85.4%	93.9%	98.1%	69.1%	95.1%	97.3%	99.1%
Don't know/Not sure	.0%	.2%	.3%	.1%	.0%	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 23 Which statement best describes the rules that your landlord has set regarding smoking tobacco inside the residential units in your building?

2013 STTAC Three-County Combined Results:

	Rules inside your rental residential unit	
	Count	%
Allowed in all residential units	15	14.1%
Allowed in some residential units	13	11.8%
Not allowed in any residential units	52	47.5%
Don't know/Not sure	29	26.6%
Total	108	100.0%

(47.5% "Smoking not allowed in residential units.")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Allowed in all residential units	7.2%	2.2%	22.9%
Allowed in some residential units	32.0%	.7%	1.3%
Not allowed in any residential units	10.1%	87.7%	60.4%
Don't know/Not sure	50.7%	9.4%	15.4%
Total	100.0%	100.0%	100.0%
Sample Size	29	66	37

("Smoking not allowed in residential units": Chemung=10.1%; Schuyler=87.7%; Steuben=60.4%)

Trend Analysis: Not measured in previous studies in STTAC counties.

Regional Comparison: ("Not allowed in any residential units.", current levels compared to current regional average: Chemung-↓; Schuyler-↑; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Smoking is not allowed in any residential units	10.1%	**49.0%**	87.7%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Allowed in all residential units	3.8%	19.8%	10.2%	.0%	.0%	74.6%	13.4%	16.8%
Allowed in some residential units	27.4%	3.0%	.0%	60.6%	.0%	.0%	14.7%	8.6%
Not allowed in any residential units	64.6%	37.9%	45.0%	28.7%	100.0%	3.3%	64.7%	64.8%
Don't know/Not sure	4.2%	39.3%	44.8%	10.7%	.0%	22.1%	7.3%	9.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	39	69	51	15	2	6	9	25

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Allowed in all residential units	9.3%	16.4%	6.6%	46.8%	10.6%	16.0%	19.9%	33.9%	.0%
Allowed in some residential units	4.6%	15.3%	12.6%	10.6%	3.3%	18.9%	1.6%	.0%	.0%
Not allowed in any residential units	39.5%	51.4%	48.9%	32.3%	86.1%	58.2%	78.5%	66.1%	100.0%
Don't know/Not sure	46.6%	16.9%	31.9%	10.3%	.0%	7.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	36	73	84	20	5	59	10	6	2

Table 24 Would you be (or, "Are you") in favor of a (or "the") policy that prohibits indoor smoking everywhere inside your building, including living areas?

2013 STTAC Three-County Combined Results:

	Favor a policy that prohibits smoking everywhere inside your building?	
	Count	%
Yes	58	51.9%
No	29	26.5%
Don't know/Not sure	24	21.5%
Total	111	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Yes	15.8%	77.2%	67.8%
No	54.3%	22.8%	8.4%
Don't know/Not sure	30.0%	.0%	23.8%
Total	100.0%	100.0%	100.0%
Sample Size	29	76	37

Trend Analysis: ("Yes, favor." between 2007 and 2013: Chemung-NC; Schuyler-↑; Steuben-↑)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Yes	--	24.1%	20.0%	--	15.8%	--	24.1%	34.2%	--	77.2%	--	24.1%	66.1%	--	67.8%
No	--	75.9%	80.0%	--	54.3%	--	75.9%	65.8%	--	22.8%	--	75.9%	33.9%	--	8.4%
Don't Know/Not Sure	--	0.0%	0.0%	--	30.0%	--	0.0%	0.0%	--	0.0%	--	0.0%	0.0%	--	23.8%

Regional Comparison: ("Yes, favor", current levels compared to current regional average: Chemung-↓; Schuyler-NS; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Favor a smoke-free policy	15.8%	**60.1%**	82.5%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	66.8%	43.0%	42.9%	35.2%	62.0%	29.5%	65.1%	80.7%
No	11.0%	35.9%	35.8%	4.2%	38.0%	48.4%	34.9%	11.4%
Don't know/Not sure	22.2%	21.1%	21.2%	60.6%	.0%	22.1%	.0%	7.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	42	69	53	15	2	6	9	25

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Yes	35.5%	60.5%	54.1%	34.3%	96.7%	62.2%	72.3%	100.0%	100.0%
No	62.5%	7.8%	25.3%	36.3%	3.3%	10.3%	27.7%	.0%	.0%
Don't know/Not sure	2.0%	31.7%	20.6%	29.4%	.0%	27.6%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	38	73	84	22	5	62	10	6	2

Tobacco Use

Table 25 Have you smoked at least 100 cigarettes in your entire life?

2013 STTAC Three-County Combined Results:

	Smoked 100+ cigarettes in your entire life?	
	Count	%
Yes	565	47.1%
No	635	52.9%
Total	1200	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Yes	51.2%	37.9%	45.0%
No	48.8%	62.1%	55.0%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

Trend Analysis: ("Smoked 100+" between 2011 and 2013: Chemung-NC; Schuyler-↓; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Yes	42.2%	41.5%	51.8%	50.6%	51.2%	47.3%	45.9%	49.3%	54.5%	37.9%	45.5%	40.2%	45.5%	48.5%	45.0%
No	57.8%	58.5%	48.2%	49.4%	48.8%	52.7%	54.1%	50.7%	45.5%	62.1%	54.5%	59.8%	54.5%	51.5%	55.0%
Don't Know/Not Sure	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Regional Comparison: ("Smoked 100+", current levels compared to current regional average: Chemung-↑; Schuyler-↓; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Yes, smoked 100+	26.4%	**43.8%**	53.7%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	52.1%	42.0%	41.2%	50.3%	50.6%	44.0%	47.6%	47.7%
No	47.9%	58.0%	58.8%	49.7%	49.4%	56.0%	52.4%	52.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Yes	100.0%	34.9%	56.4%	44.3%	28.2%	51.1%	49.6%	48.2%	46.5%
No	.0%	65.1%	43.6%	55.7%	71.8%	48.9%	50.4%	51.8%	53.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 26 Do you now smoke cigarettes every day, some days, or not at all?

2013 STTAC Three-County Combined Results:

	Current cigarette smoking frequency	
	Count	%
Smoke Every Day	172	14.3%
Smoke Some Days	52	4.3%
Do Not Smoke At All	977	81.4%
Total	1200	100.0%

(14.3% "Every Day")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Smoke Every Day	15.2%	16.0%	13.2%
Smoke Some Days	4.2%	4.6%	4.3%
Do Not Smoke At All	80.6%	79.3%	82.4%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Smoke Every Day": Chemung=15.2%; Schuyler=16.0%; Steuben=13.2%)

Trend Analysis: ("Smoke Every Day" between 2005 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Every day	19.1%	12.4%	17.7%	14.9%	15.2%	18.9%	15.3%	15.0%	18.5%	16.0%	15.3%	12.6%	17.0%	12.8%	13.2%
Some days	1.5%	4.0%	1.9%	6.0%	4.2%	3.0%	1.0%	1.7%	3.7%	4.6%	3.2%	2.1%	1.5%	1.4%	4.3%
Not at all	79.4%	83.6%	80.5%	79.0%	80.6%	78.1%	83.8%	83.3%	77.9%	79.3%	81.6%	85.3%	81.5%	85.8%	82.4%

Regional Comparison: ("Smoke Every Day", current levels compared to current regional average: Chemung-NS; Schuyler-NS; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Every day	6.9%	**12.9%**	19.4%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Smoke Every Day	14.9%	13.8%	32.1%	22.6%	9.2%	12.7%	10.2%	7.9%
Smoke Some Days	4.5%	4.1%	.0%	2.8%	9.1%	6.4%	4.1%	1.9%
Do Not Smoke At All	80.6%	82.1%	67.9%	74.6%	81.7%	80.9%	85.7%	90.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Smoke Every Day	76.9%	.0%	20.6%	12.3%	2.0%	22.9%	15.7%	12.2%	4.7%
Smoke Some Days	23.1%	.0%	4.6%	5.1%	2.4%	1.5%	9.0%	7.0%	1.9%
Do Not Smoke At All	.0%	100.0%	74.8%	82.7%	95.6%	75.6%	75.3%	80.8%	93.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 27 Cigarette Smoking Status – Current, Former, or Never Smoker

2013 STTAC Three-County Combined Results:

	Cigarette Smoking Status	
	Count	%
Current smoker	223	18.6%
Former smoker	341	28.4%
Never a smoker	635	52.9%
Total	1200	100.0%

(18.6% "Current Smokers")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Current smoker	19.4%	20.7%	17.6%
Former smoker	31.8%	17.3%	27.5%
Never a smoker	48.8%	62.1%	55.0%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Current Smokers": Chemung=19.4%; Schuyler=20.7%; Steuben=17.6%)

Trend Analysis: ("Current Smokers" between 2005 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Current smoker	20.7%	16.4%	19.5%	21.0%	19.4%	21.3%	16.2%	16.7%	22.1%	20.7%	18.5%	14.7%	18.5%	14.2%	17.6%
Former smoker	21.5%	25.1%	32.3%	29.6%	31.8%	26.0%	29.7%	32.7%	32.3%	17.3%	27.0%	25.5%	27.0%	34.3%	27.5%
Never a smoker	57.8%	58.5%	48.2%	49.4%	48.8%	52.6%	54.1%	50.7%	45.5%	62.1%	54.5%	59.8%	54.5%	51.5%	55.0%

Regional Comparison: ("Current Smokers", current levels compared to current regional average: Chemung-NS; Schuyler-NS; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Current smoker	9.2%	**17.1%**	24.0%
Former smoker	17.2%	**26.7%**	35.5%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Current smoker	19.4%	17.9%	32.1%	25.4%	18.3%	19.1%	14.3%	9.8%
Former smoker	32.8%	24.2%	9.1%	24.9%	32.3%	24.9%	33.3%	37.9%
Never a smoker	47.9%	58.0%	58.8%	49.7%	49.4%	56.0%	52.4%	52.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Current smoker	100.0%	.0%	25.2%	17.3%	4.4%	24.4%	24.7%	19.2%	6.6%
Former smoker	.0%	34.9%	31.2%	27.0%	23.8%	26.7%	24.9%	29.0%	39.9%
Never a smoker	.0%	65.1%	43.6%	55.7%	71.8%	48.9%	50.4%	51.8%	53.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 28 Non-cigarette Tobacco Use – Do you currently use any other types of tobacco products? (other than cigarettes)

2013 STTAC Three-County Combined Results:

	Do you currently use any other types of tobacco products? (other than cigarettes)	
	Count	%
Yes	93	7.7%
No	1107	92.3%
Total	1200	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Yes	9.4%	4.7%	6.8%
No	90.6%	95.3%	93.2%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

Trend Analysis: ("Use non-cigarette tobacco" between 2005 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Yes	7.8%	9.6%	10.3%	4.1%	9.4%	4.9%	4.8%	6.4%	5.7%	4.7%	6.9%	5.7%	7.1%	3.6%	6.8%
No	92.2%	90.4%	89.7%	95.9%	90.6%	95.1%	95.2%	93.6%	94.3%	95.3%	93.1%	94.3%	92.9%	96.4%	93.2%

Regional Comparison: ("Use non-cigarette tobacco", current levels compared to current regional average: Chemung-↑; Schuyler-NS; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Yes, use non-cigarette tobacco	0.2%	**5.1%**	10.1%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	13.1%	2.4%	31.2%	8.4%	4.8%	4.9%	3.9%	2.9%
No	86.9%	97.6%	68.8%	91.6%	95.2%	95.1%	96.1%	97.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Yes	20.1%	4.9%	7.3%	11.8%	2.4%	15.5%	8.6%	5.9%	2.7%
No	79.9%	95.1%	92.7%	88.2%	97.6%	84.5%	91.4%	94.1%	97.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Table 29 Overall Tobacco Use

2013 STTAC Three-County Combined Results:

	Overall Tobacco Use	
	Count	%
Use No Tobacco Products	929	77.4%
Other Tobacco Only	48	4.0%
Cigarettes Only	179	14.9%
Both Cigarettes and Other Tobacco	45	3.7%
Total	1200	100.0%

(22.6% "Use At Least One Type of Tobacco Product")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Use No Tobacco Products	75.2%	77.4%	79.4%
Other Tobacco Only	5.5%	2.0%	3.1%
Cigarettes Only	15.4%	17.9%	13.8%
Both Cigarettes and Other Tobacco	3.9%	2.8%	3.7%
Total	100.0%	100.0%	100.0%
Sample Size	399	400	401

("Use At Least One Type of Tobacco Product": Chemung=24.8%; Schuyler=22.6%; Steuben=20.6%)

Trend Analysis: ("Use at least one type of tobacco" between 2005 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
No Tobacco Products	74.7%	78.5%	72.7%	77.6%	75.2%	75.3%	80.7%	80.0%	75.8%	77.4%	78.7%	79.6%	78.7%	83.2%	79.4%
Other Tobacco Only	4.6%	5.1%	7.7%	1.5%	5.5%	3.3%	3.0%	3.3%	2.0%	2.0%	2.8%	5.7%	2.8%	2.6%	3.1%
Cigarettes Only	17.5%	11.9%	16.9%	18.4%	15.4%	19.8%	14.5%	13.6%	18.5%	17.9%	14.4%	14.7%	14.2%	13.2%	13.8%
Both Cigarettes and Other	3.2%	4.5%	2.6%	2.6%	3.9%	1.6%	1.8%	3.1%	3.7%	2.8%	4.1%	0.0%	4.3%	1.0%	3.7%

Regional Comparison: ("Use at least one type of tobacco", current levels compared to current regional average: Chemung-↑; Schuyler-NS; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Use some type of tobacco products	9.3%	**19.9%**	27.0%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Use No Tobacco Products	74.4%	80.4%	50.0%	71.6%	78.4%	78.7%	82.8%	89.9%
Other Tobacco Only	6.2%	1.8%	17.9%	3.0%	3.3%	2.2%	2.9%	.3%
Cigarettes Only	12.5%	17.2%	18.8%	20.0%	16.8%	16.4%	13.4%	7.2%
Both Cigarettes and Other Tobacco	6.9%	.6%	13.3%	5.4%	1.5%	2.7%	.9%	2.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	597	603	134	172	198	245	207	244

	Cigarette Smoking Status		Education Level			Annual Household Income			
	Smoker	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Use No Tobacco Products	.0%	95.1%	73.9%	72.0%	94.4%	67.6%	68.9%	78.9%	91.3%
Other Tobacco Only	.0%	4.9%	.9%	10.7%	1.2%	7.9%	6.4%	1.9%	2.1%
Cigarettes Only	79.9%	.0%	18.7%	16.2%	3.2%	16.9%	22.5%	15.2%	6.0%
Both Cigarettes and Other Tobacco	20.1%	.0%	6.4%	1.1%	1.2%	7.5%	2.2%	4.0%	.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	977	590	372	238	199	198	208	213

Tobacco Cessation Issues – *Former* Smokers

Table 30 How long ago did you quit smoking?

2013 STTAC Three-County Combined Results:

	How long ago did you quit smoking?	
	Count	%
<1 year ago	15	4.5%
1-2 years ago	35	10.4%
3-7 years ago	83	24.2%
More than 7 years ago	207	60.8%
Not sure	1	.2%
Total	341	100.0%

(14.9% "Within Past Two Years")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
<1 year ago	7.9%	12.0%	.0%
1-2 years ago	14.3%	4.0%	7.1%
3-7 years ago	28.8%	17.5%	20.2%
More than 7 years ago	49.1%	62.9%	72.7%
Not sure	.0%	3.6%	.0%
Total	100.0%	100.0%	100.0%
Sample Size	127	69	110

("Within Past Two Years": Chemung=22.2%; Schuyler=16.0%; Steuben=7.1%)

Trend Analysis: Not measured in previous studies in STTAC counties.

Regional Comparison: ("Use at least one type of tobacco", current levels compared to current regional average: Chemung-↑; Schuyler-NS; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	□ □ □ m in Any County	Regional Average	Maximum in Any County
Quit within the past two years	4.2%	**12.0%**	22.1%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
<1 year ago	1.8%	8.0%	.0%	2.3%	.9%	15.3%	5.1%	.8%
1-2 years ago	12.3%	7.8%	50.0%	41.6%	.2%	9.3%	5.0%	2.4%
3-7 years ago	30.8%	15.4%	50.0%	20.7%	44.2%	26.8%	23.6%	7.3%
More than 7 years ago	55.1%	68.3%	.0%	35.4%	53.6%	48.5%	66.4%	89.5%
Not sure	.0%	.5%	.0%	.0%	1.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	196	146	12	43	64	61	69	92

	Cigarette Smoking Status	Education Level			Annual Household Income			
	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
<1 year ago	4.5%	6.9%	1.6%	1.7%	6.2%	8.4%	4.2%	3.3%
1-2 years ago	10.4%	11.1%	11.5%	6.1%	19.2%	2.3%	6.5%	11.9%
3-7 years ago	24.2%	27.1%	14.7%	31.5%	13.0%	36.7%	38.8%	15.2%
More than 7 years ago	60.8%	54.6%	72.2%	60.7%	60.3%	52.6%	50.5%	69.5%
Not sure	.2%	.4%	.0%	.0%	1.3%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	341	184	100	57	53	49	60	85

Table 31 Did local laws or restrictions on outdoor smoking at all influence your decision to quit? Which of the following best describes the effect?

(among those who quit within past two years)

2013 STTAC Three-County Combined Results:

	Effect of laws or restrictions to outdoor smoking upon your smoking.	
	Count	%
No effect	39	78.0%
Contributed to a quit attempt	10	19.1%
Caused me to quit	1	1.2%
Refused	1	1.7%
Total	51	100.0%

(20.3% "Contributed or Caused Cessation")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
No effect	74.6%	66.5%	92.3%
Contributed to a quit attempt	25.4%	13.5%	.0%
Caused me to quit	.0%	20.0%	.0%
Refused	.0%	.0%	7.7%
Total	100.0%	100.0%	100.0%
Sample Size	28	11	8

("Contributed or Caused Cessation": Chemung=25.4%; Schuyler=33.5%; Steuben=0.0%)

Trend Analysis: Not measured in previous studies in STTAC counties.

Regional Comparison: ("Contributed or Caused Cessation", current levels compared to current regional average: Chemung-↑; Schuyler-↑; Steuben-↓)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Contributed to or caused the cessation.	0.0%	**7.4%**	33.5%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
No effect	61.9%	97.4%	100.0%	50.7%	18.1%	100.0%	81.8%	100.0%
Contributed to a quit attempt	35.0%	.0%	.0%	49.3%	.0%	.0%	5.8%	.0%
Caused me to quit	.0%	2.6%	.0%	.0%	81.9%	.0%	.0%	.0%
Refused	3.1%	.0%	.0%	.0%	.0%	.0%	12.4%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	28	23	6	19	1	15	7	3

	Cigarette Smoking Status	Education Level			Annual Household Income			
	Non-smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
No effect	78.0%	68.2%	95.4%	100.0%	28.5%	100.0%	90.7%	100.0%
Contributed to a quit attempt	19.1%	29.2%	.0%	.0%	71.5%	.0%	.0%	.0%
Caused me to quit	1.2%	.0%	4.6%	.0%	.0%	.0%	9.3%	.0%
Refused	1.7%	2.6%	.0%	.0%	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	51	33	13	4	14	5	6	13

Tobacco Use, Cessation, and Purchase Issues – *Current* Smokers

Table 32 Has the price of tobacco had an effect on your tobacco use? Which of the following best describes the effect?

2013 STTAC Three-County Combined Results:

	Effect of the price of tobacco on your smoking.	
	Count	%
Caused me to plan to quit.	16	7.1%
Caused me to reduce # cigarettes.	30	13.6%
Both plan to quit & reduce # cigs.	25	11.2%
No effect.	145	64.8%
Refused	3	1.3%
Don't know/Not sure	4	1.9%
Total	223	100.0%

(31.9% "Some Positive Result")

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Caused me to plan to quit.	4.2%	2.6%	11.0%
Caused me to reduce # cigarettes.	10.7%	36.1%	11.5%
Both plan to quit & reduce # cigs.	9.1%	19.4%	11.6%
No effect.	71.7%	40.4%	63.3%
Refused	2.9%	.0%	.0%
Don't know/Not sure	1.4%	1.4%	2.6%
Total	100.0%	100.0%	100.0%
Sample Size	77	83	70

("Some Positive Result": Chemung=24.0%; Schuyler=58.1%; Steuben=34.1%)

Trend Analysis: ("Some positive result" between 2009 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Caused me to plan to quit.	--	--	6.5%	6.2%	4.2%	--	--	1.1%	2.2%	2.6%	--	--	0.7%	3.8%	11.0%
Caused me to reduce the # cigarettes that I smoke.	--	--	17.1%	23.4%	10.7%	--	--	16.8%	39.7%	36.1%	--	--	26.9%	28.7%	11.5%
Caused me to both plan to quit and reduce # cigarettes.	--	--	12.9%	10.8%	9.1%	--	--	36.7%	24.5%	19.4%	--	--	18.3%	4.8%	11.6%
No effect on my tobacco use.	--	--	63.0%	58.5%	71.7%	--	--	45.4%	28.0%	40.4%	--	--	53.5%	55.5%	63.3%
Don't Know/Not Sure/Refused	--	--	0.6%	1.1%	4.3%	--	--	0.0%	5.5%	1.4%	--	--	0.6%	7.2%	2.6%

Regional Comparison: ("Some Positive Result", current levels compared to current regional average: Chemung-↓; Schuyler-NS; Steuben-↓)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Some positive result (considering quitting and/or reduced # cigs.)	24.0%	**49.0%**	65.8%

Table 32 (cont.) Has the price of tobacco had an effect on your tobacco use? Which of the following best describes the effect?

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Caused me to plan to quit.	8.0%	6.2%	.0%	.0%	13.7%	15.9%	9.1%	3.3%
Caused me to reduce # cigarettes.	15.3%	11.8%	5.8%	6.2%	11.5%	16.1%	14.4%	38.7%
Both plan to quit & reduce # cigs.	9.4%	13.2%	5.0%	2.5%	5.3%	25.6%	15.8%	13.5%
No effect.	63.8%	65.9%	89.2%	91.3%	61.3%	39.5%	55.5%	38.7%
Refused	.0%	2.7%	.0%	.0%	8.1%	.0%	.0%	.0%
Don't know/Not sure	3.4%	.3%	.0%	.0%	.0%	2.9%	5.2%	5.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	116	108	43	44	36	47	30	24

	Cigarette Smoking Status	Education Level			Annual Household Income			
	Smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Caused me to plan to quit.	7.1%	9.4%	2.5%	3.8%	4.8%	.2%	29.6%	.0%
Caused me to reduce # cigarettes.	13.6%	8.3%	26.5%	9.4%	21.4%	6.4%	7.4%	40.1%
Both plan to quit & reduce # cigs.	11.2%	13.0%	6.1%	18.7%	12.4%	24.0%	7.5%	8.5%
No effect.	64.8%	66.3%	62.6%	56.3%	58.6%	63.0%	55.5%	51.3%
Refused	1.3%	2.0%	.0%	.0%	.0%	6.0%	.0%	.0%
Don't know/Not sure	1.9%	1.0%	2.4%	11.8%	2.9%	.3%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	148	64	10	49	49	40	14

Table 33 Have recent local laws or restrictions on outdoor smoking at all influenced the amount that you smoke?

2013 STTAC Three-County Combined Results:

	Recent laws influenced your smoking?	
	Count	%
Yes	48	21.3%
No	174	77.8%
Don't know/Not sure	2	.9%
Total	223	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Yes	17.3%	18.3%	25.8%
No	80.8%	80.7%	74.2%
Don't know/Not sure	1.8%	1.0%	.0%
Total	100.0%	100.0%	100.0%
Sample Size	77	83	70

Trend Analysis: ("Yes" between 2011 and 2013: Chemung-NC; Schuyler-NC; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Yes	--	--	--	30.3%	17.3%	--	--	--	18.4%	18.3%	--	--	--	20.5%	25.8%
No	--	--	--	69.7%	80.8%	--	--	--	80.5%	80.7%	--	--	--	75.8%	74.2%
Don't Know/Not Sure	--	--	--	0.0%	1.8%	--	--	--	1.1%	1.0%	--	--	--	3.8%	0.0%

Regional Comparison: ("Yes", current levels compared to current regional average: Chemung-NS; Schuyler-NS; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Yes	9.6%	**22.4%**	34.4%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences*, refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	22.3%	20.2%	31.8%	2.5%	15.1%	24.6%	36.3%	20.7%
No	76.5%	79.2%	68.2%	97.5%	84.9%	75.0%	59.1%	77.1%
Don't know/Not sure	1.2%	.6%	.0%	.0%	.0%	.3%	4.6%	2.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	116	108	43	44	36	47	30	24

	Cigarette Smoking Status	Education Level			Annual Household Income			
	Smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Yes	21.3%	24.9%	13.0%	20.6%	32.3%	33.8%	20.1%	1.8%
No	77.8%	74.6%	84.9%	79.4%	67.7%	65.9%	79.9%	95.0%
Don't know/Not sure	.9%	.5%	2.1%	.0%	.0%	.3%	.0%	3.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	148	64	10	49	49	40	14

Table 34 Would you like to quit smoking now?

2013 STTAC Three-County Combined Results:

	Want to quit smoking now?	
	Count	%
Yes	101	45.1%
No	113	50.7%
Don't know/Not sure	9	4.2%
Total	223	100.0%

2013 STTAC Region County-Specific Results:

	County of Residence		
	Chemung	Schuyler	Steuben
Yes	50.1%	37.1%	41.8%
No	48.8%	52.9%	52.2%
Don't know/Not sure	1.1%	10.0%	5.9%
Total	100.0%	100.0%	100.0%
Sample Size	77	83	70

Trend Analysis: ("Yes" between 2009 and 2013: Chemung-NC; Schuyler-↓; Steuben-NC)

Trend Analysis	Chemung					Schuyler					Steuben				
	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013	2005	2007	2009	2011	2013
Yes	--	--	52.0%	34.3%	50.1%	--	--	62.1%	56.3%	37.1%	--	--	39.3%	33.8%	41.8%
No	--	--	47.0%	57.5%	48.8%	--	--	35.5%	42.6%	52.9%	--	--	56.3%	57.8%	52.2%
Don't Know/Not Sure	--	--	1.1%	8.3%	1.1%	--	--	2.4%	1.1%	10.0%	--	--	4.4%	8.3%	5.9%

Regional Comparison: ("Yes", current levels compared to current regional average: Chemung-NS; Schuyler-↓; Steuben-NS)

Among 23 Central, Western, and Northern New York Counties Surveyed Between December 2011 and January 2013 (includes only those counties that used this question in their version of the survey)	Minimum in Any County	Regional Average	Maximum in Any County
Yes	37.1%	**49.9%**	64.6%

Cross-tabulations (Using 2013 STTAC Three-County Combined Results):

(To identify which observed differences in the tables below are *statistically significant differences,* refer to the instructions and illustrations on pages 18-23 of this report)

	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	40.1%	50.4%	26.1%	40.0%	67.3%	62.3%	32.0%	37.2%
No	53.0%	48.4%	73.9%	44.5%	32.7%	35.5%	67.2%	57.3%
Don't know/Not sure	6.9%	1.3%	.0%	15.5%	.0%	2.2%	.8%	5.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	116	108	43	44	36	47	30	24

	Cigarette Smoking Status	Education Level			Annual Household Income			
	Smoker	No College	Some College	4+ Year Degree	<$25,000	$25,000-$50,000	$50,000-$75,000	$75,000+
Yes	45.1%	39.7%	53.8%	67.8%	42.3%	44.8%	67.9%	58.3%
No	50.7%	58.2%	36.5%	32.2%	49.7%	54.9%	19.0%	41.7%
Don't know/Not sure	4.2%	2.1%	9.7%	.0%	8.0%	.3%	13.1%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	223	148	64	10	49	49	40	14

Concluding Comments

This report is a summary of the data collected in a community tobacco survey completed in the STTAC Region of New York State. The study included Chemung, Schuyler, and Steuben Counties, and was completed on behalf of the Southern Tier Tobacco Awareness Community Partnership (STTAC) in January 2013. The data provides a tremendous amount of rich information that can be used to plan future programs and services offered by the agency, as well as current data against which past and future performance may be measured and evaluated. To accomplish this program and/or agency evaluation component, it is recommended that a comparable study to the one described in this report be repeated in the STTAC Region in 2015. To maximize comparability and minimize the possibility of the introduction of confounding factors, it is recommended that the methodology, survey instrument, and data analysis be implemented in a manner similar to that which was used and described in this report for 2013. The only significant changes recommended for 2015 (and similarly, limitations to the current study) would be the slight rephrasing and reordering of a small number of the questions used in the interview, and the continued emphasis on survey questions that relate directly to the current community partnership workplan.

Finally, if further investigation of the data presented in this report is desired, for example, if any further sorts, cross-tabulations, or correlations to further investigate specific STTAC Region subpopulations is of interest, please contact *Joel LaLone Consulting*.

Appendix – The Survey Instrument

The following pages include a copy of the scripted introduction and the actual survey instrument that was used for the interviews in this study.

Chemung/Schuyler/Steuben County Tobacco Survey - December 2012

Introductory Script

Hello, this is _____ calling on behalf of the New York State Department of Health. We are not selling anything, we are conducting an important research study (or, "survey") about factors that affect adults' health status and their beliefs about health conditions. The survey should only take about 4-5 minutes; would you be willing to help us out tonight?

If YES- "Great, thanks."

If NO-try to arrange a CALL BACK time.

NOTE: As you start the interview: "I would like to speak to a member of the household who is age 18 or older. Your help is voluntary, but important. If we come to a question you don't want to answer, we will skip over it. You can end the interview at any time. The information you provide will be kept strictly confidential."

Are you speaking on a cell phone or a landline?

READ ONLY IF NECESSARY: "By cell phone, we mean a telephone that is mobile and usable outside of your neighborhood."

- Cell (VERIFY THAT THEY LIVE IN THE CORRECT COUNTY!)
- Landline

If on a cell phone:

Are you driving a vehicle at this moment? Are you in a safe and private place to use your cell phone?

- If not driving, and in a safe and private place.
- If driving or in an unsafe or not private place.

If driving or in an unsafe place:

"I'm sorry, but for your safety we're not able to talk to you at this time. We will call you back another time. Thank you."
SECURE CALL-BACK TIME, TERMINATE CALL, USE "PREVIOUS BUTTONS" TO RETURN TO BEGINNING FOR NEXT INTERVIEW.

Smoking at Outdoor Public Locations - Allow, Restrict, or Eliminate?

I am going to start by reading you a short list of public outdoor locations, for each can you tell me if you think smoking should be allowed anywhere; be restricted to certain areas; or not allowed at all.

"At _____, smoking should be....?"

	Allowed anywhere	Restricted to certain areas	Not allowed at all	Not sure/No opinion
Q2: a public outdoor community event such as a fair, music festival, concert, or auto show?	○	○	○	○
Q3: an outdoor recreation area such as a public park, pool, or beach?	○	○	○	○
Q4: when walking through an area around building entryways?	○	○	○	○

Workplace Issues

The following few questions relate to tobacco use in the workplace.

Q8: What is your current employment status?

- ○ Employed for wages
- ○ Self-employed
- ○ Out of work (1 year or MORE)
- ○ Out of work (LESS than 1 year)
- ○ Homemaker
- ○ Student (even if part-time employed)
- ○ Retired
- ○ Unable to work (disabled)
- ○ Don't Know/Not Sure

If employed ... further workplace questions:

Q9: Is there a policy that prohibits smoking on the entire grounds of your workplace?

- ○ Yes
- ○ No
- ○ Don't Know/Not Sure

Q10: “Would you be”/”Are you” in favor of a/the policy that prohibits smoking on the entire grounds of your workplace?

- ○ Yes
- ○ No
- ○ Don't Know/Not Sure

MUD or Single-family home?

Q11: Do you live in a multiple-unit dwelling (apartment) or a single family home?

- ○ MUD/Apartment
- ○ Single
- ○ Don't Know/Not Sure

Further questions for MUD-dwellers

Q12: Which statement best describes the rules that your landlord has set regarding smoking tobacco inside the residential units in your building? (read choices)

- Smoking is allowed in all residential units
- Smoking is only allowed in some residential units
- Smoking is not allowed in any residential units
- Don't know/Not sure

Q13: Would you be"/"Are you" in favor of a/the policy that prohibits indoor smoking everywhere inside your building, including living areas?

- Yes
- No
- Don't Know/Not Sure

Tobacco Advertising and Tobacco Displays

The next set of questions involves Tobacco Advertising.

Q17: When you go to a convenience store, supermarket, or gas station, how often do you see ads for cigarettes and other tobacco products or items that have tobacco names or pictures on them?

- All of the time
- Most of the time
- Some of the time
- Hardly ever
- Never
- "I never go to these places."
- Don't Know/Not Sure

Q19: Stores that sell tobacco products often display advertisements for cigarettes and other tobacco products. Do you think that seeing these ads makes teens more likely to smoke?

- Definitely Yes
- Probably Yes
- Probably Not
- Definitely Not
- No Opinion
- DON'T KNOW
- REFUSED

Q21: How do you feel about tobacco products such as packs of cigarettes or cigars being displayed in stores? Do you think that these displays are ....

- Totally acceptable
- Somewhat acceptable
- Neither acceptable nor unacceptable
- Somewhat unacceptable
- Totally unacceptable
- Don't know
- Refused

Q22: What is your opinion about a policy that would ban the display of tobacco products such as packs of cigarettes or cigars from stores? Are you....

- Strongly in favor
- Somewhat in favor
- Neither in favor nor against
- Somewhat against
- Strongly against
- DON'T KNOW
- REFUSED

Tobacco Sales

Our next questions relate to Tobacco Sales.

Q25: Do you think that pharmacies should or should not be allowed to sell tobacco products (cigarettes, cigars, etc)?

- Should be allowed
- Should not be allowed
- Don't know/Not sure

Q26: How do you feel about tobacco products being sold in stores that are located near schools? Do you believe that it is ...

- Totally acceptable
- Somewhat acceptable
- Neither acceptable nor unacceptable
- Somewhat unacceptable
- Totally unacceptable
- DON'T KNOW
- REFUSED

Q27: What is your opinion about a policy that would restrict the sale of tobacco products in stores that are located near schools? Are you ...

- Strongly in favor
- Somewhat in favor
- Neither in favor nor against
- Somewhat against
- Strongly against
- DON'T KNOW
- REFUSED

Q28: What is your opinion about a policy that would limit the number of stores that could sell tobacco in your community? Are you ...

- Strongly in favor
- Somewhat in favor
- Neither in favor nor against
- Somewhat against
- Strongly against
- DON'T KNOW
- REFUSED

Q29: Would you support a local or state policy limiting the maximum number of tobacco retailers allowed in a neighborhood or area?

- Yes
- No
- Not Sure/No Opinion

Chemung/Schuyler/Steuben County Tobacco Survey - December 2012

TOBACCO USE

Our last section of questions deals with Tobacco Use.

***Q32: Do you now smoke cigarettes everyday, some days, or not at all?**

- Every day
- Some days
- Not at all

SCREEN for FORMER vs. NEVER Smokers

Q33: Do you currently use any other types of tobacco products? (other than cigarettes)

- Yes
- No
- Don't know/Not sure

Q31: Have you smoked at least 100 cigarettes in your entire life?

- Yes
- No
- Don't Know/Not Sure

FORMER SMOKERS QUESTIONS START HERE

Q34: How long ago did you quit smoking?

- Less than 1 year ago
- 1-2 years ago
- 3-7 years ago
- More than 7 years ago
- Not sure

For recent-quitters:

Q35: Did local laws or restrictions on outdoor smoking at all influence your decision to quit? Which of the following best describes the effect?

- No effect on my tobacco use (restrictions on outdoor smoking did not cause me to quit),
- Restrictions on outdoor smoking contributed to a quit attempt but did not actually cause it,
- Restrictions on outdoor smoking caused me to quit,
- Refused,
- Don't Know/Not Sure

CURRENT SMOKERS QUESTIONS START HERE

Q31: Have you smoked at least 100 cigarettes in your entire life?

- Yes
- No
- Don't Know/Not Sure

Q33: Do you currently use any other types of tobacco products? (other than cigarettes)

- Yes
- No
- Don't know/Not sure

Q37: Has the price of tobacco had an effect on your tobacco use? Which of the following best describes the effect?

- The high price has caused me to plan to quit (or, consider more strongly).
- The high price has caused me to reduce the # of cigarettes that I smoke.
- The high price has BOTH caused me to plan to quit AND reduce the # cigarettes that I smoke.
- No effect on my tobacco use (still smoking at same rate and no greater plans to quit).
- Refused
- Don't Know/Not Sure

Q38: Have recent local laws or restrictions on outdoor smoking at all influenced the amount that you smoke?

- Yes
- No
- Don't know/Not sure

Q39: Would you like to quit smoking now?

- Yes
- No
- Don't Know/Not Sure

Demographics Start Here (all participants)

Finally, to better understand the many factors that may be related to adult health status and beliefs about health conditions, we have a few demographic questions for you.

*Q40: What is your age (read intervals...)?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+

***Q42: What is the highest level of school you completed or the highest degree you received?**

- Never attended school or only attended kind.
- Grades 1 through 8 (Elementary)
- Grades 9 through 12 (Some high school)
- Grade 12 (High school graduate)
- G.E.D.
- Some technical or vocational school
- Some college, no degree
- AA; technical or vocational school
- AA; academic
- BA, BS (College graduate)
- At least some grad or prof school
- Graduate or professional degree

Q43: Which of these groups would you say best represents your race or ethnicity?

- White
- Black or African American
- Hispanic or Latino
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian, Alaska Native
- Prefer not to answer
- Don't know/Not sure

Other (please specify)

Q44: What is your annual household income from all sources ... you can stop me when I get to your interval. READ INTERVALS. (Reason why asked: to allow determining whether the sample we select is representative of the population that lives in _____ County)

- Less than $10,000
- $10,000 to less than $15,000
- $15,000 to less than $20,000
- $20,000 to less than $25,000
- $25,000 to less than $35,000
- $35,000 to less than $50,000
- $50,000 to less than $75,000
- $75,000 to less than $100,000
- $100,000 or more
- Refused

***Q46: If you don't mind me asking, what is your gender?**

- Male
- Female

***Which of the following best describes your phone ownership?**

- You have both a CELL phone and a LANDLINE
- You only have a CELL phone
- You only have a LANDLINE
- Refused

Chemung/Schuyler/Steuben County Tobacco Survey - December 2012

***In what county do you reside?**

- ○ Chautauqua
- ○ Chemung
- ○ Jefferson
- ○ Madison
- ○ Other County

- ○ St. Lawrence
- ○ Schuyler
- ○ Steuben

NOTE: You may hang up now and not ask them the next two questions if calling a LANDLINE. (refer to call sheet)

Chemung/Schuyler/Steuben County Tobacco Survey - December 2012

***What is your postal Zip code? (Only need to ask if calling a CELL)**

- 14418
- 14437
- 14512
- 14529
- 14572
- 14801
- 14803
- 14805
- 14806
- 14807
- 14808
- 14809
- 14810
- 14812
- 14814
- 14815
- 14816
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- 14893
- 14894
- 14898
- 14901
- 14902
- 14903
- 14904
- 14905
- Other (please specify)

Chemung/Schuyler/Steuben County Tobacco Survey - December 2012

***Finally, in what town do you reside? (Only need to ask if calling a CELL)**

- ADDISON
- ALFRED STA
- ALPINE
- ANDOVER
- ARKPORT
- ATLANTA
- AVOCA
- BATH
- BEAVER DAMS
- BIG FLATS
- BRADFORD
- BRANCHPORT
- BREESPORT
- BURDETT
- CAMERON
- CAMERON MILLS
- CAMPBELL
- CANISTEO
- CAYUTA
- CHEMUNG
- COHOCTON
- COOPERS PLNS
- CORNING
- DANSVILLE
- DUNDEE
- ELMIRA
- ERIN
- GREENWOOD
- HAMMONDSPORT
- HECTOR
- HORNELL
- HORSEHEADS
- INTERLAKEN
- JASPER
- KANONA
- LINDLEY
- LOCKWOOD
- LOWMAN
- MECKLENBURG
- MILLPORT
- MONTOUR FALLS
- NAPLES
- ODESSA
- PAINTED POST
- PERKINSVILLE
- PINE CITY
- PINE VALLEY
- PRATTSBURGH
- PULTENEY
- READING CTR
- REXVILLE
- ROCK STREAM
- SAVONA
- SPENCER
- TROUPSBURG
- TRUMANSBURG
- TYRONE
- VAN ETTEN
- WATKINS GLEN
- WAVERLY
- WAYLAND
- WAYNE
- WELLSBURG
- WOODHULL
- Other (please specify)

THE SURVEY IS COMPLETE: thank you for taking the time to help out with this important study, if you have any questions please contact ..... refer to FAQ sheet for correct contact information.

REQUIRED BOOK-KEEPING - AFTER YOU HANG UP!

Before a survey is entered into the database, you must complete each of the following:

***Phone Number of Interviewed Resident (in the format of 607-123-4567)**

***INTERVIEWER:**

Anything Joel LaLone should know about this call? Like: complaints, adorations, swearing, threatening, hilarious situations ... anything you think he might need to reference in the future: