

**Opinions on Smoking Issues in the  
Counties of Albany, Rensselaer,  
And Schenectady Counties**

*A Survey Conducted June 15-18, 2008*

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Jeff Stonecash  
Office: 315-443-3629  
Fax: 315-443-9082  
jstone@syr.edu

## Current Use of Tobacco Products

Almost one-half of all residents in the three counties have smoked 100 cigarettes in the three counties, a level similar to prior years. Usage varies from 49.8 % in Rensselaer to 41.5 % in Albany County. Of those who have ever smoked, 66 % have stopped smoking. Across the three counties, about 55 % have never smoked 100 cigarettes, about 30 % did but have stopped, and 15 % currently smoke.

## Prevalence of Smoking and Tobacco Use

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### Q 15. Have you smoked at least 100 cigarettes in your entire life?

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>
Albany	41.5	58.1	.4
Rensselaer	49.8	50.2	0
Schenectady	44.9	55.1	0

### Q 16. Do you now smoke cigarettes everyday, some days, or not at all?

(of those who have smoked 100 cigarettes in their lifetime)

	Albany			Rensselaer			Schenectady		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
Everyday	17.0	9.6	9.2	27.9	22.8	33.5	21.3	23.1	27.6
Some days	8.4	12.1	8.4	3.6	11.7	10.3	1.9	2.6	8.3
Not at all	74.6	78.4	82.4	68.6	65.6	55.1	76.4	74.4	64.2

### Smoking Summary, all respondents

Now smoke	14.1	10.6	7.3	18.6	20.3	21.8	14.5	12.7	16.1
Former smoker	37.5	29.3	34.2	34.3	32.9	28.0	40.1	33.8	28.8
Never smoked	48.4	60.2	58.1	47.0	46.9	50.2	45.4	53.5	55.1

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Smoking continues to be relatively high among those younger and lower among those older. 15 % of those under 30 currently smoke. Among those 30-44, 20 % now smoke, while among those 45 to 59, 15 % smoke. It drops to 10 % among those 60 and over. In this year's survey there is no difference between men and women, with 15 % of both groups smoking.

Smoking is greater among those with lower incomes and less education. Among those making \$50,000 or less 25 % smoke, while among those making \$50 – 99,999 15 % now smoke. Among those making over \$100,000, only 3 % smoke. Among those with a high school degree or less 24 % smoke. Among those with some college 16 % smoke, while among those with a college degree 11 % smoking. Among those with a postgraduate degree 4 % now smoke.

## Awareness of Tobacco Advertising

Respondents have a fairly high level of recall of seeing tobacco advertising at convenience stores and gas stations.

When asked about limiting tobacco advertising at stores, support is greater for limiting outdoor advertising than for limiting inside advertising. A majority thinks it should be allowed inside, but only 24 % overall thinks it should be allowed on the outside. Smokers and men are more supportive of allowing advertising inside and outside stores. For example, when it comes to allowing advertising outside, 36 % of those now smoking would allow this, while 22 % of those not smoking would allow it. 27 % of men would allow it outside while only 22 % of women would. 27 % of those without a child in the household would allow advertising on the outside, while 20 % of those with a child present would. Similar differences prevail for allowing inside advertising. 62 % of men support allowing it inside and 43 % of women support this. 60 % of smokers support this, while 49 % of non-smokers do.

### Q 1. In the past 30 days, when you went to a convenience store or gas station, how much cigarette or tobacco product advertising did you usually see?

	Albany		Rensselaer		Schenectady	
	2007	2008	2007	2008	2007	2008
A lot	24.0	22.6	30.9	27.2	30.9	22.0
Some	30.3	29.3	22.5	19.9	27.7	26.8
A little	12.9	9.1	18.6	20.3	9.8	21.7
None at all	20.5	9.2	15.8	8.8	15.1	7.2
No visits past 30 days	3.0	18.0	1.5	3.4	2.6	6.2
Not sure/ Refused	9.4	11.8	10.7	20.4	13.9	16.1

### Q 2. Some stores have advertising that is visible from the outside such as on store windows, on the building and in front of the building or parking lot. Stores may also have tobacco advertising inside such as displays by the cash register. Do you think tobacco advertising in stores should be:

*Allowed on the outside of the building?*

	Albany		Rensselaer		Schenectady	
	2007	2008	2007	2008	2007	2008
Yes	41.4	20.3	48.2	27.6	42.8	24.5
No	52.9	75.0	43.3	58.2	50.4	68.7
Not sure	5.7	4.7	8.5	14.2	6.8	6.8

*Allowed on the inside of the building?*

	Albany		Rensselaer		Schenectady	
	2007	2008	2007	2008	2007	2008
Yes	58.0	54.2	63.6	47.9	57.7	50.8
No	36.8	41.5	30.3	38.4	37.6	44.1
Not sure	5.2	4.4	6.0	13.7	4.7	5.1

When the issue of closeness to children's facilities is raised, support for allowing advertising at stores is much less than when a school is not close. Very large majorities oppose having tobacco advertising on the outside of buildings, with men and smokers being much more supportive. 18 % of men support allowing advertising on the outside of stores in this situation while only 11 % of women do.

When a school is nearby, 14 % support allowing advertising outdoors. Men and smokers are again more supportive.

Over the last two years the responses indicate a declining level of support for allowing advertising outside and inside of buildings close to schools. In each county the percentage supporting advertising outside or inside of a store, when a school is nearby, is less in 2008 than in 2007.

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**Q 3. When it comes to convenience stores and gas stations within 1,000 feet (about 3 blocks) of schools, children's playgrounds and day care facilities should be:**

*Do you think tobacco advertising should be allowed on the outside of the building ?*

	Albany		Rensselaer		Schenectady	
	2007	2008	2007	2008	2007	2008
Yes	22.9	15.9	31.8	13.6	25.3	11.3
No	70.7	82.9	63.4	78.3	70.7	86.3
Not sure	6.4	1.2	4.7	8.2	4.0	2.5

*What about allowing tobacco advertising on the inside of the building?*

	Albany		Rensselaer		Schenectady	
	2007	2008	2007	2008	2007	2008
Yes	40.3	39.1	46.0	33.8	44.1	30.7
No	53.5	59.5	49.7	58.7	52.0	63.7
Not sure	6.2	1.4	4.3	7.6	3.9	5.6

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The public has very different reactions to the appropriateness of advertising in different kinds of stores. Advertising in convenience stores and gas stations is accepted much more than advertising in grocery stores and pharmacies. For all these situations, men are considerably more supportive of allowing such advertising or posting of signs than women are. Smokers are also more supportive.

The presence of a child in the household makes no difference in opinions about the appropriateness of advertisements in various places. The crucial matter is whether someone is currently a smoker.

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**Q 4. Do you think that the following types of stores should or should not post advertisements and signs for tobacco products? (Marlboro, Camel... etc.)**

*Grocery stores?*

	Albany	Rensselaer	Schenectady
Should	28.3	27.5	26.5
Should not	67.3	64.8	65.5
Don't know	4.4	7.7	8.0

*Pharmacies?*

	Albany	Rensselaer	Schenectady
Should	22.5	21.4	24.8
Should not	73.3	71.5	72.5
Don't know	4.3	7.1	2.7

*Convenient stores?*

	Albany	Rensselaer	Schenectady
Should	47.8	49.9	51.2
Should not	48.1	42.7	44.3
Don't know	4.1	7.4	4.6

*Gas stations?*

	Albany	Rensselaer	Schenectady
Should	49.9	51.5	57.4
Should not	46.0	41.4	38.0
Don't know	4.1	7.1	4.6

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## Selling Tobacco Products

When it comes to selling tobacco products, there are again big differences by the type of store. Pharmacies are seen as the least appropriate place for selling these products, while convenience stores and gas stations are seen as acceptable.

Men and smokers are consistently more supportive of selling tobacco at each of these sites.

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### Q 5. Do you think that the following types of stores should or should not sell tobacco products? (cigarettes, cigars, etc.)

#### *Grocery stores?*

	Albany	Rensselaer	Schenectady
Should	46.9	50.4	49.0
Should not	49.4	45.3	47.2
Don't know	3.7	47.2	3.8

#### *Pharmacies?*

	Albany	Rensselaer	Schenectady
Should	35.2	33.2	31.5
Should not	60.3	64.5	65.7
Don't know	4.5	2.2	2.8

#### *Convenient stores?*

	Albany	Rensselaer	Schenectady
Should	76.8	71.6	72.9
Should not	20.3	25.5	24.6
Don't know	2.9	2.9	2.5

#### *Gas stations?*

	Albany	Rensselaer	Schenectady
Should	77.5	71.3	75.4
Should not	19.8	26.8	22.0
Don't know	2.7	2.0	2.7

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## Awareness of Ad Campaigns

The billboard ads are having less impact than the radio ads. Over one-third recall having heard radio ads, while only about 14 % recall seeing billboard ads. Smokers and non-smokers have very similar recall rates. While radio ads are recalled more, the inclination to talk with someone after seeing or hearing one of the ads was the same, with 15 % of those recalling either ad indicating they spoke with someone about them. Those with a child present were much more likely (21 %) to talk with someone after hearing the radio ads, than those without a child present (8 %).

### Q 6. Have you recently seen an anti-tobacco billboard or bus shelter ad that shows a little girl in a convenient store?

	Albany	Rensselaer	Schenectady
Yes	12.8	19.2	9.8
Maybe/ Not sure	1.1	1.3	1.5
No	86.2	79.5	88.7

### (If yes) Q 7. After seeing this ad, did you talk to anyone about it?

	Albany	Rensselaer	Schenectady
Yes	39.4	4.4	11.4
Maybe/ Not sure	0.0	5.6	0.0
No	60.6	90.1	88.6

### Q 8. Have you recently heard an anti-tobacco radio ad about what kids see and learn in stores?

	Albany	Rensselaer	Schenectady
Yes	26.8	37.8	35.9
Maybe/ Not sure	5.3	4.1	4.9
No	67.9	58.1	59.1

### (If yes) Q 9. After hearing this ad, did you talk to anyone about it?

	Albany	Rensselaer	Schenectady
Yes	21.2	13.2	13.3
Maybe/ Not sure	0.5	1.4	11.5
No	78.3	85.4	75.2

## Media Usage

Now we are interested in your media usage....

**Q 10. What 3 TV local stations do you watch regularly? (more than one allowed)**

	Albany	Rensselaer	Schenectady
NBC	70.3	53.3	56.4
CBS	60.3	55.6	59.3
ABC	63.1	48.6	57.3
WMHT – PBS (11/12)	9.4	3.6	8.8
CW – channel 45	0.0	2.3	3.2
FOX 23	23.1	19.9	22.5
Capital News 9	8.3	4.6	6.0
Other	3.3	2.8	2.3
Don't watch TV	8.1	19.0	13.2

**Q 11. How often have you listened to WYJB (95.5 FM) in the last 30 days?**

	Albany	Rensselaer	Schenectady
Never	58.9	52.5	50.5
Once/ week	20.4	15.9	19.2
2 – 3 times / week	10.2	8.8	11.1
Daily	7.5	20.4	16.1
Don't know	3.0	2.4	3.1

**Q 12. What radio stations do you listen to regularly? (Check all they mention)**


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Radio Station	Albany	Rensselaer	Schenectady
WAMC 90.3 FM	7.7	1.8	6.2
WBKT 95.3 FM	0.2	0.0	0.0
WCHN 970 AM	0.0	0.0	0.0
WCDO FM	0.0	0.0	0.0
WCKM 98.5 FM (Lake George)	0.4	0.0	0.0
WCQL 95.9 FM (Glens Falls)	0.0	0.8	0.0
WDHI 100.3 FM	1.1	1.2	1.8
WDLA 1270 AM	0.0	0.2	0.3
WDLA 92.1 FM	2.2	0.3	2.0
WDOS 730 AM	0.0	0.0	0.0
WEQX 102.7 FM	4.2	2.1	2.8
WFLY 92.3 FM	7.5	6.9	6.7
WGNA 107.7 FM	10.3	13.9	6.1
WGY 810 AM	6.2	5.7	8.7
WHRL 103.1 FM	6.1	4.4	5.2
WIYN 94 FM	0.0	0.1	0.0
WKKF 102.3 FM	2.5	3.6	3.9
WKXZ 94.3 FM	0.0	0.0	0.0
WOFX 980 AM	0.4	0.0	0.0
WPYX 106.5 FM	8.6	9.1	8.4
WROW 590 AM	1.6	0.4	0.2
WRVE 99.5 FM	4.9	8.2	5.3
WSRK 103.9 FM	4.2	6.5	0.0
WTRY 98.3 FM	3.1	7.2	5.5
WWSC 1450 AM (Glens Falls)	0.0	0.0	0.0
WYJB 95.5 FM	5.3	14.0	19.2
WZOZ 103.9 FM	0.4	0.3	0.0
Other	43.9	36.2	39.0
Never listen to radio	26.0	20.6	23.2

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**Q 13. What newspapers do you regularly read, if any? (Check all they mention)**


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Newspaper	Albany	Rensselaer	Schenectady
Albany Times Union	77.0	54.7	26.0
Schenectady Daily Gazette	5.5	3.1	56.4
Troy Record	3.4	16.3	0.4
Saratogian	0.0	0.0	0.0
Glens Falls Post Star	0.0	0.0	0.0
Metroland	0.2	2.1	0.0
Spotlight	0.0	0.0	0.0
The Chronicle	0.0	0.0	0.0
The Daily Star	0.0	0.3	0.0
The Times Journal	0.0	0.0	0.4
The Catskill Mountain News	0.0	0.0	0.0
The Walton Reporter	0.0	0.0	0.0
The Delaware County Times	0.0	0.0	0.0
The Mountain Eagle	0.0	1.5	0.0
Other	14.5	7.5	5.2
Never read newspapers	17.8	28.5	25.1

**Q 14. How many hours a day do you typically use the internet, if any?**

	Albany	Rensselaer	Schenectady
0	18.3	27.2	18.1
1	32.3	35.9	40.3
2	14.4	12.9	18.2
3	8.6	11.0	4.9
4	13.9	3.1	4.1
5 or more	12.6	9.9	14.1

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## Children and Race

About 38 % of respondents report that there is at least one child under 17 in their home. The population in these counties is overwhelmingly white.

**Q 19. How many children live in your household who are younger than 5 years old? How many 5 through 11 years old? How many 12 through 17 years old?** The results here are first reported in terms of whether there is one or more child in each category. Then the table presents the average number of children in each age category in the respondent's household.

	County								
	% with 1 or more children within each age category								
	Albany			Rensselaer			Schenectady		
	06	07	08	06	07	08	06	07	08
Younger than 5	12.7	12.3	7.8	13.8	19.2	15.7	14.4	14.1	20.8
5 through 11	16.9	10.3	15.8	16.9	19.0	17.2	16.2	19.7	20.6
12 through 17	12.5	12.4	16.0	22.9	21.3	19.0	17.9	24.1	23.1
% with a child	30.6	27.4	33.2	34.9	44.2	36.4	35.6	44.6	47.3

**Q 20. Which one of the following best describes your race?** (Options read: White, Black or African American, Hispanic, Asian, Native Hawaiian or Other Pacific Islander, American Indian, Alaska Native, Other, No additional choices, Don't know/Not sure)

	County								
	Albany			Rensselaer			Schenectady		
	06	07	08	06	07	08	06	07	08
White	90.4	87.6	88.0	93.3	92.6	94.0	93.1	88.8	87.3
Black	2.5	4.3	6.7	5.1	0.4	1.2	1.6	4.4	4.7
Hispanic	0.9	0.1	0.5	0	3.0	1.5	0.3	1.1	2.8
Asian	4.2	0.6	3.1	0.9	0.3	1.8	1.1	0.6	1.5
Native Hawaiian	0	0.4	0.9	0	0	0	0.5	2.5	0
Indian	0.2	0	0	0.5	0	0	1.2	0.7	0
Other – mixed	0.2	0.9	0.7	0.3	1.6	1.0	1.5	0.2	2.8
Don't know	1.6	3.7	0	0	2.2	0.5	0.7	1.0	1.0

## Education & Income

### Q 21. What is the highest grade or year of school you completed?

	Albany		Rensselaer		Schenectady	
	2007	2008	2007	2008	2007	2008
Grades 1 – 8	0.1	0.2	0.5	2.5	0	0.5
Grades 9 – 11	3.9	2.3	2.6	0.6	3.1	2.0
Grade 12 or GED	23.0	16.7	31.5	31.3	21.7	16.6
College 1 – 3 years	21.6	32.8	28.8	31.7	26.8	40.7
Bachelor's Degree	26.5	25.3	21.2	20.2	26.3	23.6
Postgraduate Degree	24.9	22.8	15.5	13.8	22.1	16.6
Refused	0	0	0	0	0	0

### Q 22. Bearing in mind that this is completely confidential, please tell me which category best describes your yearly household income. Is it...

	Albany			Rensselaer			Schenectady		
	06	07	08	06	07	08	06	07	08
Under \$25,000	11.8	11.4	7.0	10.2	12.7	9.4	18.1	12.5	10.0
\$25,000 to \$49,000	14.6	19.4	20.3	20.4	21.1	19.2	24.7	16.2	14.3
\$50,000 to \$74,000	20.6	19.1	18.3	26.1	17.0	24.9	19.4	16.4	26.0
\$75,000 to \$99,000	15.6	10.8	11.3	16.4	18.5	10.8	9.9	17.8	18.0
\$100,000 to \$149,000	13.5	14.6	16.1	9.4	11.4	10.6	14.0	12.5	9.8
over \$150,000	8.2	4.2	8.3	3.7	4.4	1.8	2.2	3.2	5.2
Don't know	0.4	3.6	5.5	2.8	3.5	6.4	2.2	2.8	2.5
Refused	15.3	17.0	13.1	11.0	11.4	17.0	9.6	18.6	14.3

## Survey Procedures and Samples Derived

The calling was conducted 16-18, 2008. Calls were made during the hours of 5:30 – 9:00. A random sample of telephone numbers was obtained from Survey Sampling Inc. A separate random sample was selected by SSI from each county. That is, the initial sample of telephone numbers is a random sample within each county, and not a random sample of all counties considered as a whole.

The goal was to sample individuals and not households. If the calling process were to ask and accept the first person answering the telephone, the sample would over-represent women, since they are more likely to answer the telephone. To randomize the selection process within households, the last birthday method was used. Birthdays are randomly distributed among households, so the callers would ask to speak with the “adult [over 18] in the household now with the last [most recent] birthday.” If that person was not there at the time of the call, the name was recorded and called the next night and the night after that until three tries were completed. The same three time callback procedure was used for those numbers where no one answered, the line was busy, or an answering machine was present. Calling continued until a sample of at least 250 completed surveys was achieved for each county. In some counties, this required four callbacks.

Despite using this method, it was still relatively difficult to obtain a completed sample that exactly reflected the population within each county. It was possible to obtain the 2000 census age and sex distribution for each county from the U.S. Census web, American Factfinder. Comparing the obtained samples with the population distributions, men and younger respondents were under-represented. This is a problem if men and women differ in their views or if younger people differ. Women tend to be more worried about the dangers of smoking and they are somewhat more supportive of restricting smoking. Given these differences between men and women, the sample was weighted to reduce women as a percentage of the sample and increase men as a percentage of the sample. Practically, this means multiplying male cases by a number greater than one to increase their presence, while multiplying women cases by a number less than 1 to reduce their presence. Younger people are more likely to smoke, so the sample was also weighted by age. Weighting is a common approach when it is difficult to reach certain groups in the population. The county population distribution and the sample distributions, after weighting, are below.

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### Comparison of Samples with Population

	Albany		Rensselaer		Schenectady	
	pop	sample	pop	sample	pop	sample
<i>Sex</i>						
Female	53.3	53.3	51.6	65.6	53.1	54.5
Male	46.7	46.7	48.4	34.4	46.9	45.5
<i>Age</i>						
18 – 29	23.0	23.0	22.0	25.5	18.0	16.0
30 – 44	29.0	30.0	30.0	31.1	30.0	37.8
45 – 59	25.0	24.7	25.0	20.9	25.0	27.2
60 plus	23.0	22.4	23.0	22.5	27.0	19.0

The reporting of results is done in two very different ways in this report. When county results are reported, the results are the weighted results within each county. That is, only the completed sample within each county is used. When relationships among opinions are discussed, the entire completed sample of 750 respondents is treated as one sample, weighted to reflect the distribution of age and sex groups across the three counties. The relationships of interest were examined within each county to determine if the relationships differ across counties. For example, smokers are less likely to support the new state law limiting smoking. The percentage of smokers supporting or opposing this law was examined in each county to assess whether the percentages differ across counties. There was only minimal variation in this relationship across counties. Reporting the separate relationships for each county would be very cumbersome, and the samples would also be much smaller, creating less confidence in the relationships reported for each county. With a sample of 750 there is less possibility of random variation affecting relationships, so there can be more confidence in the results. So, when relationships are discussed in the report, they are based on 750 respondents within three counties.

## Survey Script

Hello, my name is \_\_\_ and I'm calling from the Maxwell School at Syracuse University. We're conducting a survey about issues involving tobacco advertising. To randomly select a person, could I speak with the household member over 18 with the last birthday? ***(If that person is not there, ask for only his / her first name and record on call sheet for a callback. Then say "Thanks, I will try that person later" and end the interview)***

***(If that person is on the line):*** Would you be willing to participate in a survey about tobacco advertising issues? Participation is, of course, voluntary. You can choose to not answer some questions and you can quit whenever you wish. All information is confidential. It will take 3-4 minutes.

***(When that person is on the line):*** Hello, my name is \_\_\_ and I'm calling from the Maxwell School at Syracuse University. We're not selling anything. Would you be willing to participate in a survey about tobacco advertising issues? Participation is, of course, voluntary. You can choose to not answer some questions and you can quit whenever you wish. All information is confidential. It will take 3 - 4 minutes.

(If people ask who is conducting the survey, indicate it is for the local Tobacco-Free Coalition)

**(Read)** Now I'd like to ask you about tobacco advertising.

1. In the past **30 days**, when you went to a convenience store or gas station, how much cigarette or tobacco product advertising did you usually see?
  1. \_\_\_ a lot
  2. \_\_\_ some
  3. \_\_\_ a little
  4. \_\_\_ none at all
  5. \_\_\_ didn't go to a convenience store or gas station in the past 30 days
  6. \_\_\_ Don't know
  
2. Some stores have tobacco advertising on the outside windows, the building or in front of the building or parking lot. Stores also have tobacco advertising inside such as displays by the cash registers. Do you think tobacco advertising in stores should be:
  - a. Allowed on the outside of the building?
 

1. ___yes	2. ___No	3. ___Don't know
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  - b. Allowed on the inside of the building?
 

1. ___Yes	2. ___No	3. ___Don't Know
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3. When it comes to convenience stores and gas stations within 1,000 feet (about three blocks) of schools, children's playgrounds and day care facilities:

a. Do you think tobacco advertising should be allowed on the outside of the building?

1. \_\_\_\_ Yes                      2. \_\_\_\_ No                      3. \_\_\_\_ don't know

b. What about allowing tobacco advertising on the inside of the building?

1. \_\_\_\_ Yes                      2. \_\_\_\_ No                      3. \_\_\_\_ don't know

4. Do you think that the following types of stores should or should not post advertisements and signs for tobacco products? (Marlboro, Camel... etc.)

a. Grocery stores?

1 \_\_\_\_ Should                      2 \_\_\_\_ Should not                      3 \_\_\_\_ Don't know

b. Pharmacies

1 \_\_\_\_ Should                      2 \_\_\_\_ Should not                      3 \_\_\_\_ Don't know

c. Convenience Stores

1 \_\_\_\_ Should                      2 \_\_\_\_ Should not                      3 \_\_\_\_ Don't know

d. Gas Stations

1 \_\_\_\_ Should                      2 \_\_\_\_ Should not                      3 \_\_\_\_ Don't know

5. Do you think that the following types of stores should or should not sell tobacco products (cigarettes, cigars, etc)

a. Grocery stores?

1 \_\_\_\_ Should                      2 \_\_\_\_ Should not                      3 \_\_\_\_ Don't know

b. Pharmacies

1 \_\_\_\_ Should                      2 \_\_\_\_ Should not                      3 \_\_\_\_ Don't know

c. Convenience Stores

1 \_\_\_\_ Should                      2 \_\_\_\_ Should not                      3 \_\_\_\_ Don't know

d. Gas Stations

1 \_\_\_\_ Should                      2 \_\_\_\_ Should not                      3 \_\_\_\_ Don't know

6. **Have you recently seen an anti-tobacco billboard or bus shelter ad that shows a little girl in a convenience store?**

1 \_\_\_\_ Yes      2 \_\_\_\_ Maybe, Not Sure      3 \_\_\_\_ No **(If No, Skip to #8)**

7. **(If yes) After seeing this ad, did you talk to anyone about it?**

1 \_\_\_\_ Yes      2 \_\_\_\_ Maybe, Not Sure      3 \_\_\_\_ No

8. **Have you recently heard an anti-tobacco radio ad about what kids see and learn in stores?**

1 \_\_\_\_ Yes      2 \_\_\_\_ Maybe, Not Sure      3 \_\_\_\_ No **(If No, Skip to #10)**

**9. (If yes) After hearing this ad, did you talk to anyone about the it?**

1 \_\_\_ Yes      2 \_\_\_ Maybe, Not Sure      3 \_\_\_ No

**Now we are interested in your media usage....****10. What 3 local TV stations do you watch regularly? (more than one allowed)**

1. NBC
2. CBS
3. ABC
5. WMHT - PBS (11/12)
6. CW – channel 45
7. FOX 23
8. Capital News 9
9. Others \_\_\_\_\_
10. *Don't want TV regularly or at all*

**11. How often have you listened to WYJB (95.5 FM) in the last 30 days?**

1. Never
2. Once/Week
4. 2-3 times/Week
5. Daily
6. Don't Know

**12. What radio stations do you listen to regularly? (Check all they mention)**

- 1 \_\_\_ WAMC 90.3 FM
- 2 \_\_\_ WBKT-95.3 FM
- 3 \_\_\_ WCHN—970 AM
- 4 \_\_\_ WCDO—FM
- 5 \_\_\_ WCKM 98.5 FM (Lake George)
- 6 \_\_\_ WCQL 95.9 FM (Glens Falls)
- 7 \_\_\_ WDHI—100.3FM
- 8 \_\_\_ WDLA—1270 AM
- 9 \_\_\_ WDLA – 92.1FM
- 10 \_\_\_ WDOS-730 AM
- 11 \_\_\_ WEQX 102.7 FM
- 12 \_\_\_ WFLY 92.3 FM
- 12 \_\_\_ WGNA 107.7 FM
- 13 \_\_\_ WGY 810 AM
- 14 \_\_\_ WHRL 103.1 FM
- 15 \_\_\_ WIYN 94 FM
- 16 \_\_\_ WKKF 102.3 FM
- 17 \_\_\_ WKXZ -94.3 FM
- 18 \_\_\_ WOFX 980 AM
- 19 \_\_\_ WPYX 106.5 FM
- 20 \_\_\_ WROW 590 AM
- 21 \_\_\_ WRVE 99.5 FM
- 22 \_\_\_ WSRK—103.9 FM

- 23\_\_\_ WTRY 98.3 FM  
 24\_\_\_ WWSC 1450 AM (Glens Falls)  
 25\_\_\_ WYJB 95.5 FM  
 26\_\_\_ WZOZ—103.9 FM  
 Other \_\_\_\_\_  
 27\_\_\_ *Never listen to radio*

**13.** What newspapers do you regularly read, if any? (*Check all they mention*)

- 1\_\_\_ Albany Times Union  
 2\_\_\_ Schenectady Daily Gazette  
 3\_\_\_ Troy Record  
 4\_\_\_ Saratogian  
 5\_\_\_ Glens Falls Post Star  
 6\_\_\_ Metroland  
 7\_\_\_ Spotlight  
 8\_\_\_ The Chronicle  
 9\_\_\_ The Daily Star  
 10\_\_\_ The Times Journal  
 11\_\_\_ The Catskill Mountain News  
 12\_\_\_ The Walton Reporter  
 13\_\_\_ The Delaware County Times  
 14\_\_\_ the Mountain Eagle  
 Other \_\_\_\_\_  
 15\_\_\_ *Never read newspapers*

**14.** How many hours a day do you typically use the internet, if any? Record number: \_\_\_\_\_

**Now we have just a few questions about tobacco use...**

**15.** Have you smoked at least 100 cigarettes in your entire life?

- 1\_\_\_ Yes  
 2\_\_\_ No (**If no, skip to #17**)  
 3\_\_\_ Don't know

**16.** Do you now smoke cigarettes everyday, some days, or not at all?

- 1\_\_\_ Everyday  
 2\_\_\_ Some days  
 3\_\_\_ Not at all  
 4\_\_\_ Don't know

We are almost finished! Your information will remain anonymous but we need some general information.

**17.** What is your age? \_\_\_\_\_

**18.** Record sex: 1\_\_\_ Male 2\_\_\_ Female

19. How many children live in your household who are younger than 5 years old? How many 5 through 11 years old? How many 12 through 17 years old? (Record number for each).

- 1 \_\_\_\_\_ Younger than 5 years old
- 2 \_\_\_\_\_ 5 through 11 years old
- 3 \_\_\_\_\_ 12 through 17 years old

20. Which one of the following best describes your race /ethnicity? (**Read alternatives**)

- 1 \_\_\_\_\_ White
- 2 \_\_\_\_\_ Black or African American
- 3 \_\_\_\_\_ Latino / Hispanic, white or non-white
- 4 \_\_\_\_\_ Asian
- 5 \_\_\_\_\_ Native Hawaiian or Other Pacific Islander
- 6 \_\_\_\_\_ American Indian, Alaska Native
- 7 \_\_\_\_\_ Other [**Please specify**] \_\_\_\_\_
- 9 \_\_\_\_\_ Don't know

21. What is the highest grade or year of school you've completed thus far?

- 1 \_\_\_\_\_ Grades 1 through 8 (Elementary)
- 2 \_\_\_\_\_ Grades 9 through 11 (Some High School)
- 3 \_\_\_\_\_ Grade 12 or GED (High School Graduate)
- 4 \_\_\_\_\_ College 1 to 3 years (Some College or Technical School)
- 5 \_\_\_\_\_ Bachelor's Degree (College Graduate)
- 6 \_\_\_\_\_ Postgraduate Degree (Master's, M.D., Ph.D., J.D.)

22. Bearing in mind that this is completely confidential, please tell me which category best describes your yearly household income. Is it... (*read categories*)

- 1 \_\_\_\_\_ Under \$25,000
- 2 \_\_\_\_\_ \$25,000 to \$49,000
- 3 \_\_\_\_\_ \$50,000 to \$74,000
- 4 \_\_\_\_\_ \$75,000 to \$99,000
- 5 \_\_\_\_\_ \$100,000 to \$149,000
- 6 \_\_\_\_\_ over \$149,000
- 7 \_\_\_\_\_ Don't know (**DO NOT READ**)
- 8 \_\_\_\_\_ Refused (**DO NOT READ**)