

PARTNERSHIP FOR A TOBACCO-FREE MAINE

MEDIA EVALUATION REPORT DATA ADDENDUM

Prepared for:

Partnership For A Tobacco-Free Maine



**Division of Population Services
Maine Center for Disease Control and Prevention
Maine Department of Health and Human Services**

HMP is a collaborative effort among 27 local coalitions, the Maine DHHS (Maine CDC and Office of Substance Abuse) and DOE, supported primarily by the Fund for Healthy Maine with federal grants from US CDC, SAMSHA, and DOE.

Prepared by:

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S2. How long have you lived in the State of Maine?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level														
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%												
Q14 1 to 4 years	21	3%	5	1%	16	4%	3	6%	7	4%	3	2%	3	1%	4	2%	3	2%	9	6%	2	1%	4	2%	3	3%	8	4%	9	2%	12	3%	8	2%	7	8%	1	1%			3	3%	8	3%		
5 to 9 years	40	5%	26	7%	14	3%	10	17%	9	5%	11	7%	7	3%	2	1%	5	2%	5	3%	3	3%	13	6%	12	12%	5	4%	9	4%	25	6%	30	7%	9	3%	2	2%	4	8%	9	8%	2	2%	10	4%
10 to 19 years	103	13%	69	18%	35	8%	16	28%	26	13%	33	21%	20	10%	9	5%	31	15%	15	10%	15	14%	23	10%	17	16%	11	9%	24	11%	68	15%	55	13%	45	13%	6	6%	4	7%	14	14%	17	15%	28	12%
20 years or longer	637	80%	285	74%	352	85%	27	48%	149	78%	112	71%	176	85%	167	92%	170	81%	119	80%	86	82%	180	82%	72	69%	98	84%	176	81%	358	78%	340	78%	290	82%	77	84%	45	84%	78	77%	88	80%	197	81%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

A1a. During the past 7 days, on average, how many hours a day did you... Watch TV?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level														
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q22 0	61	8%	33	9%	28	7%	7	13%	16	9%	16	10%	11	5%	12	6%	16	8%	6	4%	8	8%	20	9%	10	10%	8	7%	17	8%	36	8%	33	8%	28	8%	8	8%	6	11%	17	16%	2	2%	20	8%
1	207	26%	109	28%	98	24%	16	29%	55	29%	45	29%	42	20%	47	26%	48	23%	28	19%	27	25%	69	31%	32	31%	34	29%	47	21%	123	27%	116	27%	88	25%	16	17%	8	16%	37	37%	36	33%	61	25%
2	241	30%	109	28%	131	32%	19	35%	53	28%	48	30%	72	35%	44	24%	55	26%	50	34%	31	30%	73	33%	28	27%	38	32%	65	30%	137	30%	133	30%	105	30%	27	29%	20	38%	20	19%	30	27%	77	32%
3	154	19%	68	18%	85	21%	3	6%	30	16%	28	18%	45	22%	45	25%	46	22%	29	19%	20	19%	35	16%	19	19%	41	19%	92	20%	69	16%	81	23%	19	21%	13	24%	11	11%	20	18%	50	21%		
4	91	11%	43	11%	48	12%	7	12%	23	12%	15	10%	23	11%	21	12%	33	16%	20	13%	10	9%	14	7%	12	11%	10	9%	34	15%	47	10%	58	13%	31	9%	17	19%	3	6%	11	10%	11	10%	20	8%
5	35	4%	15	4%	20	5%	3	6%	10	5%	5	3%	8	4%	8	5%	8	4%	13	9%	9	8%	3	2%	2	2%	4	4%	12	5%	19	4%	21	5%	14	4%	4	4%	9	8%	10	4%				
6	8	1%	3	1%	5	1%			3	2%	1	1%	1	1%	2	1%	1	1%	2	1%			5	2%			2	1%	6	1%	5	1%	3	1%	1	1%	1	2%	1	1%	1	1%	4	2%		
8	3	%	2	1%	1	%					3	1%			2	1%	1	1%			1	1%					1	1%	1	%	1	%	2	%	1	%	1	2%			1	%				
DK	2	%	1	%	1	%							2	1%	2	1%	1	1%	1	1%	1	1%					1	1%	1	%	1	%	1	%	1	%	1	1%	1	1%	1	1%	1	1%	1	1%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

A1b. During the past 7 days, on average, how many hours a day did you...Listen to the Radio?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level															
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over																
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%					
Q23 0	143	18%	63	16%	80	19%	19	35%	36	19%	17	11%	26	13%	42	23%	50	24%	25	17%	17	16%	36	17%	13	13%	7	6%	47	21%	89	19%	69	16%	72	20%	15	16%	15	28%	25	25%	15	13%	36	15%	
1	334	42%	165	43%	169	41%	26	47%	75	39%	67	42%	96	46%	69	38%	78	37%	53	36%	51	48%	91	41%	58	56%	61	52%	77	35%	193	42%	184	42%	146	42%	30	33%	19	35%	43	43%	45	41%	122	50%	
2	150	19%	70	18%	79	19%			37	19%	36	23%	41	20%	36	20%	31	15%	37	25%	19	18%	47	21%	16	15%	21	18%	43	20%	84	18%	88	20%	62	18%	22	24%	10	19%	10	10%	26	23%	38	16%	
3	85	11%	38	10%	48	11%	7	12%	24	13%	20	13%	19	9%	15	8%	23	11%	16	11%	11	10%	23	10%	9	8%	12	10%	29	13%	45	10%	43	10%	39	11%	4	4%	4	7%	12	12%	18	16%	22	9%	
4	30	4%	18	5%	12	3%			7	3%	5	3%	10	5%	8	4%	12	6%	7	5%	2	2%	5	2%	2	2%	8	6%	7	3%	16	4%	14	3%	15	4%	7	8%	4	7%	4	4%	2	2%	7	3%	
5	35	4%	15	4%	20	5%	3	6%	10	5%	9	5%	6	3%	4	2%	4	2%	5	4%	5	4%	13	6%	5	5%	2	1%	9	4%	25	5%	29	7%	6	2%	7	8%	1	2%	3	3%	2	2%	15	6%	
6	12	2%	7	2%	5	1%			4	2%	4	2%	4	2%	5	2%	3	2%	4	3%	1	1%	4	2%			1	1%	4	2%	7	2%	3	1%	8	2%	4	4%	1	1%	1	1%	2	1%			
7	3	%	2	1%	1	%					1	1%	2	1%	1	1%	1	1%			1	1%			1	1%			1	%	2	%	2	%	1	%	1	1%	1	1%	1	1%	1	1%	1	1%	
8	6	1%	5	1%	1	%			3	2%			2	1%	1	%	5	3%					1	%			4	3%	2	1%			5	1%	1	%	5	5%			1	1%	1	1%	1	1%	
10	1	%			1	%							1	%	1	%																															
DK	2	%	1	%	1	%					1	%			1	%	1	%					1	%			2	2%			1	%	1	%	1	%	1	1%	1	2%							
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%	

A1c. During the past 7 days, on average, how many hours a day did you...Browse or surf the Internet?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level									
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over										
	n	%	n																																						

A1d. During the past 7 days, on average, how many hours a day did you...Read magazines?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree	Current Smoker		Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over							
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%		
Q25 0	405	51%	195	51%	210	50%	42	76%	102	53%	85	54%	108	52%	64	35%	114	54%	72	48%	50	48%	115	53%	48	46%	78	66%	106	48%	219	48%	224	51%	175	50%	47	52%	34	63%	48	48%	59	54%	104	43%
1	287	36%	137	36%	150	36%	10	17%	62	33%	58	37%	72	35%	83	45%	73	35%	56	37%	39	37%	73	33%	42	40%	29	25%	91	41%	165	36%	158	36%	125	35%	34	37%	10	18%	35	34%	38	34%	102	42%
2	67	8%	33	9%	34	8%	3	6%	13	7%	7	4%	17	8%	26	14%	12	6%	16	11%	10	9%	17	8%	11	10%	9	7%	18	8%	41	9%	33	8%	33	9%	8	9%	7	14%	12	12%	9	8%	21	9%
3	27	3%	15	4%	12	3%			10	5%	5	3%	3	1%	8	5%	5	2%	5	3%	2	2%	11	5%	3	3%	1	%	4	2%	22	5%	12	3%	15	4%	3	3%	2	3%	1	1%	3	2%	12	5%
4	3	%	2	1%	1	%					2	1%	1	%	1	%	2	1%	2	2%	2	2%	2	1%			1	1%	1	%	3	1%	1	1%	1	%	1	1%	1	1%	1	1%	1	%		
5	7	1%	2	1%	6	1%			3	2%			4	2%			3	2%			2	2%	2	1%			1	%	7	1%	6	1%	2	%			3	3%								
7	1	%			1	%							1	1%			1	1%			1	1%	1	%			1	%	1	%	1	%	1	%	1	%	1	%	1	%	1	%	1	%	1	%
DK	3	%	1	%	3	1%					2	1%	1	%	1	%	2	1%			1	1%	1	%	1	1%			3	1%	2	%	1	%					1	1%	1	1%	1	%	3	1%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

A1e. During the past 7 days, on average, how many hours a day did you...Text message?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree	Current Smoker		Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over							
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Q26 0	459	57%	243	63%	216	52%	16	29%	75	39%	84	53%	140	68%	139	76%	146	70%	75	50%	57	54%	109	50%	64	62%	71	60%	138	63%	246	53%	228	52%	225	64%	54	59%	37	69%	53	53%	69	63%	123	51%
1	240	30%	97	25%	143	34%	13	24%	80	42%	65	41%	48	23%	34	19%	40	19%	46	31%	37	35%	82	37%	35	33%	31	26%	62	28%	146	32%	155	35%	83	24%	24	26%	4	8%	33	33%	27	25%	97	40%
2	52	6%	22	6%	30	7%	10	17%	17	9%	7	4%	13	7%	4	2%	7	3%	14	9%	8	8%	17	8%	4	4%	6	5%	6	3%	39	9%	20	5%	32	9%	2	3%	4	7%	7	7%	6	6%	16	7%
3	26	3%	8	2%	19	5%	10	19%	10	5%	2	1%	2	1%	2	1%	5	2%	12	8%	4	4%	5	2%	1	1%	5	4%	8	4%	14	3%	16	4%	10	3%	8	8%	8	14%	4	4%	4	3%	1	1%
4	9	1%	7	2%	2	%	6	11%			2	1%			1	%	7	3%			1	1%	1	1%	1	1%	1	1%	7	2%	8	2%	1	%					3	3%			2	1%		
5	7	1%	1	%	7	2%			3	2%			2	1%	2	1%	4	2%	1	1%			2	1%			3	3%	2	1%	2	%	5	1%	2	1%	3	4%	1	1%			3	1%		
6	3	%	3	1%					3	2%							3	1%					3	1%			3	1%	3	1%	3	1%	1	%					3	3%						
DK	4	1%	4	1%							1	%					1	1%			1	1%					1	%	3	1%	1	%	1	%												
Refused	1	%	1	%									1	%			1	%					1	%			1	1%	1	%	1	%	1	%											1	%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

A1f. During the past 7 days, on average, how many hours a day did you...Listen to your iPod?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level																
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree	Current Smoker		Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over										
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%			
Q27 0	572	71%	258	67%	314	76%	20	36%	109	57%	103	65%	172	83%	162	89%	177	85%	85	57%	62	59%	164	75%	75	72%	81	69%	168	77%	320	69%	306	70%	262	74%	72	78%	38	70%	75	74%	87	79%	154	64%			
1	129	16%	63	17%	66	16%	23	41%	39	21%	34	21%	22	11%	10	5%	15	7%	34	23%	21	20%	37	17%	21	21%	20	17%	29	13%	80	17%	75	17%	52	15%	19	20%	5	9%	16	16%	10	9%	54	22%			
2	50	6%	32	8%	19	4%	6	11%	23	12%	10	6%	4	2%	6	3%	6	3%	24	16%	8	8%	7	3%	4	4%	7	6%	10	5%	33	7%	24	6%	24	7%	2	2%	5	9%	7	7%	7	6%	16	6%			
3	25	3%	19	5%	6	1%	3	6%	9	5%	5	3%	5	2%	3	1%	7	3%	2	2%	8	8%	6	3%	1	1%	6	6%	4	2%	15	3%	19	4%	6	2%			3	6%			5	4%	10	4%			
4	10	1%	8	2%	2	%	3	6%	3	2%	2	1%	2	1%			1	%			5	4%			1	1%			9	2%	4	1%	3	1%	3	6%	1	1%					2	1%					
5	5	1%	1	%	4	1%			3	2%	2	1%					1	%	3	2%	1	1%					4	2%	1	%	5	1%			1	1%					1	1%							
6	5	1%	2	%	3	1%			3	2%			1	%	1	%					4	2%	1	1%			3	3%	2	1%	1	%	4	1%							2	1%							
8	1	%	1	%							1	1%									1	1%							1	%	1	%	1	%									1	%					
DK	1	%			1	%					1	1%											1	%					1	%	1	%	1	%											1	%			
Refused	2	%	1	%	1	%							1	%	2	1%												1	%	1	%	1	%	1	%					1	1%	1	1%	1	1%				
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%			

A1g. During the past 7 days, on average, how many hours a day did you...Visit a social networking site like Facebook?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree	Current Smoker		Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over							
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%		
Q28 0	389	49%	228	59%	161	39%	6	11%	48	25%	80	50%	122	59%	126	69%	112	53%	56	38%	42	39%	109	50%	64	61%	54	46%	114	52%	218	47%	190	43%	194	55%	30	32%	24	44%	39	39%	60	55%	127	52%
1	250	31%	88	23%	163	39%	23	43%	83	43%	50	32%	59	29%	35	19%																														

A3e. Thinking about different ways of receiving health information, do you prefer....Text messages?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker	Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over				
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q35 Yes	49	6%	22	6%	27	6%	7	12%	16	9%	10	6%	11	5%	6	3%	19	9%	9	6%	14	13%	3	2%	3	3%	10	9%	11	5%	27	6%	29	7%	20	6%	14	15%	5	10%	10	10%	3	3%	6	2%
No	748	93%	359	93%	389	94%	49	88%	174	91%	147	93%	194	94%	177	97%	190	91%	137	92%	91	87%	216	98%	102	97%	107	91%	206	94%	430	93%	408	93%	331	94%	79	85%	48	90%	91	90%	107	97%	236	97%
DON'T KNOW	3	%	3	1%							2	1%	1	%			2	1%							1	%	2	%	1	%	2	1%									1	%				
REFUSED	1	%	1	%																									1	%																
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

A3f. Thinking about different ways of receiving health information, do you prefer....Your Physician/Nurse?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker	Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over				
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q36 Yes	726	91%	340	88%	386	93%	49	88%	174	91%	144	91%	182	88%	171	94%	200	96%	129	87%	90	85%	206	94%	90	86%	104	89%	200	92%	417	91%	401	92%	315	89%	84	92%	49	91%	86	85%	100	91%	222	91%
No	71	9%	41	11%	30	7%	7	12%	16	9%	15	9%	22	11%	11	6%	8	4%	18	12%	16	15%	14	6%	14	14%	12	10%	17	8%	42	9%	35	8%	36	10%	6	7%	5	9%	15	15%	10	9%	21	9%
DON'T KNOW	2	%	2	%							1	%	1	%	1	%									1	1%			1	%			2	%	2	2%										
REFUSED	2	%	2	1%									1	%			1	1%									1	%	1	%	1	%														
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

A3g. Thinking about different ways of receiving health information, do you prefer....Pharmacist?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker	Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over				
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q37 Yes	501	63%	219	57%	282	68%	42	76%	132	69%	89	56%	123	60%	110	61%	138	66%	107	72%	64	60%	121	55%	63	60%	69	59%	149	68%	278	60%	274	63%	219	62%	70	76%	30	56%	63	62%	70	64%	146	60%
No	286	36%	156	41%	129	31%	13	24%	58	31%	67	42%	78	38%	67	37%	70	33%	38	26%	40	38%	96	44%	40	38%	46	40%	65	30%	174	38%	159	36%	126	36%	22	23%	23	42%	36	36%	39	36%	96	40%
DON'T KNOW	13	2%	9	2%	5	1%					3	2%	5	2%	4	2%	2	1%	4	3%	2	2%	3	1%	1	1%	5	2%	7	2%	4	1%	7	2%	1	1%	1	2%	2	2%	1	1%	1	1%	1	%
REFUSED	2	%	1	%	1	%							1	%															1	%																
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

B1. In the last 6 months, what health or public safety issues have you seen or heard about on TV, radio, the Internet, your doctor's office, or received in the mail?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker	Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over				
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
\$Q40 CANCER/CANCER TESTING	90	11%	35	9%	55	13%	7	12%	3	2%	23	15%	21	10%	35	19%	25	12%	21	14%	7	7%	23	11%	11	10%	8	7%	24	11%	56	12%	38	9%	51	15%	12	13%	9	17%	7	7%	13	12%	25	10%
CELL PHONE USE	20	3%	12	3%	8	2%			10	5%	3	2%	3	1%	5	3%	4	2%	7	5%	2	2%	6	3%	1	1%	1	%	7	3%	13	3%	7	2%			4	7%	3	3%	1	1%	4	2%		
DANGERS OF CIGARETTES/TOBACCO USE	32	4%	18	5%	14	3%			10	5%	8	5%	6	3%	9	5%	2	1%	5	4%	2	2%	14	6%	5	5%	3	3%	6	3%	23	5%	15	3%	14	4%	3	3%	1	2%	1	1%	2	1%	10	4%
EATING WELL OR GOOD NUTRITION	48	6%	18	5%	30	7%	3	6%	7	3%	17	11%	10	5%	11	6%	11	5%	9	6%	12	11%	12	6%	5	5%	3	3%	19	9%	26	6%	31	7%	17	5%	6	6%	5	10%	9	9%	10	9%	11	4%
HEALTHCARE/HEALTH/MEDICAL INSURANCE	80	10%	37	10%	43	10%	3	6%	13	7%	15	9%	27	13%	22	12%	19	9%	14	10%	9	9%	22	10%	14	14%	6	5%	23	11%	50	11%	49	11%	30	9%	5	5%	3	6%	12	12%	14	13%	26	11%
MAINE QUITLINK FOR ONLINE SUPPORT FOR QUITTING	6	1%	1	%	5	1%			3	2%	1	1%	2	1%			1	%	3	2%	2	2%					2	1%	4	1%	1	%	5	1%									1	%		
NEW TOBACCO PRODUCTS	4	%	2	1%	2	%					2	1%	1	1%	1	%	2	1%	1	%	1	1%	1	%					2	1%	2	%	4	1%			1	1%					2	1%		
NEW TOBACCO PRODUCTS THAT LOOK LIKE CANDY	1	%	1	%											1	%					1	1%							1	%			1	%							1	1%				
NOT DRINKING AND DRIVING OR DRIVING WHILE DRUNK	10	1%	3	1%	7	2%					1	1%	6	3%	3	2%	2	1%	2	1%	1	1%	4	2%	1	1%	2	2%	3	1%	5	1%	6	1%	4	1%	1	1%	1	2%			3	2%	1	1%
NOT USING DRUGS	23	3%	13	3%	11	3%	7	12%	3	2%	5	3%	7	3%	2	1%	5	2%	5	3%	4	4%	2	1%	5	5%	3	2%	3	1%	18	4%	12	3%	8	2%	1	1%	5	10%	1	1%	1	1%	4	2%

PHARMACEUTICAL AD TO QUIT SMOKING	7	1%	3	1%	4	1%				2	1%	2	1%	3	2%	3	1%			1	1%	4	2%			1	1%	2	1%	5	1%	4	1%	3	1%	1	1%			1	1%	1	1%	3	1%		
PHYSICAL ACTIVITY OR EXERCISING	13	2%	6	2%	7	2%			3	2%	1	1%	5	2%	4	2%	2	1%	6	4%			3	1%	3	3%	1	1%	8	4%	5	1%	5	1%	9	3%	2	2%	1	2%	4	4%	1	1%	3	1%	
PREVENTING YOUNG PEOPLE FROM STARTING TO SMOKE	4	%	1	%	3	1%					1	1%	2	1%	1	%	1	%			1	%	2	2%	1	1%			3	1%	2	1%	1	%	1	1%							1	%			
QUITTING SMOKING	32	4%	17	4%	15	4%			7	3%	8	5%	11	6%	5	3%	9	4%	9	6%	1	1%	5	2%	4	4%	9	8%	6	3%	16	3%	15	3%	13	4%	6	6%	1	1%	4	4%	3	2%	6	3%	
SECONDHAND TOBACCO SMOKE	12	2%	7	2%	5	1%	3	6%	3	2%	4	2%	1	%	1	%			3	2%	4	4%	4	2%	1	1%			7	3%	4	1%	6	1%	6	2%	6	2%	2	4%	7	7%	1	1%	2	1%	
SIGNS OF STROKE	8	1%	3	1%	4	1%					1	1%	3	1%	4	2%	3	1%	2	1%	1	1%	2	1%			1	1%	4	2%	2	%	1	%	7	2%	1	1%	1	1%	1	1%	2	2%	1	%	
TOBACCO HELPLINE FOR QUITTING	5	1%	1	%	4	1%					2	1%	2	1%	1	%	2	1%			1	1%	3	1%			1	1%	3	1%	1	%	4	1%	1	%	1	1%	1	2%			2	1%			
USING SEAT BELTS	8	1%	4	1%	5	1%					4	2%	3	2%	1	1%	3	1%	3	2%			2	1%	1	1%	2	1%	1	%	6	1%	5	1%	4	1%			1	1%	1	1%	3	2%	2	1%	
YOUTH TOBACCO USE	4	1%	3	1%	1	%			3	2%	1	1%											1	%					4	1%	1	%			4	1%			1	1%	1	1%	3	2%	2	1%	
Abuse/Child abuse/Abusive relationships	1	%			1	%									1	%	1	%											1	%												1	1%				
Asthma	1	%			1	%					1	1%											1	%																				1	1%		
Bath Salts	4	1%	2	1%	2	1%					1	1%	3	1%	1	%	3	1%					1	%	1	1%	1	1%			3	1%	3	1%	2	%					1	1%	2	1%			
Breast cancer	5	1%			5	1%					2	1%	2	1%	1	%	2	1%			1	1%	1	%	2	1%			2	1%	2	%	3	1%	1	%			1	1%	1	1%	2	1%			
Cancer - Non-specific	8	1%	4	1%	4	1%	3	6%			3	1%	2	1%							3	3%	3	1%	1	1%			2	1%	6	1%	3	1%	6	2%	1	1%			4	3%	2	1%			
Depression	4	1%	1	%	3	1%					1	1%	2	1%	1	1%	1	%					1	1%	2	1%	1	1%	4	1%	3	1%	2	1%			1	1%			1	1%	3	1%			
Diabetes	24	3%	9	2%	14	3%					8	5%	6	3%	10	5%	7	3%	4	3%	3	3%	5	2%	4	4%	2	2%	10	4%	12	3%	12	3%	11	3%	1	1%	1	2%	2	2%	6	5%	6	2%	
Flu shots/Flu season	72	9%	19	5%	53	13%			31	16%	15	9%	14	7%	12	6%	7	3%	16	11%	15	15%	20	9%	15	14%	5	4%	26	12%	41	9%	40	9%	32	9%	6	6%	6	11%	7	7%	12	11%	31	13%	
Food poisoning	20	3%	8	2%	12	3%			7	3%	3	2%	7	3%	4	2%	2	1%	3	2%	1	1%	12	6%	2	2%	6	5%	1	%	13	3%	9	2%	12	3%	5	5%	1	2%	3	3%	2	2%	5	2%	
Healthcare/Healthcare costs	26	3%	16	4%	10	2%	3	6%	3	2%	4	2%	9	5%	6	3%	4	2%	2	1%	6	5%	8	4%	5	5%	3	3%	6	3%	16	4%	13	3%	11	3%	1	1%	3	6%			5	4%	12	5%	
Heart disease/Heart issues	15	2%	4	1%	11	3%			3	2%	1	1%	4	2%	6	3%	3	1%	6	4%	1	1%	3	2%	2	2%	1	%	6	3%	8	2%	8	2%	6	2%			1	1%	1	1%	3	3%	6	2%	
High cholesterol/Cholesterol	8	1%	5	1%	3	1%					3	1%	5	3%	2	1%	1	%	1	1%	2	1%	1	1%			1	1%	3	1%	4	1%	2	1%	5	1%	1	1%	1	1%	1	1%	1	1%	2	1%	
Medicaid/Medicare	1	%			1	%					1	1%											1	%					1	%														1	%		
Medications/Various	3	%	1	%	1	%							1	%	2	1%	1	%	1	1%			1	1%			1	1%	1	%	1	%	2	1%					1	1%	1	1%	1	1%	7	3%	
Overweight/Obesity	13	2%	7	2%	5	1%			3	2%	1	1%	6	3%	3	2%	1	%	2	2%	1	1%	4	2%	6	5%			4	2%	9	2%	8	2%	4	1%	1	1%	1	2%	4	4%	1	1%	2	1%	
Vaccines/Vaccinations	14	2%	4	1%	10	2%			7	4%	2	1%	4	2%	1	1%	4	2%	5	4%			2	1%	1	1%	3	3%	1	%	9	2%	10	2%	4	1%	4	5%			4	4%	1	1%	2	1%	
Other	42	5%	19	5%	23	5%			13	7%	5	3%	17	8%	7	4%	7	3%	6	4%	4	4%	15	7%	9	9%	5	4%	18	8%	19	4%	27	6%	15	4%	6	6%	1	2%	5	5%	9	8%	11	5%	
Don't know	293	37%	161	42%	132	32%	32	59%	79	41%	47	29%	69	33%	61	34%	103	49%	41	28%	37	35%	77	35%	32	31%	61	52%	65	30%	164	36%	157	36%	133	38%	43	46%	11	20%	45	44%	34	31%	84	35%	
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%	

B2a. During the past 6 months, have you seen or heard any messages about... Signs of stroke?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%								
Q45 Yes	448	56%	220	57%	228	55%	19	35%	95	50%	80	51%	125	61%	123	68%	110	52%	90	60%	55	52%	119	54%	66	63%	65	55%	132	60%	249	54%	235	54%	207	59%	46	50%	29	53%	54	54%	64	58%	138	57%
No	342	43%	160	41%	182	44%	36	65%	93	49%	75	47%	78	38%	57	31%	100	48%	58	39%	46	44%	97	44%	37	36%	48	41%	85	39%	206	45%	197	45%	140	40%	46	50%	25	47%	46	46%	44	40%	99	41%
DON'T KNOW	11	1%	5	1%	6	2%			3	2%	3	2%	3	1%	2	1%			4	4%	3	1%	1	1%	4	4%	1	%	6	1%	5	1%	6	2%					1	1%	2	2%	5	2%		
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

B2b. During the past 6 months, have you seen or heard any messages about... Dangers of cigarette/tobacco use?

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level									
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over											
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q46 Yes	643	80%	320	83%	322	77%	42	76%	147	77%	129	81%	166	81%	150	82%	175	84%	113	76																						

B2i. During the past 6 months, have you seen or heard any messages about... New tobacco products aimed at kids?

	Total		GENDER				Age Categories										Education Level					Smoking Status			Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over								
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%						
Q53 Yes	175	22%	96	25%	79	19%	19	35%	17	9%	32	20%	47	23%	56	31%	49	23%	33	22%	20	19%	46	21%	23	22%	19	16%	47	21%	109	24%	85	20%	87	25%	24	27%	8	14%	22	21%	28	25%	51	21%
No	612	76%	283	74%	329	79%	36	65%	171	89%	126	79%	155	75%	121	66%	155	74%	114	77%	85	81%	171	78%	79	76%	95	81%	170	78%	345	75%	348	80%	256	73%	66	71%	45	84%	79	79%	82	75%	189	78%
DON'T KNOW	13	2%	5	1%	8	2%			3	2%	1	1%	4	2%	5	3%	6	3%	1	1%	1	1%	2	1%	2	2%	3	3%	3	1%	7	2%	4	1%	9	3%	2	2%	1	1%					2	1%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

B2j. During the past 6 months, have you seen or heard any messages about... Secondhand tobacco smoke?

	Total		GENDER				Age Categories										Education Level					Smoking Status			Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over								
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%						
Q54 Yes	469	59%	220	57%	250	60%	39	70%	112	59%	85	54%	115	56%	112	61%	134	64%	100	67%	61	58%	109	50%	56	53%	70	60%	129	59%	267	58%	251	57%	212	60%	55	59%	32	60%	63	63%	74	67%	130	54%
No	325	41%	160	42%	165	40%	17	30%	79	41%	72	45%	89	43%	68	37%	73	35%	48	32%	44	42%	109	50%	48	46%	47	40%	89	41%	188	41%	184	42%	138	39%	37	41%	20	38%	38	37%	35	32%	112	46%
DON'T KNOW	7	1%	5	1%	2						2	1%	2	1%	3	1%	3	1%	1		1		1	1%	1	1%	1	1%	5	1%	3	1%	3	1%	1	2%	5	1%	1	1%	1	1%	1			
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

B3. CONFIRMED AWARENESS FOR QUITLINK: During the past 6 months, where did you see or hear these messages about smoking...?

	Total		GENDER				Age Categories										Education Level					Smoking Status			Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over								
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%						
Q55 TELEVISION	530	76%	254	75%	275	76%	39	79%	122	74%	96	68%	141	78%	127	79%	145	79%	103	76%	70	76%	133	71%	69	76%	93	86%	136	73%	296	74%	276	72%	246	80%	61	72%	39	84%	59	72%	71	71%	165	76%
RADIO	138	20%	81	24%	57	16%	6	13%	36	22%	36	26%	38	21%	22	13%	31	17%	27	20%	21	23%	41	22%	17	19%	18	17%	44	23%	75	19%	93	24%	44	14%	13	15%	3	7%	10	12%	32	32%	51	24%
FLYERS OR BROCHURES	32	5%	8	2%	24	7%			7	4%	10	7%	12	7%	3	2%	3	2%	5	4%	4	5%	13	7%	6	7%	5	5%	10	5%	17	4%	23	6%	8	2%	4	5%	3	7%	5	6%	5	5%	6	3%
MAGAZINES	77	11%	36	11%	41	11%	3	6%	10	6%	14	10%	21	12%	27	17%	21	11%	17	13%	5	6%	21	11%	13	14%	10	10%	29	15%	38	10%	39	10%	37	12%	14	16%	5	11%	8	9%	9	9%	28	13%
POSTERS/SIGNS	13	2%	7	2%	6	2%					8	6%	3	2%	2	1%	1	1%	6	4%	1	1%	5	2%	1	1%	1	1%	4	2%	8	2%	7	2%	6	2%	2	5%	2	2%	2	2%	5	2%		
SCHOOL/SCHOOL PUBLICATION	5	1%	3	1%	2	1%					3	2%	2	1%			2	1%	1	1%	1	1%			1	1%	1	1%	4	1%	5	1%			1	1%			1	1%	3	1%				
INTERNET	99	14%	44	13%	56	15%	20	40%	27	16%	20	14%	21	11%	12	8%	15	8%	21	15%	17	19%	39	21%	7	8%	12	12%	26	14%	60	15%	60	16%	39	13%	20	23%	8	18%	13	16%	10	10%	31	14%
Doctor's Office	15	2%	8	2%	6	2%	7	4%	1	1%	6	3%	1	1%	6	3%	4	2%			2	3%	6	3%	2	2%	2	1%	13	3%	11	3%	4	1%	5	6%			3	3%	2	1%				
Insurance Company	1				1						1				1										1						1						1		1							
Newspaper	18	3%	6	2%	11	3%			3	2%			6	4%	8	5%	2	1%	3	2%	3	3%	7	4%	3	4%	5	4%	6	3%	7	2%	8	2%	9	3%	5	5%	1	1%	2	2%	2	2%	5	2%
Store	4	1%	1		3	1%			3	2%					1		1				3	2%	3	2%	4	4%					3	1%	1		3	4%					1					
Word of mouth	1				1						1		1		1				1	1%	1	1%					1	1%			1				1	1%					1					
Work	5	1%	1		3	1%					3	2%	2	1%	1		1	1%	1	1%	1	1%	1	2%	1	1%	1	1%	2		2	1%	3	1%			1	1%	1	1%	1	1%				
Other	2		1		1						2	1%	1		1		1		2	1%	2	1%	1	1%	1	1%	1	1%	1		1		2	1%			1	1%	1	1%	1					
Don't know	31	4%	16	5%	15	4%	3	7%	7	4%	6	4%	8	5%	6	4%	10	5%	3	2%			14	7%	3	3%	5	4%	9	5%	18	4%	17	4%	13	4%	7	8%			3	4%	3	3%	6	3%
Total	701	100%	337	100%	364	100%	49	100%	164	100%	140	100%	179	100%	161	100%	184	100%	136	100%	92	100%	187	100%	90	100%	108	100%	188	100%	401	100%	383	100%	309	100%	84	100%	47	100%	81	100%	101	100%	216	100%

B4-1. CONFIRMED AWARENESS FOR QUITLINK: What was the major theme or slogan of this campaign? (TV)

	Total		GENDER				Age Categories										Education Level					Smoking Status			Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over								
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%						
Q57 MAINE HAS AN ONLINE COMMUNITY OF SUPPORT TO QUIT SMOKING.	30	6%	10	4%	20	7%			3	3%	9	9%	10	7%	8	6%	12	8%	10	10%	1	1%	3	2%	4	6%	4	4%	11	8%	15	5%	17	6%	12	5%	8	13%	2	5%	3	4%	7	10%	8	5%
QUITLINK.COM	10	2%	7	3%	3	1%			3	3%	2	2%	2	2%	3	2%	1		6	6%	1	2%	1	1%	1	1%			6	5%	4	1%	9	3%	1	1%	1	2%	3	8%	1	1%	1	1%	2	1%
THE MAINE TOBACCO HELPLINE	57	11%	24	9%	34	12%	3	8%	17	14%	16	17%	13	9%	9	7%	14	9%	8	8%	12	17%	16	12%	8	11%	4	4%	18	13%	34	12%	39	14%	19	8%	5	8%	2	4%	6	9%	10	14%	23	14%
THE HELPLINE IS READY TO HELP PEOPLE QUIT SMOKING	46	9%	23	9%	22	8%	3	9%	10	8%	10	10%	12	8%	11	9%	11	8%	12	12%	7	10%	11	8%	4	6%	13	14%	11	8%	21	7%	25	9%	21	9%	8	13%	5	12%	9	16%	7	9%	12	7%

THERE IS A NETWORK OF PEOPLE TO HELP YOU QUIT SMOKING	27	5%	17	7%	10	4%	3	8%	6	5%	3	3%	9	7%	6	4%	11	7%	2	2%	1	2%	13	10%			7	7%	7	5%	13	4%	20	7%	7	3%	4	7%	1	3%	2	3%	2	3%	11	7%
HELP OTHERS QUIT ON LINE	12	2%	3	1%	9	3%			3	3%	3	3%	2	2%	2	1%	3	2%	1	1%	4	6%	4	3%			3	4%	3	2%	5	2%	8	3%	3	1%			1	2%	1	2%			6	4%
PEOPLE TALKING ABOUT WHY THEY WANTED TO QUIT	38	7%	16	6%	22	8%	7	17%	7	5%	5	5%	7	5%	13	11%	6	4%	5	5%	9	13%	11	8%	6	9%	8	9%	5	3%	24	8%	17	6%	20	8%	1	2%	5	13%	6	11%	2	3%	19	12%
Kids/Youth smoking	14	3%	7	3%	7	3%			7	5%	1	1%	4	3%	2	2%			6	6%	2	2%	5	3%	2	3%			4	3%	10	3%	4	1%	10	4%			3	9%	2	3%	2	3%	5	3%
Quit smoking/Don't smoke	25	5%	9	3%	17	6%			3	3%	7	7%	7	5%	8	7%	8	5%	9	8%	2	2%	4	3%	3	5%	6	7%	9	7%	10	3%	13	5%	12	5%	1	1%	2	4%	4	6%	3	5%	9	5%
Secondhand smoke	10	2%	6	2%	4	1%			3	3%	1	1%	3	2%	2	2%	4	3%	1	1%	1	1%	1	1%	3	4%			1	1%	9	3%	3	1%	7	3%			1	1%	4	6%	1	1%	4	3%
Smokeless cigarettes	1	%	1	%											1	1%					1	1%							1	%	1	%											1	%		
Smoking causes cancer	8	2%	2	1%	6	2%			3	3%	1	1%	2	2%	1	%	1	1%	1	1%	2	2%	1	1%	3	5%	1	1%	1	%	7	2%	2	1%	7	3%	3	4%			1	1%	3	5%	2	1%
Smoking is bad/unhealthy/kills	24	5%	15	6%	9	3%	3	8%	7	5%	5	5%	7	5%	3	2%	5	4%	4	3%	4	5%	7	6%	4	6%	1	1%	4	3%	20	7%	15	6%	9	4%	2	3%	5	12%	3	5%	2	2%	12	7%
Other	10	2%	5	2%	5	2%			3	3%	1	1%	4	3%	2	1%	4	2%	3	3%			2	2%	1	1%			3	2%	7	2%	5	2%	4	2%			1	2%	2	2%	2	1%		
Don't know	225	42%	115	45%	110	40%	19	50%	46	38%	34	35%	63	45%	59	46%	68	47%	39	38%	24	35%	56	42%	30	44%	47	50%	56	41%	121	41%	99	36%	120	49%	29	48%	11	27%	20	34%	32	44%	53	32%
Total	530	100%	254	100%	275	100%	39	100%	122	100%	96	100%	141	100%	127	100%	145	100%	103	100%	70	100%	133	100%	69	100%	93	100%	136	100%	296	100%	276	100%	246	100%	61	100%	39	100%	59	100%	71	100%	165	100%

B4-2. CONFIRMED AWARENESS FOR QUITLINK: What was the major theme or slogan of this campaign? (Radio)

	Total	GENDER						Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level												
		MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over																
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%							
MQ59 MAINE HAS AN ONLINE COMMUNITY OF SUPPORT TO QUIT SMOKING.	7	5%	2	2%	5	9%			3	10%	1	3%	2	5%	1	3%	1	2%	3	13%	2	9%	1	2%			1	5%			6	8%	5	6%	2	4%							1	3%	1	2%
QUITLINK.COM	9	7%	5	6%	5	8%			7	18%			1	3%	2	8%	3	11%	1	3%	1	5%	3	8%	1	6%	5	12%	4	6%	7	8%	2	5%	3	27%			1	7%	4	11%			3	5%
THE MAINE TOBACCO HELPLINE	11	8%	6	7%	5	9%	3	50%			6	16%	1	3%	1	6%	1	3%	2	7%	3	15%	4	11%	1	4%	5	27%	3	6%	3	5%	6	7%	5	11%	2	15%			4	38%	3	9%	3	5%
THE HELPLINE IS READY TO HELP PEOPLE QUIT SMOKING	6	4%	4	5%	1	2%			3	8%	1	2%	2	9%	3	9%			2	11%	1	1%					1	4%	2	5%	3	4%	3	4%	2	5%	1	5%					3	6%		
THERE IS A NETWORK OF PEOPLE TO HELP YOU QUIT SMOKING	15	11%	9	12%	5	9%	3	50%	3	10%	4	11%	2	6%	2	9%	5	16%	1	4%	4	21%	3	7%	2	10%	5	27%	3	8%	6	9%	11	11%	4	10%					2	5%	7	15%		
HELP OTHERS QUIT ON LINE	2	2%	1	1%	1	2%					2	4%	1	3%	2	5%							1	1%			1	5%	1	3%			1	1%	1	3%					2	5%				
PEOPLE TALKING ABOUT WHY THEY WANTED TO QUIT	9	7%	7	9%	2	3%			3	9%	4	11%	1	3%	1	6%	1	3%	1	5%	4	10%	3	18%	1	5%	4	8%	5	6%	6	6%	6	6%	3	8%	1	7%			1	7%			7	13%
Kids/Youth smoking	5	3%	4	5%	1	1%			3	9%	1	3%			1	3%							4	10%	1	3%			1	1%	4	5%	5	5%							5	15%				
Quit smoking/Don't smoke	2	2%	2	2%	1	1%			1	3%	1	2%	1	3%	1	3%							2	6%							2	3%	2	2%	1	2%					1	7%			2	3%
Secondhand smoke	6	4%			6	10%			3	10%	1	3%	1	4%					3	13%			2	4%	1	4%			3	8%	2	3%	5	5%	1	2%			1	7%	1	2%	4	9%		
Smokeless cigarettes	1	%			1	1%					1	2%																	1	2%			1	2%					1	1%						
Smoking is bad/unhealthy/kills	3	2%	1	1%	2	4%			1	3%	2	6%					1	2%	1	4%			1	2%	1	5%			1	2%	3	3%	2	2%	2	4%			2	4%						
Other	3	2%	2	2%	1	1%					3	7%					1	3%	1	4%					1	4%			2	5%	1	1%	2	2%	1	2%			1	2%	1	1%				
Don't know	59	43%	36	45%	23	40%			13	36%	15	41%	21	56%	10	48%	14	45%	14	51%	7	35%	16	39%	8	45%	5	25%	18	40%	36	48%	39	41%	20	45%	6	45%	3	100%	1	7%	15	46%	22	42%
Refused	1	%	1	1%											1	3%			1	3%									1	2%			1	1%												
Total	138	100%	81	100%	57	100%	6	100%	36	100%	36	100%	38	100%	22	100%	31	100%	27	100%	21	100%	41	100%	17	100%	18	100%	44	100%	75	100%	93	100%	44	100%	13	100%	3	100%	10	100%	32	100%	51	100%

B4-3. CONFIRMED AWARENESS FOR QUITLINK: What was the major theme or slogan of this campaign? (Flyers/Brochures)

	Total	GENDER				Age Categories								Education Level					Smoking Status			Children Living in Home				Income Level																		
		MALE		FEMALE		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over																
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%									
MQ61 MAINE HAS AN ONLINE COMMUNITY OF SUPPORT TO QUIT SMOKING.	1	3%			1	4%			1	10%																																		

QUITLINK.COM	1	3%			1	4%			1	10%							1	8%					1	6%	1	4%									1	17%								
THE MAINE TOBACCO HELPLINE	5	16%			5	21%			2	20%	2	17%	1	32%	1	18%			3	24%	2	24%	2	32%	1	7%	3	16%	3	13%	2	27%	1	14%	1	22%	1	28%						
THE HELPLINE IS READY TO HELP PEOPLE QUIT SMOKING	5	16%	2	22%	3	14%	3	50%			1	8%	1	20%	1	22%	3	64%			3	68%	1	10%	1	4%	3	15%	2	22%	3	86%		1	13%		1	18%						
THERE IS A NETWORK OF PEOPLE TO HELP YOU QUIT SMOKING	2	6%	1	13%	1	4%			2	20%							1	18%																		2	39%							
PEOPLE TALKING ABOUT WHY THEY WANTED TO QUIT	1	4%			1	6%					1	12%							1	5%	1	11%			1	8%	1	6%								1	12%							
Smoking causes cancer	1	2%			1	2%							1	16%	1	18%									1	3%	1	2%																
Smoking is bad/unhealthy/kills	1	2%			1	2%							1	16%	1	18%									1	3%	1	2%					1	18%										
Other	1	4%			1	6%					1	12%							1	5%	1	11%			1	8%	1	3%	1	9%														
Don't know	14	44%	5	65%	9	37%	3	50%	4	40%	6	51%	1	16%	1	23%	1	18%	4	100%	4	35%	3	54%	6	64%	7	45%	10	42%	3	42%	2	60%	3	68%	2	34%	3	53%				
Total	32	100%	8	100%	24	100%	7	100%	10	100%	12	100%	3	100%	3	100%	5	100%	4	100%	13	100%	6	100%	5	100%	10	100%	17	100%	23	100%	8	100%	4	100%	3	100%	5	100%	5	100%	6	100%

B4-4. CONFIRMED AWARENESS FOR QUITLINK: What was the major theme or slogan of this campaign? (Magazines)

	Total		GENDER				Age Categories										Education Level					Smoking Status			Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over													
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%												
\$Q63 MAINE HAS AN ONLINE COMMUNITY OF SUPPORT TO QUIT SMOKING.	2	3%	1	2%	2	4%								2	9%	2	8%			1	3%			1	5%	1	2%	1	3%	1	3%	1	4%			1	7%			1	2%					
QUITLINK.COM	2	2%			2	4%					1	7%			1	2%			1	3%			1	2%	2	4%	1	4%					1	4%												
THE MAINE TOBACCO HELPLINE	8	10%	3	7%	5	13%		3	34%			3	13%	2	7%	4	21%	1	4%			5	18%	2	6%	6	16%	2	4%	3	25%	1	11%	1	9%	2	18%	2	6%							
THE HELPLINE IS READY TO HELP PEOPLE QUIT SMOKING	6	8%			6	14%		3	34%			1	6%	1	4%	1	3%	3	20%			3	33%	1	2%	2	5%	5	12%	1	3%	3	25%	1	11%	1	9%			1	5%					
THERE IS A NETWORK OF PEOPLE TO HELP YOU QUIT SMOKING	6	8%	2	7%	4	9%						2	11%	4	13%	2	7%	3	16%			1	5%	1	4%	1	7%	3	10%	2	6%	1	3%	5	14%	1	7%	1	7%			3	9%			
HELP OTHERS QUIT ON LINE	4	6%	3	9%	1	3%		3	31%			1	6%			1	3%			1	13%	3	15%			1	7%	1	2%	3	8%	3	8%	1	4%			1	9%			3	11%			
PEOPLE TALKING ABOUT WHY THEY WANTED TO QUIT	6	8%	3	9%	3	8%	3	100%			2	14%	1	6%			1	3%	3	18%	1	13%			2	15%	3	30%	1	2%	3	7%	2	5%	4	12%	1	10%					2	7%		
Quit smoking/Don't smoke	4	5%	2	5%	2	4%					1	7%	2	8%	1	4%			1	6%			2	10%	1	5%			1	4%	3	7%	1	2%	3	8%			2	20%	1	11%	1	5%		
Secondhand smoke	1	1%	1	2%									1	3%											1	5%			1	2%											1	2%				
Smoking causes cancer	1	1%	1	3%														1	19%						1	2%			1	3%	1	3%	1	7%							1	2%				
Smoking is bad/unhealthy/kills	4	5%	2	7%	2	4%					1	5%	3	11%	2	7%							1	6%	1	10%			1	2%	3	9%	1	2%	3	9%			1	11%			2	17%	1	4%
Other	2	3%	1	3%	1	3%			1	7%	1	3%	1	2%									1	3%	1	8%	1	2%	2	4%	1	3%	1	2%			1	11%	1	13%			1	2%		
Don't know	31	40%	17	47%	14	34%			9	65%	9	41%	12	45%	10	46%	6	33%	3	54%	7	33%	6	48%	1	12%	14	50%	15	40%	16	41%	14	38%	2	18%	2	47%	2	25%	5	54%	13	48%		
Total	77	100%	36	100%	41	100%	3	100%	10	100%	14	100%	21	100%	27	100%	21	100%	17	100%	5	100%	21	100%	13	100%	10	100%	29	100%	38	100%	39	100%	37	100%	14	100%	5	100%	8	100%	9	100%	28	100%

B4-5. CONFIRMED AWARENESS FOR QUITLINK: What was the major theme or slogan of this campaign? (Posters/Signs)

	Total		GENDER				Age Categories						Education Level					Smoking Status			Children Living in Home				Income Level																
			MALE		FEMALE		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over													
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%											
\$Q65 MAINE HAS AN ONLINE COMMUNITY OF SUPPORT TO QUIT SMOKING.	2	15%			2	30%	2	24%												2	42%			2	23%	2	27%													1	19%
THE MAINE TOBACCO HELPLINE	3	21%	3	40%			1	13%	1	30%	1	38%			1	18%							3	33%			3	46%	1	40%										1	20%

THE TOBACCO INDUSTRY IS STILL TRYING TO HOOK KIDS	2	5%			2	10%					1	6%	1	10%					1	7%	1	17%			1	10%	1	3%			2	11%							1	5%
NEW TOBACCO PRODUCTS (I.E. SMOKELESS) ARE JUST AS ADDICTIVE	3	8%	3	16%							2	17%	1	6%	2	17%					1	14%			2	16%	1	5%	1	6%	2	10%	1	27%					1	10%
MAINE CENTER FOR DISEASE CONTROL AND PREVENTION LOGO	3	8%			3	15%			1	11%	1	6%	1	10%					2	27%	1	8%			1	6%	2	10%	1	5%	2	11%							3	23%
HEALTHY MAINE PARTNERSHIP LOGO	2	6%	1	6%	1	7%			1	11%	1	6%	1	5%	1	6%			1	11%		14%			1	6%	2	7%	1	6%	1	7%			1	15%				
Kids/Youth smoking	1	2%			1	3%															1	7%			1	5%											1	45%		
Quit smoking/Don't smoke	1	3%			1	6%															1	7%			1	5%	1	3%	1	3%	1	3%							1	5%
Smokeless cigarettes/Electronic cigarettes	1	2%			1	3%																8%					1	3%	1	3%										
Other	1	2%			1	3%																					1	3%	1	3%										
Don't know	19	56%	11	68%	8	46%	3	100%	7	78%	6	50%	4	33%	6	64%	1	23%	6	89%	4	53%	2	32%	2	100%	4	36%	13	61%	12	70%	7	41%	3	73%	3	85%	1	55%
Total	34	100%	16	100%	18	100%	3	100%	9	100%	11	100%	11	100%	10	100%	3	100%	7	100%	8	100%	7	100%	2	100%	11	100%	22	100%	18	100%	17	100%	4	100%	4	100%	1	100%

B6-5. CONFIRMED AWARENESS FOR NEW TOBACCO PRODUCTS: What was the major theme or slogan of this campaign? (Posters/Signs)

	Total		GENDER				Age Categories						Education Level						Smoking Status						Children Living in Home				Income Level											
			MALE		FEMALE		25 to 34		35 to 44		45 to 54		Completed High School or Less		Attended college		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$70,000 or over			
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
SQ81 NEW TOBACCO PRODUCTS ARE BEING DESIGNED TO LOOK LIKE CANDY	1	6%			1	9%			1	20%					1	36%								1	13%	1	8%													
PARENTS NEED TO KNOW THAT THERE IS NO SAFE TOBACCO PRODUCT	1	6%			1	9%			1	20%					1	22%								1	13%	1	8%												1	49%
Other	3	20%	3	61%			3	31%					3	41%							3	47%			3	26%														
Don't know	11	68%	2	39%	9	82%	7	69%	3	61%	1	100%	4	59%	3	78%	2	64%	1	100%	3	53%	2	100%	5	74%	7	59%	3	100%	3	100%	4	100%			1	51%		
Total	16	100%	5	100%	10	100%	10	100%	5	100%	1	100%	8	100%	4	100%	3	100%	1	100%	7	100%	2	100%	7	100%	12	100%	3	100%	3	100%	4	100%	1	100%	2	100%		

B6-6. CONFIRMED AWARENESS FOR NEW TOBACCO PRODUCTS: What was the major theme or slogan of this campaign? (School/School Publication)

	Total		GENDER				Age Categories				Education Level						Smoking Status				Children Living in Home				Income Level			
			MALE		FEMALE		35 to 44		45 to 54		Completed High School or Less		Attended college		Completed an Associate Degree		Post Graduate Degree		Former Smoker		Non-Smoker		Yes		No		\$70,000 or over	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
SQ83 THE TOBACCO INDUSTRY IS STILL TRYING TO HOOK KIDS	1	19%			1	49%	1	49%					1	100%							1	24%	1	24%			1	32%
Quit smoking/Don't smoke	1	20%	1	33%			1	50%					1	100%			1	100%			1	25%			1	34%		
Don't know	3	61%	2	67%	1	51%	1	51%	1	50%	1	100%			1	100%			3	76%	2	51%	1	100%	1	34%		
Total	5	100%	3	100%	2	100%	2	100%	2	100%	1	100%	1	100%	1	100%	1	100%	1	100%	4	100%	4	100%	1	100%	3	100%

B6-7. CONFIRMED AWARENESS FOR NEW TOBACCO PRODUCTS: What was the major theme or slogan of this campaign? (Internet)

	Total		GENDER				Age Categories						Education Level						Smoking Status						Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%						
SQ85 NEW TOBACCO PRODUCTS ARE BEING DESIGNED TO LOOK LIKE CANDY	3	6%	3	8%							1	9%	1	9%	1	9%							3	16%			1	5%	2	7%	3	9%														

YOUNG WOMAN SAYS YOU CAN GET SUPPORT, YOUNG MAN SAYS, OR GIVE SUPPORT	15	3%	5	3%	9	4%			3	4%	1	1%	5	4%	5	4%	2	2%	1	2%	7	10%	2	2%	2	5%	1	1%	7	6%	7	3%	8	4%	6	3%	3	7%	1	1%	1	2%	3	4%	5	4%
VOICE-OVERLAY SAYS, SHARE YOUR STORIES AND GIVE SUPPORT TO OTHERS	1	%			1	%									1	%					1	1%					1	1%							1	%	1	1%								
QUITLINK LOGO ON SCREEN	5	1%	4	2%	1	%			3	4%			2	1%							1	1%			4	7%			4	3%	1	%	4	2%	1	%			3	8%			1	1%		
MAINE CENTER FOR DISEASE CONTROL AND PREVENTION LOGO	1	%	1	%	1	%									1	1%	1	1%									1	1%	1	%	1	%	1	%							1	1%	1	%		
HEALTHY MAINE PARTNERSHIP LOGO	1	%			1	%							1	1%			1	1%																									1	1%		
OTHER	56	13%	21	10%	36	16%			10	12%	12	18%	19	15%	14	12%	16	14%	7	9%	11	17%	15	14%	8	15%	13	23%	13	11%	30	12%	26	13%	30	14%	8	17%	3	7%	8	16%	8	13%	20	16%
18	201	47%	103	51%	97	44%	19	74%	52	62%	32	46%	48	39%	48	41%	64	53%	32	45%	26	39%	48	46%	23	44%	29	51%	52	43%	119	49%	91	45%	102	48%	29	60%	15	39%	21	41%	35	54%	54	44%
20	5	1%			5	2%			3	4%	1	1%	1	1%			1	1%					4	4%			5	9%			1	%	4	2%			2	4%								
25	8	2%	3	2%	5	2%					1	1%	3	3%	4	4%	3	2%	2	3%	1	1%	2	2%	2	3%			5	5%	3	1%	3	2%	5	2%	2	3%			1	2%	1	1%	4	3%
30	2	%			2	1%					2	3%					1	1%																												
35	6	1%	2	1%	3	2%					2	3%	1	1%	1	1%							3	3%	1	1%	1	2%	1	1%	4	2%	4	2%	2	1%	2	3%			2	3%	2	2%	2	2%
40	9	2%	2	1%	7	3%			3	4%	2	3%	4	3%			3	3%	2	2%			3	3%	2	2%	3	6%	1	1%	5	2%	5	2%	4	2%	4	9%			2	3%	2	1%		
45	10	2%	7	4%	2	1%			3	4%	1	1%	3	2%	3	3%	2	2%	1	1%	3	5%	3	3%	1	2%	1	2%	1	1%	7	3%	2	1%	8	4%			4	9%	2	2%	4	3%		
96	10	2%	3	2%	7	3%			3	4%	4	3%	3	3%	3	3%	3	2%	2	3%	1	1%	1	1%	3	6%	1	2%	3	2%	6	2%	5	2%	5	2%	1	1%	1	2%			3	4%	4	3%
98	6	1%	2	1%	3	2%			1	1%	2	2%	2	2%	3	2%							1	1%	1	2%	2	3%	2	2%	2	1%	4	2%	2	1%	1	1%	1	1%			5	4%		
Total	423	100%	202	100%	221	100%	26	100%	85	100%	69	100%	121	100%	117	100%	120	100%	72	100%	67	100%	104	100%	51	100%	57	100%	119	100%	243	100%	203	100%	213	100%	48	100%	39	100%	51	100%	65	100%	125	100%

C3. Have you seen an anti-smoking advertisement on television that begins by showing two children and a wife singing Happy Birthday to their Dad?

	Total	GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level															
		MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over																	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%								
Q92	Yes	425	53%	188	49%	237	57%	26	47%	103	54%	79	50%	116	56%	98	54%	110	53%	86	58%	57	54%	109	50%	59	56%	60	51%	122	56%	243	53%	235	54%	186	53%	46	50%	33	62%	42	42%	57	52%	146	60%
	Maybe, not sure	54	7%	25	7%	28	7%			16	8%	11	7%	17	8%	9	5%	13	6%	7	5%	8	8%	16	7%	8	8%	7	6%	20	9%	25	5%	33	8%	20	6%	11	12%	4	8%	9	8%	6	5%	13	5%
	No	303	38%	160	41%	144	34%	26	47%	69	36%	66	41%	68	33%	72	39%	80	38%	52	35%	41	39%	86	39%	37	36%	49	41%	69	32%	183	40%	163	37%	134	38%	30	33%	15	28%	48	48%	46	42%	81	33%
	DON'T KNOW	19	2%	11	3%	8	2%	3	6%	3	2%	3	2%	5	3%	4	2%	6	3%	3	2%			8	3%	1	1%	2	1%	7	3%	10	2%	7	2%	12	4%	4	5%	1	2%	2	2%	2	1%	3	1%
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

C4. Can you describe what happens in this advertisement?

	Total	GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level															
		MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over																	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%								
Q93	NOT A RESPONSE. - BELOW IS A CONFORMING RESPONSE LIST	4	1%	3	1%	1	%			3	3%			1	1%			1	1%					3	2%					1	%	3	1%	4	1%					1	2%					3	2%
	THE FATHER COUGHS WHEN HE TRIES TO BLOW OUT THE CANDLES	326	68%	142	67%	183	69%	22	87%	73	61%	62	69%	90	67%	76	72%	83	67%	60	65%	53	83%	78	62%	46	69%	40	59%	90	63%	194	73%	174	65%	148	72%	33	58%	26	70%	37	72%	42	67%	109	68%
	THE MAN GIVES HIS WIFE A LOOK AND THE WIFE GIVES HER HUSBAND	12	2%	6	3%	6	2%			3	3%	1	1%	3	2%	4	4%	3	2%	3	3%			2	1%	4	6%	2	3%	2	1%	8	3%	6	2%	5	2%	1	2%			1	1%	7	4%		
	VOICE OVER SAYS: YOU KNOW YOU WANT TO QUIT, HERE'S HOW.	6	1%	2	1%	4	2%			3	3%			2	1%	1	1%			4	5%	1	1%			1	1%	1	1%	4	3%	1	%	5	2%	1	%			1	2%	3	2%				
	HELPLINE PHONE NUMBER 1-800-207-1230	1	%	1	%							1	1%											1	1%					1	1%		%	1	%												
	CALL TO QUIT LOGO ON SCREEN	1	%	1	%						1	1%									1	1%											%	1	%			1	3%								

Q105	Strongly agree	106	13%	61	16%	46	11%	6	11%	16	9%	19	12%	29	14%	33	18%	31	15%	28	19%	15	15%	21	9%	7	7%	12	10%	46	21%	45	10%	54	12%	50	14%	5	6%	12	22%	12	12%	15	13%	21	9%
	Agree	221	28%	112	29%	108	26%	22	41%	49	26%	40	25%	58	28%	50	28%	61	29%	39	26%	37	35%	63	29%	18	18%	50	43%	65	30%	103	22%	126	29%	94	27%	31	34%	16	30%	26	26%	34	31%	71	29%
	Disagree	276	35%	120	31%	157	38%	20	36%	93	49%	47	30%	60	29%	54	30%	73	35%	48	32%	33	32%	76	35%	40	38%	38	33%	69	32%	169	37%	146	33%	124	35%	29	32%	18	34%	36	36%	33	30%	87	36%
	Strongly disagree	47	6%	20	5%	27	7%			7	3%	15	10%	15	8%	9	5%	11	5%	9	6%	3	3%	12	6%	11	11%	8	7%	15	7%	25	5%	28	6%	19	5%	9	10%	3	6%	5	5%	4	4%	12	5%
	DON'T KNOW	150	19%	72	19%	78	19%	7	13%	26	14%	37	23%	43	21%	35	19%	33	16%	25	17%	16	15%	47	21%	27	26%	9	7%	23	11%	117	25%	83	19%	65	18%	18	19%	3	6%	21	21%	24	22%	51	21%
	REFUSED	1	%	1	%	1	%							1	%	1	%	1	%					1	%					1	%	1	%	1	%	1	%							1	%		
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D6. AGREE OR DISAGREE: There should be more public programs to prevent young people from smoking.

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%						
Q106	Strongly agree	248	31%	117	30%	131	32%	16	29%	56	29%	53	34%	59	29%	58	32%	65	31%	46	31%	31	30%	61	28%	37	36%	24	21%	70	32%	152	33%	127	29%	114	32%	30	32%	18	34%	28	28%	27	25%	80	33%
	Agree	416	52%	191	50%	225	54%	29	53%	99	52%	81	51%	116	56%	90	49%	109	52%	79	53%	60	57%	112	51%	52	49%	64	54%	113	52%	238	52%	237	54%	177	50%	49	53%	33	61%	45	45%	66	60%	127	52%
	Disagree	105	13%	59	15%	46	11%	10	18%	36	19%	17	10%	20	10%	22	12%	29	14%	16	11%	10	9%	38	17%	12	11%	25	22%	25	11%	55	12%	57	13%	47	13%	10	11%	1	2%	23	23%	14	13%	28	11%
	Strongly disagree	7	1%	6	2%	1	%					1	1%	4	2%	2	1%	2	1%	3	2%	1	1%	1	1%	1	1%	4	2%	3	1%	3	1%	3	1%	5	1%	1	1%	1	1%	1	1%	2	1%		
	DON'T KNOW	23	3%	11	3%	12	3%					7	4%	7	3%	9	5%	5	2%	5	3%	4	3%	6	3%	4	4%	3	3%	7	3%	12	3%	12	3%	10	3%	3	3%	1	2%	4	4%	2	2%	6	2%
	REFUSED	1	%	1	%									1	%			1	%					1	%					1	%	1	%											1	%		
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D7. AGREE OR DISAGREE: The government should do more to regulate where people can smoke cigarettes.

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q107	Strongly agree	145	18%	61	16%	84	20%	12	22%	40	21%	31	19%	28	14%	30	17%	38	18%	34	23%	17	16%	32	15%	18	17%	7	6%	31	14%	104	23%	77	18%	63	18%	14	15%	10	18%	15	15%	25	23%	38	16%
	Agree	310	39%	143	37%	167	40%	20	36%	69	36%	60	38%	85	41%	77	42%	77	37%	56	38%	47	44%	82	37%	47	45%	28	24%	87	40%	196	43%	177	41%	130	37%	44	48%	23	43%	39	39%	47	34%	108	44%
	Disagree	267	33%	138	36%	129	31%	23	41%	75	39%	60	36%	60	29%	52	29%	68	32%	48	32%	29	27%	91	41%	31	29%	64	54%	74	34%	128	28%	149	34%	116	33%	25	27%	18	33%	38	37%	42	38%	77	32%
	Strongly disagree	55	7%	31	8%	24	6%			7	4%	7	4%	21	10%	17	9%	23	11%	8	5%	9	9%	8	4%	3	3%	17	14%	21	9%	17	4%	22	5%	31	9%	7	8%	1	2%	8	8%	5	4%	11	5%
	DON'T KNOW	23	3%	11	3%	12	3%					5	3%	12	6%	6	3%	4	2%	3	2%	3	3%	7	3%	5	5%	2	2%	6	3%	15	3%	11	2%	13	4%	2	3%	2	3%	1	1%	8	3%		
	REFUSED	1	%	1	%									1	%			1	1%					1	%					1	%	1	%											1	%		
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D8. AGREE OR DISAGREE: There should be more laws to protect people from Secondhand Smoke exposure.

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q108	Strongly agree	190	24%	83	22%	107	26%	13	23%	42	22%	43	27%	40	19%	47	26%	45	22%	42	29%	22	21%	49	22%	25	24%	11	9%	46	21%	132	29%	98	22%	86	24%	17	19%	12	22%	19	19%	33	30%	58	24%
	Agree	356	44%	163	42%	193	46%	26	48%	99	52%	71	44%	84	41%	75	41%	90	43%	66	44%	56	53%	93	42%	46	44%	37	31%	101	46%	217	47%	203	46%	151	43%	53	57%	27	50%	51	50%	37	34%	107	44%
	Disagree	205	26%	105	27%	99	24%	16	29%	46	24%	33	21%	60	29%	48	26%	63	30%	31	21%	22	21%	63	29%	25	24%	62	53%	56	26%	86	19%	117	27%	86	24%	19	21%	13	24%	23	23%	33	30%	65	27%
	Strongly disagree	15	2%	12	3%	3	1%					3	2%	9	4%	4	2%	5	2%	4	3%	2	2%	3	2%	1	1%	4	4%	6	3%	4	1%	6	1%	9	3%	3	3%	1	2%	3	3%	1	1%	2	1%
	DON'T KNOW	32	4%	18	5%	13	3%					9	6%	14	7%	9	5%	7	3%	5	4%	4	4%	8	4%	7	7%	3	3%	9	4%	19	4%	11	2%	20	6%							11	5%		
	REFUSED	3	%	3	1%					3	2%							3	1%					3	1%					3	1%	3	1%										3	3%			
	Total	801	100%	385	100%	416	100%	55	100%	191	100																																				

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%												
Q110 Strongly agree	129	16%	61	16%	68	16%	12	22%	36	19%	22	14%	26	12%	29	16%	31	15%	29	19%	17	17%	29	13%	17	17%	12	10%	30	14%	85	18%	60	14%	64	18%	18	19%	11	20%	10	10%	18	16%	29	12%
Agree	349	44%	169	44%	180	43%	20	36%	76	40%	74	47%	92	45%	87	48%	87	41%	65	44%	92	42%	54	51%	39	33%	98	45%	211	46%	204	47%	141	40%	42	46%	24	45%	41	40%	54	50%	109	45%		
Disagree	261	33%	126	33%	135	32%	23	42%	66	35%	47	30%	67	33%	53	29%	70	33%	46	31%	41	38%	81	37%	23	22%	52	45%	79	36%	130	28%	139	32%	121	34%	30	32%	16	30%	37	37%	32	30%	87	36%
Strongly disagree	30	4%	16	4%	14	3%			10	5%	8	5%	7	3%	6	3%	14	7%	5	3%			6	3%	2	2%	12	10%	5	2%	13	3%	17	4%	12	3%	1	1%	2	3%	9	9%	1	1%	6	3%
DON'T KNOW	31	4%	12	3%	19	4%			3	2%	7	4%	13	6%	6	4%	6	3%	4	3%	1	1%	11	5%	8	8%	3	2%	7	3%	21	5%	17	4%	14	4%	2	2%	1	2%	4	4%	4	3%	11	5%
REFUSED	1	%			1	%							1	%			1	%												1	%	1	%					1	1%			1	1%			
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D11. AGREE OR DISAGREE: Some stores have tobacco advertising visible from the outside such as on the building, in the parking lot, or in store windows. I think this advertising should be regulated

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q111 Strongly agree	154	19%	67	17%	87	21%	13	23%	33	17%	30	19%	38	18%	37	20%	42	20%	32	21%	19	18%	36	16%	22	21%	11	9%	44	20%	99	21%	79	18%	72	20%	19	21%	13	23%	17	17%	24	22%	45	18%
Agree	334	42%	159	41%	175	42%	13	24%	82	43%	69	43%	89	43%	80	44%	89	43%	67	45%	39	37%	87	40%	45	43%	33	28%	85	39%	215	47%	191	44%	136	39%	45	48%	22	41%	34	34%	47	42%	98	40%
Disagree	239	30%	122	32%	117	28%	26	48%	52	28%	47	30%	62	30%	49	27%	53	25%	43	29%	39	37%	78	35%	26	25%	51	44%	76	35%	112	24%	132	30%	107	30%	22	24%	16	30%	42	42%	37	33%	76	31%
Strongly disagree	36	4%	25	6%	11	3%	3	6%	10	5%	3	2%	11	5%	8	5%	16	8%	5	4%	3	3%	8	4%	2	2%	13	11%	7	3%	15	3%	12	3%	23	7%	4	4%	1	2%	5	5%	1	1%	9	4%
DON'T KNOW	37	5%	11	3%	26	6%			13	7%	10	6%	7	3%	7	4%	9	4%	1	1%	5	4%	10	4%	9	9%	10	9%	6	3%	19	4%	23	5%	14	4%	2	3%	2	3%	2	2%	2	1%	14	6%
REFUSED	1	%	1	%									1	%			1	%												1	%	1	%					1	1%			1	1%			
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D12. AGREE OR DISAGREE: I am in favor of laws banning smoking in outdoor public places such as local beaches or parks.

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q112 Strongly agree	234	29%	95	25%	139	33%	19	35%	56	29%	51	32%	56	27%	48	26%	54	26%	41	28%	36	34%	55	25%	43	41%	14	12%	66	30%	152	33%	124	28%	104	30%	22	24%	23	42%	26	26%	37	34%	65	27%
Agree	326	41%	152	39%	175	42%	30	54%	73	38%	64	40%	85	41%	74	41%	77	37%	65	44%	46	43%	93	42%	41	39%	26	22%	86	39%	213	46%	177	40%	147	42%	38	41%	20	38%	42	42%	39	35%	112	46%
Disagree	169	21%	99	26%	70	17%	6	11%	38	20%	38	24%	38	18%	47	26%	52	25%	33	22%	17	16%	53	24%	12	11%	51	44%	43	20%	74	16%	97	22%	71	20%	19	20%	6	11%	26	26%	28	25%	52	21%
Strongly disagree	53	7%	27	7%	26	6%			20	11%	3	2%	21	10%	9	5%	23	11%	7	5%	6	6%	10	5%	5	5%	24	21%	19	9%	10	2%	30	7%	23	7%	12	13%	5	9%	5	5%	5	4%	8	3%
DON'T KNOW	18	2%	12	3%	6	1%			3	2%	3	2%	7	3%	4	2%	2	1%	2	2%	1	1%	8	4%	4	3%	2	1%	4	2%	12	3%	10	2%	7	2%	1	1%			1	1%	2	2%	5	2%
REFUSED	1	%			1	%							1	%			1	%					8	4%	4	3%	2	1%	4	2%	12	3%	10	2%	7	2%	1	1%			1	1%	2	2%	5	2%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D13. AGREE OR DISAGREE: Tobacco use affects overall health care costs.

	Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q113 Strongly agree	315	39%	146	38%	168	40%	19	35%	52	28%	69	43%	88	43%	81	45%	54	26%	52	35%	43	41%	101	46%	56	54%	18	16%	83	38%	211	46%	169	39%	139	39%	30	33%	23	43%	34	34%	41	37%	116	48%
Agree	414	52%	200	52%	214	52%	32	59%	109	57%	78	49%	104	51%	90	49%	124	59%	87	59%	58	55%	99	45%	43	41%	70	60%	119	55%	222	48%	227	52%	184	52%	50	54%	29	53%	57	57%	58	53%	117	48%
Disagree	43	5%	27	7%	16	4%			19	10%	6	4%	8	4%	8	5%	18	9%	4	3%	4	4%	13	6%	3	3%	19	17%	9	4%	14	3%	28	6%	15	4%	6	7%	2	4%	4	4%	9	9%	9	4%
Strongly disagree	1	%	1	%									1	%			1	%												1	%	1	%			1	1%			1	1%					
DON'T KNOW	28	3%	11	3%	17	4%	3	6%	10	5%	6	4%	5	2%	2	1%	13	6%	5	3%			7	3%	2	2%	9	7%	7	3%	13	3%														

DON'T KNOW	34	4%	12	3%	22	5%	3	6%	13	7%	8	5%	4	2%	5	2%	10	5%	5	3%	3	3%	14	6%	1	1%	7	6%	11	5%	16	3%	15	3%	19	5%	7	8%			1	1%			14	6%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D15. AGREE OR DISAGREE: Exposure to a little bit of secondhand smoke is ok.

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level														
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Q115 Strongly agree	17	2%	10	3%	7	2%	3	6%	3	2%	2	1%	2	1%	6	3%	5	2%	4	2%	1	1%	2	1%	5	5%	1	1%	2	1%	14	3%	3	1%	12	3%	16	17%	1	1%	1	1%	3	3%	4	2%
Agree	154	19%	94	24%	60	14%	16	29%	39	20%	26	17%	37	18%	35	19%	42	20%	25	17%	22	21%	48	22%	15	14%	37	32%	49	22%	68	15%	87	20%	65	19%	10	18%	23	23%	16	14%	46	19%		
Disagree	399	50%	177	46%	222	53%	27	48%	106	55%	70	44%	101	49%	93	51%	108	52%	80	54%	45	43%	108	49%	54	52%	61	52%	109	50%	228	49%	168	48%	52	56%	27	50%	47	46%	58	53%	128	53%		
Strongly disagree	203	25%	90	23%	113	27%	9	17%	39	21%	50	32%	54	26%	45	25%	50	24%	34	23%	35	33%	49	22%	28	27%	12	11%	50	23%	137	30%	104	24%	95	27%	23	25%	15	27%	26	26%	31	28%	56	23%
DON'T KNOW	28	3%	14	4%	14	3%			3	2%	10	6%	12	6%	3	2%	4	2%	6	4%	2	2%	13	6%	2	2%	6	5%	8	4%	14	3%	16	4%	12	3%	2	2%	2	4%	3	3%	2	2%	9	4%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D16. AGREE OR DISAGREE: Exposure to secondhand smoke causes health problems in non-smokers.

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level														
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Q116 Strongly agree	314	39%	141	37%	174	42%	19	35%	71	37%	69	44%	77	38%	71	39%	61	29%	60	40%	47	44%	88	40%	48	46%	22	19%	79	36%	208	45%	168	38%	139	39%	31	34%	27	50%	40	39%	54	49%	95	39%
Agree	409	51%	199	52%	210	51%	36	65%	96	50%	80	50%	108	52%	89	49%	117	56%	76	51%	50	47%	109	50%	54	52%	67	57%	114	52%	229	50%	222	51%	184	52%	51	56%	23	43%	55	54%	45	41%	129	53%
Disagree	47	6%	27	7%	20	5%			13	7%	5	3%	13	6%	15	8%	22	10%	4	3%	7	7%	13	6%	1	1%	19	16%	17	8%	11	2%	27	6%	20	6%	5	5%	2	3%	5	5%	3	3%	15	6%
Strongly disagree	5	1%			5	1%			3	2%			1	1%	1	1%	1	1%	1	1%	3	2%					1	1%	1	1%	4	1%	5	1%											1	1%
DON'T KNOW	26	3%	18	5%	8	2%			7	3%	5	3%	7	4%	7	4%	9	4%	5	3%	2	2%	1	1%	9	8%	8	4%	8	4%	4	2%	15	3%	11	3%	4	5%	2	4%	2	2%	8	7%	3	1%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D17. AGREE OR DISAGREE: Smoking around a baby increases its chances of dying from SIDS (Sudden Infant Death Syndrome).

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level														
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Q117 Strongly agree	195	24%	80	21%	115	28%	16	29%	52	28%	40	25%	46	22%	37	20%	46	22%	34	23%	27	26%	56	26%	26	25%	14	12%	45	21%	134	29%	105	24%	86	24%	21	23%	10	18%	22	22%	37	34%	54	22%
Agree	299	37%	134	35%	165	40%	36	65%	73	38%	61	38%	71	35%	58	32%	78	37%	64	43%	47	44%	74	34%	34	33%	46	39%	82	37%	170	37%	161	37%	137	39%	41	45%	23	44%	43	43%	34	31%	94	39%
Disagree	82	10%	41	11%	42	10%			20	11%	14	9%	19	9%	28	15%	17	8%	23	15%	13	12%	23	10%	7	7%	21	18%	28	13%	33	7%	47	11%	36	10%	11	11%	6	12%	12	12%	11	10%	25	10%
Strongly disagree	11	1%	4	1%	6	2%			2	1%	4	2%	5	3%	4	2%	2	2%	2	2%	2	2%	2	1%	2	2%	2	1%	3	2%	6	1%	5	1%	5	2%	1	1%	1	2%	3	3%			2	1%
DON'T KNOW	213	27%	124	32%	88	21%	3	6%	45	24%	41	26%	67	32%	53	29%	64	31%	24	16%	18	17%	64	29%	35	34%	35	30%	60	27%	117	25%	119	27%	88	25%	18	20%	13	24%	20	20%	28	25%	67	28%
REFUSED	2	0%	2	0%					1	1%			1	1%			1	1%					1	1%					1	1%	1	1%	1	1%											1	1%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D18. AGREE OR DISAGREE: People risk harming themselves if they smoke only on a weekend or a couple of days a week.

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level														
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over															
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Q118 Strongly agree	179	22%	79	20%	100	24%	9	17%	39	21%	43	27%	39	19%	44	24%	32	15%	30	20%	25	24%	55	25%	29	27%	15	13%	44	20%	118	26%	94	22%	76	22%	15	17%	12	22%	20	20%	25	23%	55	23%
Agree	483	60%	238	62%	245	59%	42	77%	118	62%	92	58%	129	63%	100	55%	133	63%	92	62%	66	62%	125	57%	64	62%	67	57%	140	64%	274	59%	275	63%	207	59%	64	69%	32	60%	62	61%	70	64%	152	63%
Disagree	87	11%	41	11%	47	11%	3	6%	20	11%	10	6%	27	13%	27	15%	31	15%	16	11%	13	12%	21	10%	6	5%	25	22%	23	10%	39	9%	41	9%	45	13%	11	12%	9	16%	12	12%	9	9%	25	10%
Strongly disagree	21	3%	10	3%	11	3%			3	2%	4	2%	6	3%	7	4%	4	2%	5	3%	1	1%	6	3%	4	4%	1	1%	4	2%	14	3%	8	2%	13	4%			3	3%	1	1%	8	3%		
DON'T KNOW	31	4%	18	5%	13	3%			10	5%	11	7%	4	2%	5	3%	8	4%	7	4%	1	1%	12	6%	1	1%	8	7%	8	3%	15	3%	19	4%	11	3%	2	2%	1	2%	3	3%	5	4%	2	1%
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

D19. AGREE OR DISAGREE: Quitting tobacco use takes practice.

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level									
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes	No	Under \$24,999	\$25													

Q158	Yes	612	76%	280	73%	332	80%	39	71%	152	80%	118	74%	161	78%	137	75%	152	73%	117	79%	90	85%	160	73%	86	82%	101	86%	174	79%	336	73%	345	79%	264	75%	64	69%	43	79%	86	85%	95	87%	191	79%
	No	179	22%	99	26%	80	19%	16	29%	39	20%	38	24%	42	20%	42	23%	55	26%	30	20%	15	15%	55	25%	19	18%	16	14%	43	20%	118	26%	90	20%	83	24%	28	31%	11	21%	15	15%	12	11%	49	20%
	DON'T KNOW	10	1%	6	2%	4	1%					3	2%	3	1%	4	2%	2	1%	1	1%			4	2%			2	1%	7	2%	3	1%	5	1%			28	31%	11	21%	15	15%	3	3%	2	1%
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H2. Messages that talk about new tobacco products from the tobacco industry aimed at youth and say that Tobacco never quits.

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q159	Yes	270	34%	149	39%	121	29%	19	34%	58	30%	60	38%	67	33%	64	35%	65	31%	55	37%	33	32%	74	34%	38	36%	34	29%	66	30%	168	36%	145	33%	123	35%	27	29%	23	42%	38	38%	33	30%	75	31%
	No	474	59%	222	58%	253	61%	33	59%	108	57%	88	55%	130	63%	110	60%	128	61%	76	51%	65	62%	136	62%	62	60%	65	55%	129	59%	278	60%	263	60%	206	58%	55	59%	27	50%	58	58%	67	61%	152	63%
	DON'T KNOW	56	7%	14	4%	43	10%	3	6%	24	13%	11	7%	9	4%	8	4%	16	8%	17	11%	7	6%	10	5%	4	4%	18	15%	23	11%	15	3%	30	7%	24	7%	10	11%	4	8%	4	4%	9	8%	16	6%
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H3. Support and encouragement for quitting tobacco use through QuitLink on the internet.

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q160	Yes	204	26%	75	19%	130	31%	22	41%	57	30%	37	23%	39	19%	47	26%	47	22%	51	34%	32	31%	44	20%	27	26%	26	22%	53	24%	124	27%	118	27%	84	24%	22	24%	25	47%	21	20%	30	27%	50	20%
	No	577	72%	303	79%	274	66%	33	59%	130	68%	116	73%	163	79%	130	71%	160	76%	95	64%	68	65%	171	78%	76	73%	88	75%	159	73%	328	71%	313	72%	258	73%	68	74%	28	52%	79	79%	78	71%	185	76%
	DON'T KNOW	19	2%	7	2%	13	3%			3	2%	6	4%	4	2%	6	3%	3	1%	3	2%	5	5%	4	2%	1	1%	3	3%	7	3%	8	2%	7	2%	10	3%	2	2%	1	1%	1	1%	2	2%	8	3%
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H4. The need to call 9-1-1 at the first symptoms of a stroke.

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q161	Yes	520	65%	250	65%	270	65%	26	46%	115	60%	94	59%	148	72%	132	72%	134	64%	94	63%	69	65%	147	67%	68	65%	69	59%	148	67%	299	65%	285	65%	227	65%	54	58%	43	80%	60	59%	76	70%	171	70%
	No	268	33%	126	33%	141	34%	30	54%	76	40%	62	39%	55	27%	44	24%	73	35%	54	36%	36	34%	68	31%	35	33%	48	41%	67	31%	153	33%	150	34%	116	33%	38	41%	11	20%	39	38%	31	28%	68	28%
	DON'T KNOW	13	2%	8	2%	6	1%			3	2%	3	2%	3	2%	7	4%	2	1%	1	1%	1	1%	5	2%	2	2%	4	2%	8	2%	3	1%	9	3%	1	1%	1	1%	2	2%	2	2%	4	1%		
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H5. Have you ever called the Maine Tobacco Helpline?

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q162	Yes	61	8%	28	7%	33	8%	7	12%	13	7%	10	6%	20	10%	11	6%	14	7%	22	15%	5	5%	17	8%	3	3%	14	12%	21	9%	27	6%	30	7%	31	9%	5	6%	6	10%	10	10%	9	8%	13	5%
	No	736	92%	355	92%	381	91%	49	88%	177	93%	147	93%	185	90%	171	94%	195	93%	126	85%	100	95%	202	92%	102	97%	103	88%	196	89%	433	94%	407	93%	320	91%	86	93%	48	90%	90	90%	101	92%	229	95%
	DON'T KNOW	4	%	2	%	2	1%			2	1%	1	1%	1	1%	1	1%	1	1%			1	1%					2	1%	1	%	2	%	1	1%	1	1%										
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H6. Have you ever heard of the Healthy Maine Partnerships?

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q163	Yes	554	69%	250	65%	304	73%	30	54%	148	78%	107	68%	143	69%	123	67%	124	59%	102	69%	69	66%	170	78%	84	80%	83	71%	153	70%	315	68%	316	72%	235	67%	65	71%	37	68%	71	71%	73	67%	181	75%
	No	220	27%																																												

		MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
		Q164	Yes	64	8%	31	8%	33	8%	3	6%	23	12%	10	6%	18	9%	10	6%	8	4%	17	11%	10	9%	14	7%	15	14%	7	6%	21	10%	36	8%	41	9%	23	7%	12	13%	7	13%	6	6%	10	9%
	No	724	90%	348	90%	377	90%	52	94%	161	85%	145	91%	188	91%	170	93%	201	96%	131	88%	93	88%	200	91%	89	85%	109	93%	193	88%	419	91%	388	89%	327	93%	80	86%	47	87%	91	90%	100	91%	227	94%
	DON'T KNOW	13	2%	6	1%	7	2%			7	3%	4	2%	1	%	2	1%	1	%	3	3%	3	3%	5	2%	1	1%	5	2%	6	1%	8	2%	3	1%	1	1%	4	4%	4	4%	2	1%				
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H8. What is the Healthy Maine Partnerships?

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
\$Q165	A STATE GOVERNMENT AGENCY	65	12%	33	13%	32	10%			16	11%	14	12%	18	13%	17	14%	17	13%	16	15%	7	10%	17	10%	8	10%	8	10%	17	11%	40	13%	40	13%	25	10%	8	12%	4	11%	7	10%	8	10%	25	14%
	A FEDERAL GOVERNMENT AGENCY	11	2%	6	2%	5	2%			7	4%	1	1%	2	2%	1	1%	3	3%	3	3%	1	1%	3	2%			1	1%	3	2%	7	2%	10	3%	1	%	3	8%	3	5%	1	1%	3	2%		
	A COALITION OF GOVERNMENT AGENCIES, PRIVATE COMPANIES AND INDIVIDUALS	32	6%	19	7%	13	4%			6	4%	6	5%	14	10%	6	5%	4	3%	3	3%	7	11%	10	6%	7	9%	2	2%	9	6%	21	7%	20	6%	12	5%	1	1%	1	2%	8	11%	5	7%	13	7%
	A COALITION OF PRIVATE INTERESTS	8	2%	3	1%	5	2%					3	3%	3	2%	2	2%	1	1%	1	1%			2	1%	5	5%	1	1%	3	2%	5	1%	4	1%	4	2%			1	3%			2	2%	4	2%
	A COALITION OF HEALTH SPECIALISTS	22	4%	13	5%	8	3%			3	2%	5	5%	3	2%	9	7%	5	4%	2	2%	3	5%	4	2%	7	9%	4	5%	8	5%	8	3%	12	4%	10	4%	2	3%	1	2%			3	4%	10	5%
	A COALITION OF CITIZENS AND THE STATE GOVERNMENT	6	1%	2	1%	4	1%							5	3%	1	1%	1	1%					3	2%	1	1%	1	1%	1	%	4	1%	3	1%	3	1%			1	3%			3	2%		
	A STATEWIDE EFFORT TO PREVENT PEOPLE FROM SMOKING/ENCOURAGING QUITTING	39	7%	17	7%	21	7%			7	4%	10	9%	13	9%	9	7%	11	9%	7	7%	2	3%	11	6%	7	8%	10	12%	7	5%	21	7%	25	8%	13	6%	6	9%	2	5%	4	6%	5	6%	15	8%
	ANTI SMOKING GROUP/ORGANIZATION TRYING TO MAKE MAINE TOBACCO FREE	66	12%	27	11%	38	12%	3	10%	23	15%	12	12%	10	7%	17	14%	13	10%	14	14%	16	23%	17	10%	4	5%	16	19%	16	10%	34	11%	35	11%	30	13%	13	18%	9	25%	7	9%	7	10%	19	11%
	A PLACE WHERE I CAN LEARN ABOUT HEALTH/IMPROVING HEALTH	87	16%	29	11%	58	19%	3	12%	20	13%	19	18%	22	15%	20	16%	10	8%	15	15%	12	17%	37	21%	13	16%	13	15%	21	13%	54	17%	43	13%	44	19%	8	11%	3	7%	14	19%	12	15%	32	18%
	Program for low income people	3	1%	1	%	2	1%					2	2%	1	%	1	%	1	%	2	2%			1	1%			1	1%	2	1%	1	%	2	1%	1	1%			1	1%			2	1%		
	Programs put on by companies or groups about having a healthy life style	2	%			2	1%					1	1%	1	%	1	%							2	1%	1	1%			2	1%	2	%	2	%	1	%							2	1%		
	Other	9	2%	3	1%	6	2%					1	1%	3	2%	5	4%	2	2%	2	1%	1	2%	4	2%			1	1%	3	2%	5	2%	2	1%	7	3%	1	1%	2	4%	1	2%	2	3%	2	1%
	Don't know	265	47%	125	49%	141	46%	23	78%	82	54%	43	39%	66	46%	51	41%	70	54%	52	50%	29	42%	75	44%	40	48%	39	44%	81	53%	145	46%	151	47%	113	48%	36	53%	13	36%	39	55%	42	55%	71	39%
	Refused	4	1%	4	1%					3	2%	1	1%					1	1%					3	2%					1	1%	3	1%	4	1%					1	1%			1	1%		
	Total	561	100%	254	100%	307	100%	30	100%	151	100%	108	100%	145	100%	124	100%	129	100%	103	100%	69	100%	172	100%	84	100%	87	100%	154	100%	317	100%	321	100%	237	100%	69	100%	37	100%	71	100%	76	100%	181	100%

H9b. In the past 30 days, have you noticed...News coverage about trying to prevent young people from smoking?

		Total		GENDER				Age Categories										Education Level						Smoking Status						Children Living in Home				Income Level													
				MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
Q168	Yes	217	27%	104	27%	113	27%	13	23%	49	26%	42	26%	54	26%	59	32%	63	30%	45	30%	27	25%	53	24%	24	23%	27	23%	57	26%	132	29%	117	27%	95	27%	22	23%	21	40%	19	19%	32	30%	58	24%
	No	551	69%	272	71%	279	67%	42	77%	127	67%	113	71%	146	71%	115	63%	142	68%	93	63%	77	73%	158	72%	76	73%	85	73%	157	72%	307	67%	303	69%	245	69%	65	71%	32	60%	81	80%	72	66%	178	73%
	DON'T KNOW	29	4%	9	2%	21	5%			10	5%	4	2%	6	3%	8	5%	4	2%	11	7%	2	2%	4	2%	4	4%	5	4%	5	2%	19	4%	15	3%	13	4%	6	6%			1	1%	5	5%	6	2%
	REFUSED	3	%			3	1%			3	2%													3	2%					3	1%	3	1%														
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H10. In the past 30 days, have you noticed...News coverage about the health consequences of tobacco use?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level															
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over				
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
Q169	Yes	347	43%	174	45%	174	42%	26	47%	76	40%	59	37%	89	43%	94	52%	98	47%	73	49%	41	39%	82	38%	47	45%	45	38%	109	50%	193	42%	181	41%	160	45%	41	45%	24	45%	34	33%	58	53%	102	42%
	No	428	53%	201	52%	227	54%	29	53%	108	57%	97	61%	107	52%	82	45%	107	51%	72	48%	64	60%	129	59%	52	50%	70	60%	101	46%	253	55%	244	56%	181	51%	47	51%	29	55%	66	65%	48	43%	136	56%
	DON'T KNOW	23	3%	10	3%	12	3%			3	2%	2	1%	10	5%	6	3%	4	2%	4	2%	1	1%	5	2%	5	5%	2	2%	8	4%	11	2%	9	2%	11	3%	4	5%			1	1%	4	4%	4	2%
	REFUSED	3	%			3	1%			3	2%												3	2%					3	1%	3	1%															
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H11. In the past 30 days, have you noticed...News coverage about the dangers of children being exposed to secondhand smoke?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over						
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Q170	Yes	347	43%	164	43%	183	44%	19	35%	82	43%	59	37%	97	47%	85	47%	100	48%	84	56%	42	39%	77	35%	39	37%	48	41%	107	49%	189	41%	193	44%	149	42%	50	55%	27	51%	33	33%	59	54%	87	36%		
	No	427	53%	206	54%	221	53%	36	65%	95	50%	97	61%	104	50%	92	51%	108	51%	64	43%	64	61%	129	59%	57	55%	65	55%	108	49%	253	55%	230	53%	194	55%	41	45%	26	49%	64	63%	47	43%	148	61%		
	DON'T KNOW	23	3%	15	4%	9	2%			10	5%	3	2%	5	2%	5	3%	2	1%	1	%			9	4%	9	8%	4	3%	4	2%	15	3%	11	3%	10	3%	1	1%			4	4%	3	3%	7	3%		
	REFUSED	3	%			3	1%			3	2%													3	2%					3	1%	3	1%																
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%		

H12. In the past 30 days, have you noticed...News coverage about laws to protect people from Second Hand Smoke exposure?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level																			
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over								
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Q171	Yes	299	37%	153	40%	146	35%	19	35%	78	41%	60	38%	77	37%	62	34%	91	44%	65	44%	33	31%	66	30%	38	36%	42	36%	85	39%	170	37%	173	40%	121	34%	43	47%	33	61%	34	34%	41	37%	73	30%				
	No	476	59%	223	58%	254	61%	36	65%	102	54%	96	60%	124	60%	113	62%	114	54%	83	56%	72	68%	144	66%	58	55%	75	64%	126	58%	273	59%	252	57%	221	63%	45	48%	21	39%	65	64%	47	43%	165	68%				
	DON'T KNOW	23	3%	9	2%	13	3%			7	4%	3	2%	5	2%	7	4%	4	2%	1	1%			5	2%	9	8%	4	3%	4	2%	14	3%	9	2%	11	3%	4	4%			2	2%	7	6%	4	2%				
	REFUSED	3	%			3	1%			3	2%													3	2%					3	1%	3	1%																		
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%				

H13. In the past 30 days, have you noticed...Stores that have tobacco advertising visible from the outside such as on the building, in the parking lot, or in store windows?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level																					
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over										
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Q172	Yes	421	53%	198	52%	222	53%	49	88%	112	59%	68	43%	102	50%	87	48%	121	58%	81	54%	61	58%	107	49%	45	43%	75	64%	104	48%	240	52%	224	51%	192	54%	58	63%	28	52%	62	61%	56	51%	123	51%						
	No	353	44%	176	46%	177	43%	7	12%	68	36%	89	56%	97	47%	88	48%	81	39%	66	45%	43	41%	101	46%	56	54%	37	32%	109	50%	204	44%	197	45%	152	43%	34	37%	24	46%	39	39%	52	47%	110	45%						
	DON'T KNOW	24	3%	11	3%	13	3%			7	4%	2	1%	7	3%	8	4%	7	3%	2	1%	1	1%	8	4%	3	3%	5	4%	5	2%	13	3%	13	3%	9	3%			2	3%			2	2%	10	4%						
	REFUSED	3	%			3	1%			3	2%													3	2%					3	1%	3	1%																				
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%						

H14. In the past 30 days, have you noticed...Stores that have tobacco advertising inside such as displays by the register?

	Total		GENDER				Age Categories										Education Level					Smoking Status						Children Living in Home				Income Level																							
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college		Completed an Associate Degree	Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over												
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Q173	Yes	461	58%	229	59%	232	56%	49	89%	108	57%	93	59%	114	55%	93	51%	125	60%	101	68%	52	49%	122	56%	54	52%	76	65%	123	56%	259	56%	246	56%	210	59%	60	65%	35	65%	61	60%	64	58%	135	55%								
	No	318	40%	148	38%	170	41%	6	11%	75	39%	63	40%	85	41%	84	46%	81	39%	47	31%	52	50%	90	41%	45	43%	41	35%	92	42%	183	40%	179	41%	136	38%	32	35%	19	35%	40	40%	45	41%	99	41%								
	DON'T KNOW	19	2%	8	2%																																																		

		MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%		
		Q174	Yes	295	37%	162	42%	132	32%	32	57%	72	38%	57	36%	65	32%	66	36%	78	37%	71	48%	32	30%	73	33%	35	34%	36	30%	83	38%	175	38%	141	32%	148	42%	35	38%	23	42%	22	22%	50	45%
	No	477	60%	210	55%	267	64%	23	43%	112	59%	98	62%	131	63%	109	60%	124	59%	75	50%	72	68%	138	63%	63	60%	81	69%	128	59%	265	57%	283	65%	191	54%	56	60%	30	56%	76	75%	58	53%	148	61%
	DON'T KNOW	26	3%	12	3%	14	3%			3	2%	3	2%	3	2%	7	4%	7	3%	2	1%	2	2%	3	2%	6	6%	1	1%	7	3%	3	1%	3	1%	13	4%	2	2%	1	2%	3	3%	2	2%	7	3%
	REFUSED	3	%			3	1%			3	2%							3	2%					3	2%					3	1%	3	1%														
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H16. In the past 30 days, have you noticed...Cigarettes or tobacco products being advertised or promoted in bars or public events?

		Total		GENDER		Age Categories					Education Level					Smoking Status			Children Living in Home		Income Level																										
		n	%	MALE	FEMALE	18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		Q175	Yes	174	22%	95	25%	80	19%	7	12%	62	32%	28	18%	41	20%	36	20%	40	19%	39	26%	14	13%	55	25%	23	22%	20	17%	47	21%	104	23%	91	21%	78	22%	23	25%	15	27%	19	19%	22	20%
	No	578	72%	268	70%	310	74%	49	88%	112	59%	127	80%	152	73%	135	74%	159	76%	106	72%	84	79%	152	69%	71	68%	91	77%	156	71%	331	72%	324	74%	252	71%	63	69%	37	69%	75	75%	78	71%	180	74%
	DON'T KNOW	44	6%	21	5%	23	6%			13	7%	4	2%	14	7%	11	6%	10	5%	4	2%	8	8%	9	4%	10	10%	7	6%	15	7%	22	5%	20	5%	22	6%	6	6%	2	4%	7	7%	9	8%	9	4%
	REFUSED	4	1%	1	%	3	1%			3	2%					1	%	1	%			3	2%			104	100%	117	100%	1	%	3	1%	3	1%	1	%	92	100%	54	100%	101	100%	110	100%	243	100%
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

H17. In the past 30 days, have you noticed...Cigarettes or tobacco products being advertised or promoted on TV or the Radio?

		Total		GENDER		Age Categories					Education Level					Smoking Status			Children Living in Home		Income Level																										
		n	%	MALE	FEMALE	18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		Q176	Yes	204	25%	100	26%	104	25%	20	36%	52	27%	34	21%	50	24%	47	26%	62	29%	46	31%	25	24%	44	20%	24	23%	19	16%	49	22%	132	29%	105	24%	94	27%	34	37%	17	31%	28	28%	31	28%
	No	574	72%	273	71%	301	72%	36	64%	135	71%	121	76%	147	71%	130	72%	140	67%	102	68%	80	76%	170	77%	77	73%	95	81%	163	74%	317	69%	323	74%	247	70%	57	62%	37	69%	73	72%	78	71%	193	79%
	DON'T KNOW	19	2%	12	3%	7	2%			4	2%	9	5%	5	3%	8	4%	1	%	1	1%	3	1%	4	4%	3	3%	7	3%	8	2%	6	1%	11	3%	1	1%			1	1%	7	3%				
	REFUSED	3	%			3	1%			3	2%													3	2%					3	1%	3	1%														
	Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

G10. Gender

		Total		GENDER		Age Categories					Education Level					Smoking Status			Children Living in Home		Income Level																								
		n	%	MALE	FEMALE	18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over	
		GENDER	MALE	385	48%	385	100%	31	56%	87	46%	76	48%	99	48%	88	48%	110	53%	61	41%	52	49%	105	48%	49	47%	52	44%	100	46%	230	50%	203	46%	173	49%	30	33%	16	30%	51	50%	58	53%
	FEMALE	416	52%	416	100%	24	44%	104	54%	82	52%	107	52%	95	52%	99	47%	88	59%	54	51%	114	52%	56	53%	65	56%	119	54%	231	50%	235	54%	179	51%	62	67%	38	70%	50	50%	52	47%	112	46%

G1. In which of the following age categories do you belong?

		Total		GENDER		Age Categories					Education Level					Smoking Status			Children Living in Home		Income Level																								
		n	%	MALE	FEMALE	18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over	
		Age Categories	18 to 24 years	55	7%	31	8%	24	6%	55	100%							12	6%	20	13%	13	12%	10	5%	26	25%	10	8%	3	2%	42	9%	13	3%	42	12%	7	8%	10	19%	13	13%	3	3%
	25 to 34	191	24%	87	23%	104	25%	191	100%							42	20%	34	23%	27	25%	58	27%	26	25%	40	34%	37	17%	114	25%	142	32%	46	13%	43	47%	10	18%	29	29%	19	18%	42	18%
	35 to 44	159	20%	76	20%	82	20%			159	100%					34	16%	31	21%	18	18%	49	23%	24	23%	19	17%	43	20%	96	21%	130	30%	27	8%	13	15%	13	25%	13	13%	24	22%	64	26%
	45 to 54	206	26%	99	26%	107	26%					206	100%			65	31%	31	21%	28	27%	59	27%	20	19%	26	22%	67	31%	112	24%	108	25%	97	28%	13	14%	8	15%	22	22%	36	33%	71	30%
	55 to 64	182	23%	88	23%	95	23%							182	100%	55	26%	33	22%	18	18%	41	19%	33	32%	21	18%	66	30%	94	20%	45	10%	136	39%	14	16%	12	22%	23	23%	27	24%	61	25%

G3. Which one or more of the following would you say is your race?

		Total		GENDER		Age Categories					Education Level					Smoking Status			Children Living in Home		Income Level																										
		n	%	MALE	FEMALE	18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less		Attended college		Completed an Associate Degree		Completed a BS/BA Degree		Post Graduate Degree		Current Smoker		Former Smoker		Non-Smoker		Yes		No		Under \$24,999		\$25,000 to \$34,999		\$35,000 to \$49,999		\$50,000 to \$69,999		\$70,000 or over			
		race	White	762	95%	360	94%	402	96%	49	88%	178	93%	151	95%	203	98%	177	97%	206	98%	139	94%	103	97%	203	93%	103	98%	110	94%	214	98%	434	94%	423	97%	332	94%	88	95%	52	97%	101	100%	105	96%
	Black or African American	1	%	1	%							1	1%			1	1%			1	1%			3	1%			1	1%			1	%	1	%									1	%		
	Asian	8	1%	3	1%	5																																									

Native American	6	1%	4	1%	2	%			3	2%					2	1%	1	1%			1	1%	4	2%			1	%	5	1%			2	3%			1	1%	1	%						
OTHER	7	1%	3	1%	4	1%			3	2%	1	1%	1	%	1	1%	2	1%			1	1%	4	2%			4	4%	1	1%	1	%	5	1%			2	2%	1	%						
Multiple Races	7	1%	5	1%	2	1%	3	6%			2	1%	1	1%	1	%			4	3%	2	2%	1	%	1	1%	1	1%	5	1%	3	1%	4	1%	1	1%			1	1%						
REFUSED	10	1%	9	2%	2	%			6	3%			1	%	1	1%			1	1%			4	2%			1	1%	9	2%	3	1%	3	1%												
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

G4. What is the last grade of school that you completed?

	Total		GENDER				Age Categories										Education Level					Smoking Status			Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over													
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%								
Q149 Grammar school (up to 8th grade)	4	1%	3	1%	1	%			3	2%			1	1%	4	2%							4	1%	4	1%	3	3%	1	1%	1	1%														
Attended high school	25	3%	15	4%	9	2%	3	6%	10	5%	3	2%	3	1%	6	3%	25	12%					10	9%	5	2%	9	2%	11	3%	14	4%	3	3%	1	2%	4	4%	1	1%	2	1%				
Completed a GED	6	1%	3	1%	3	1%					1	1%	1	1%	4	2%	6	3%					1	1%	2	1%	3	1%	2	%	4	1%	2	3%	1	1%	1	1%								
Completed high school	174	22%	89	23%	86	21%	9	17%	30	16%	30	19%	59	29%	45	25%	174	83%					44	37%	60	27%	71	15%	94	22%	79	22%	32	35%	11	21%	29	29%	32	29%	27	11%				
Attended college	149	19%	61	16%	88	21%	20	36%	34	18%	31	20%	31	15%	33	18%			149	100%			23	20%	49	22%	75	16%	78	18%	70	20%	20	21%	19	35%	15	15%	19	18%	34	14%				
Completed an Associate Degree	106	13%	52	14%	54	13%	13	23%	27	14%	18	12%	28	14%	18	10%			106	100%			12	10%	27	12%	67	15%	58	13%	46	13%	12	13%	8	15%	21	21%	16	14%	27	11%				
Completed a BS/BA Degree	219	27%	105	27%	114	27%	10	18%	58	31%	49	31%	59	28%	41	23%			219	100%			19	16%	47	22%	153	33%	128	29%	89	25%	10	11%	7	13%	25	25%	30	28%	97	40%				
Post Graduate Degree	104	13%	49	13%	56	13%			26	14%	24	15%	20	10%	33	18%					104	100%	9	7%	27	12%	68	15%	60	14%	45	13%	9	9%	6	11%	6	5%	11	10%	54	22%				
OTHER	3	%	1	%	3	1%							2	1%	1	1%							1	%	1	1%	2	%	1	%	2	1%			1	1%					2	1%				
DON'T KNOW	3	%	1	%	2	1%					1	1%	1	1%	1	1%							1	%	1	%	1	%	2	%	1	1%														
REFUSED	7	1%	6	2%	1	%			3	2%	1	1%											7	2%			7	2%			2	1%														
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%

G5. How many children do you have living at home?

	Total		GENDER				Age Categories										Education Level					Smoking Status			Children Living in Home				Income Level																		
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over														
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%									
Q151 One	164	20%	73	19%	91	22%			53	28%	19	12%	59	29%	32	17%	44	21%	22	15%	20	19%	50	23%	27	26%	24	21%	44	20%	94	20%	164	37%			22	24%	12	23%	18	18%	28	26%	54	22%	
Two	175	22%	83	22%	93	22%	7	12%	56	29%	72	46%	32	16%	8	5%	40	19%	33	22%	25	23%	53	24%	23	22%	18	15%	50	23%	108	23%	175	40%			17	19%	15	28%	20	20%	26	23%	56	23%	
Three	69	9%	36	9%	33	8%	7	12%	20	10%	26	17%	13	6%	3	2%	20	10%	14	10%	9	8%	18	8%	8	7%	7	6%	24	11%	37	8%	69	16%			10	11%	2	3%	9	9%	9	9%	24	10%	
Four	20	2%	7	2%	13	3%			10	5%	6	4%	3	2%	1	%	6	3%	4	3%	4	4%	5	2%			12	10%	1	%	7	1%	20	4%	3	4%	1	2%	1	1%	1	1%	1	1%	8	3%	
Five	3	%			3	1%			3	2%																																					
Six	3	%	1	%	2	%					2	1%	1	%			2	1%					1	%			2	2%			1	%	3	1%			1	1%			1	1%					
Seven or more	4	1%	3	1%	2	%					4	2%			1	%					1	1%	1	1%	2	2%	3	2%	1	%	1	%	4	1%					1	1%	1	1%	1	1%	1	%	
NONE	353	44%	173	45%	179	43%	42	76%	46	24%	27	17%	97	47%	136	74%	97	46%	70	47%	46	44%	89	41%	45	43%	51	43%	98	45%	202	44%			353	100%	38	41%	24	44%	51	51%	43	39%	99	41%	
DON'T KNOW	3	%	1	%	1	%					1	%	2	1%	1	%	1	%	1	%					1	1%	1	1%	1	1%	1	1%															
REFUSED	8	1%	7	2%	1	%			3	2%	2	1%	1	%							1	1%	2	1%			1	1%	1	%	7	2%															
Total	801	100%	385	100%	416	100%	55	100%	191	100%	159	100%	206	100%	182	100%	210	100%	149	100%	106	100%	219	100%	104	100%	117	100%	219	100%	461	100%	438	100%	353	100%	92	100%	54	100%	101	100%	110	100%	243	100%	

H18. And, what was your total household income, before taxes, for last year? Was the combined income of your family...

	Total		GENDER				Age Categories										Education Level					Smoking Status			Children Living in Home				Income Level																	
			MALE		FEMALE		18 to 24 years		25 to 34		35 to 44		45 to 54		55 to 64		Completed High School or Less	Attended college	Completed an Associate Degree	Completed a BS/BA Degree	Post Graduate Degree	Current Smoker	Former Smoker	Non-Smoker	Yes		No		Under \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$69,999	\$70,000 or over													
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%								
Q177 Under \$15,000	43	5%	14	4%	29	7%	3	6%	27	14%	4	2%	3	1%	7	4%	20	10%	8	5%	6	6%	4	2%	5	4%	15	13%	14	7%	14	3%	29	7%	14	4%	43	47%								
\$15,000 to \$24,999	49	6%	16	4%	33	8%	3	6%	17	9%	10	6%	10	5%	8	4%	21	10%	12	8%	6	6%	6	3%	4	4%	14	12%	10	5%	25	5%	25	6%	24	7%	49	53%								
\$25,000 to \$34,999	54	7%	16	4%	38	9%	10	18%	10	5%	13	8%	8	4%	12	6%	14	7%	19	13%	8	8%	7	3%	6	6%	8	7%	18	8%	28	6%	30	7%	24	7%			54	100%						
\$35,000 to \$49,999	101	13%	51	13%	50	12%	13	24%	29	15%	13	8%	22	11%	23	13%	34	16%	15	10%	21	20%	25	11%	6	5%	11	9%	34	15%	56	12%	49	11%	51	15%										
\$50,000 to \$69,999	110	14%	58	15%	52	12%	3	6%	19	10%	24	15%	36	18%	27	15%	33	16%	19	13%	16	15%	30	14%	11	11%	11	9%	31	14%	67	15%	66	15%	43	12%			110	100%						
\$70,000 or over	243	30%	130	34%	112	27%	3	6%	42	22%	64	40%	71	35%	67	33%	29	14%	34	23%	27	25%	97	44%	54	52%	23	19%	67	30%	153	33%	143	33%	99	28%							243	100%		
DON'T KNOW	64	8%	29	7%	35	8%	13	23%	13	7%	7	4%	13	6%	17	9%	28	14%	14	10%	7	7%	11	5%	2	2%	13	11%	15	7%	35	8%	29	7%	34	10%										
REFUSED	138	17%	71	18%	67	16%	6	11%	33	17%	24	15%	42	21%	29	16%	30	14%	28	19%	15	14%	39	18%	17	16%	23	20%	30																	

Partnership For A Tobacco-Free Maine
Media Evaluation Report
Data Addendum

Main data table with columns for Statement, Response, Subpopulation, and various demographic and attitudinal metrics (D1-D20).

Notes:
Yes, Confirmed = Respondents who saw the ad and provided a valid event confirmation response
All Others = Respondents who saw the ad, but did not provide a confirmation response or those who did not see the ad
Legend for significance: Green (Higher), Red (Lower), Blue (District-Higher), Orange (District-Lower)

Partnership For A Tobacco-Free Maine
Media Evaluation Report

ADVERTISEMENT	RESPONSE	SUBPOPULATION	Data Addendum																							
			G7. Which of the following statements best describes the rules about smoking in your home. No one is allowed to smoke anywhere inside the home.			G7. Which of the following statements best describes the rules about smoking in your places or at some times.			G7. Which of the following statements best describes the rules about smoking in your home. Smoking is permitted anywhere inside your home.			G7. Which of the following statements best describes the rules about smoking in your DON'T KNOW			G8. Which of the following statements best describes the rules about smoking in your No one is allowed to smoke inside the vehicle.			G8. Which of the following statements best describes the rules about smoking in your Smoking is allowed in the vehicle sometimes.			G8. Which of the following statements best describes the rules about smoking in your Smoking is allowed in the vehicle anytime.			G8. Which of the following statements best describes the rules about smoking in your DON'T KNOW		
			n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	CURRENT SMOKER	5	27.8%	20.5%	11	51.2%	21.8%	5	21.0%	16.8%	0	0.0%	0.0%	5	24.9%	19.1%	10	50.3%	21.8%	6	24.8%	17.8%	0	0.0%	0.0%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	CURRENT SMOKER	45	60.4%	13.3%	21	25.8%	12.2%	15	13.8%	8.3%	0	0.0%	0.0%	31	32.6%	12.2%	28	39.1%	13.8%	22	28.3%	12.8%	0	0.0%	0.0%
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	FORMER SMOKER	53	84.3%	12.8%	7	14.7%	12.8%	0	0.0%	0.0%	1	1.0%	2.0%	56	87.1%	12.7%	5	12.9%	12.7%	0	0.0%	0.0%	0	0.0%	0.0%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	FORMER SMOKER	170	91.7%	4.0%	9	4.7%	3.1%	5	2.2%	2.0%	3	1.4%	1.7%	167	90.9%	4.0%	14	6.2%	3.3%	4	2.0%	2.0%	2	0.8%	1.2%
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	NEVER SMOKER	108	95.9%	3.6%	2	1.3%	1.8%	2	1.7%	2.4%	1	1.0%	2.0%	107	95.2%	3.9%	3	2.0%	2.3%	1	1.0%	1.9%	1	1.0%	2.0%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	NEVER SMOKER	313	95.0%	2.5%	10	3.0%	2.2%	9	2.0%	1.4%	0	0.0%	0.0%	308	90.5%	4.4%	15	6.8%	4.0%	9	2.7%	2.1%	0	0.0%	0.0%
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	NON-SMOKER (INCLUDE	163	91.8%	5.3%	9	6.1%	5.0%	2	1.1%	1.5%	2	1.0%	1.5%	164	91.7%	5.4%	9	6.6%	5.2%	1	0.6%	1.2%	1	0.7%	1.3%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	NON-SMOKER (INCLUDE	484	93.9%	2.1%	19	3.5%	1.8%	14	2.1%	1.1%	3	0.4%	0.5%	476	90.6%	3.3%	29	6.6%	2.9%	13	2.5%	1.6%	2	0.3%	0.4%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	CURRENT SMOKER	19	53.8%	20.0%	13	35.0%	19.6%	7	11.2%	8.8%	0	0.0%	0.0%	12	27.3%	17.3%	15	47.6%	20.4%	12	25.1%	16.3%	0	0.0%	0.0%
AD 2: (Campaign - New Tobacco Products)	All Others	CURRENT SMOKER	31	57.8%	15.2%	19	25.5%	13.2%	13	16.7%	10.7%	0	0.0%	0.0%	24	34.0%	14.1%	23	36.6%	15.2%	16	29.4%	15.2%	0	0.0%	0.0%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	FORMER SMOKER	89	97.0%	3.5%	3	3.0%	3.5%	0	0.0%	0.0%	0	0.0%	0.0%	82	90.4%	5.9%	8	7.9%	5.5%	2	1.8%	2.4%	0	0.0%	0.0%
AD 2: (Campaign - New Tobacco Products)	All Others	FORMER SMOKER	134	85.9%	6.5%	13	9.5%	5.9%	5	2.6%	2.4%	4	2.1%	2.1%	141	89.7%	6.0%	11	7.9%	5.6%	2	1.4%	1.9%	2	1.0%	1.4%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	NEVER SMOKER	155	92.7%	3.9%	5	2.5%	2.3%	8	4.1%	2.9%	1	0.6%	1.3%	154	87.6%	7.1%	7	8.0%	6.7%	6	3.3%	2.7%	1	0.6%	1.3%
AD 2: (Campaign - New Tobacco Products)	All Others	NEVER SMOKER	266	96.4%	2.6%	7	2.7%	2.4%	3	0.9%	1.0%	0	0.0%	0.0%	261	93.4%	4.0%	11	4.7%	3.4%	4	1.9%	2.2%	0	0.0%	0.0%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	NON-SMOKER (INCLUDE	246	94.2%	2.8%	8	2.7%	1.9%	8	2.7%	1.9%	1	0.4%	0.8%	237	88.2%	5.2%	16	8.3%	4.8%	8	2.8%	2.0%	1	0.4%	0.8%
AD 2: (Campaign - New Tobacco Products)	All Others	NON-SMOKER (INCLUDE	401	93.1%	2.8%	20	4.8%	2.5%	8	1.4%	1.0%	4	0.7%	0.7%	403	92.2%	3.3%	22	5.7%	3.0%	6	1.7%	1.6%	2	0.3%	0.4%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed	Yes, Confirmed	CURRENT SMOKER	21	67.1%	15.2%	15	24.6%	13.0%	5	8.3%	7.5%	0	0.0%	0.0%	15	41.4%	19.1%	16	36.4%	17.9%	10	22.2%	15.6%	0	0.0%	0.0%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed	All Others	CURRENT SMOKER	29	50.4%	16.1%	17	31.3%	15.4%	15	18.3%	11.0%	0	0.0%	0.0%	21	26.1%	12.4%	22	42.9%	16.3%	18	31.0%	15.4%	0	0.0%	0.0%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed	Yes, Confirmed	FORMER SMOKER	102	89.5%	7.7%	7	7.9%	7.4%	1	0.6%	1.1%	3	2.0%	2.3%	107	92.6%	7.3%	3	5.3%	7.1%	1	0.7%	1.4%	2	1.4%	2.0%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed	All Others	FORMER SMOKER	121	90.1%	5.2%	9	6.6%	4.3%	4	2.6%	2.6%	1	0.8%	1.6%	116	87.8%	5.5%	16	10.0%	4.9%	3	2.2%	2.5%	0	0.0%	0.0%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed	Yes, Confirmed	NEVER SMOKER	188	95.7%	2.6%	5	2.1%	1.9%	5	1.7%	1.5%	1	0.5%	1.0%	187	92.7%	4.9%	7	5.4%	4.7%	3	1.1%	1.3%	1	0.5%	1.0%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed	All Others	NEVER SMOKER	233	94.7%	3.2%	7	3.1%	2.8%	6	2.2%	1.7%	0	0.0%	0.0%	228	90.4%	5.1%	11	6.2%	4.4%	7	3.4%	2.9%	0	0.0%	0.0%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed	Yes, Confirmed	NON-SMOKER (INCLUDE	292	93.7%	3.1%	12	4.0%	2.8%	6	1.3%	1.1%	4	1.0%	1.0%	296	92.7%	4.1%	10	5.3%	3.9%	4	1.0%	1.0%	3	0.8%	0.9%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed	All Others	NON-SMOKER (INCLUDE	355	93.3%	2.8%	16	4.2%	2.3%	10	2.3%	1.4%	1	0.3%	0.5%	344	89.3%	3.9%	28	7.7%	3.4%	10	3.0%	2.1%	0	0.0%	0.0%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed	Yes, Confirmed	CURRENT SMOKER	17	68.2%	19.2%	10	23.4%	17.8%	5	8.4%	7.9%	0	0.0%	0.0%	9	31.8%	21.4%	13	32.1%	19.5%	10	36.1%	22.6%	0	0.0%	0.0%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed	All Others	CURRENT SMOKER	33	50.2%	14.8%	22	31.8%	13.9%	15	18.0%	10.6%	0	0.0%	0.0%	27	31.5%	12.4%	25	44.9%	15.1%	18	23.6%	12.3%	0	0.0%	0.0%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed	Yes, Confirmed	FORMER SMOKER	58	88.0%	12.3%	4	10.2%	12.0%	1	1.8%	3.5%	0	0.0%	0.0%	60	90.8%	11.9%	3	9.2%	11.9%	0	0.0%	0.0%	0	0.0%	0.0%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed	All Others	FORMER SMOKER	165	90.4%	4.2%	12	6.1%	3.5%	4	1.6%	1.7%	4	1.8%	1.8%	163	89.6%	4.3%	16	7.5%	3.7%	4	2.1%	2.0%	2	0.8%	1.2%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed	Yes, Confirmed	NEVER SMOKER	119	97.7%	2.3%	3	1.8%	2.1%	1	0.4%	0.9%	0	0.0%	0.0%	119	93.2%	7.4%	4	6.8%	7.4%	0	0.0%	0.0%	0	0.0%	0.0%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed	All Others	NEVER SMOKER	302	94.2%	2.8%	9	3.0%	2.3%	10	2.5%	1.6%	1	0.3%	0.6%	296	90.8%	4.1%	14	5.5%	3.4%	10	3.3%	2.4%	1	0.3%	0.6%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed	Yes, Confirmed	NON-SMOKER (INCLUDE	178	94.8%	4.3%	7	4.4%	4.1%	2	0.8%	1.2%	0	0.0%	0.0%	180	92.5%	6.3%	7	7.5%	6.3%	0	0.0%	0.0%	0	0.0%	0.0%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed	All Others	NON-SMOKER (INCLUDE	469	93.0%	2.3%	21	4.0%	1.9%	14	2.2%	1.2%	5	0.8%	0.7%	460	90.2%	3.1%	31	6.3%	2.6%	14	2.9%	1.7%	3	0.5%	0.5%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	CURRENT SMOKER	29	64.9%	14.2%	19	24.2%	12.6%	11	10.8%	6.8%	0	0.0%	0.0%	19	35.9%	15.9%	21	29.0%	13.5%	19	35.1%	16.3%	0	0.0%	0.0%
AD 1-4: Confirmed Response for Any AD	All Others	CURRENT SMOKER	21	45.5%	18.8%	13	34.9%	18.7%	9	19.6%	14.5%	0	0.0%	0.0%	17	26.2%	13.3%	17	55.1%	18.2%	9	18.7%	14.2%	0	0.0%	0.0%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	FORMER SMOKER	126	89.4%	6.6%	9	7.7%	6.2%	2	1.3%	1.8%	3	1.6%	1.8%	131	91.9%	6.3%	6	6.4%	6.1%	1	0.6%	1.1%	2	1.1%	1.6%
AD 1-4: Confirmed Response for Any AD	All Others	FORMER SMOKER	97	90.3%	5.7%	7	6.5%	4.8%	3	2.2%	2.5%	1	1.0%	2.0%	92	87.5%	6.2%	13	9.8%	5.4%	3	2.7%	3.1%	0	0.0%	0.0%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	NEVER SMOKER	256	95.9%	2.2%	7	2.1%	1.6%	6	1.7%	1.4%	1	0.4%	0.7%	253	92.1%	4.6%	11	6.1%	4.4%	4	1.2%	1.2%	1	0.4%	0.7%
AD 1-4: Confirmed Response for Any AD	All Others	NEVER SMOKER	165	94.2%	4.1%	5	3.5%	3.6%	5	2.4%	2.1%	0	0.0%	0.0%	162	90.6%	5.8%	7	5.4%	4.7%	6	4.0%	3.7%	0	0.0%	0.0%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	NON-SMOKER (INCLUDE	385	93.9%	2.6%	16	3.8%	2.3%	8	1.5%	1.1%	4	0.7%	0.7%	386	91.8%	3.7%	18	6.4%	3.6%	5	1.0%	0.9%	3	0.6%	0.7%
AD 1-4: Confirmed Response for Any AD	All Others	NON-SMOKER (INCLUDE	262	92.9%	3.3%	12	4.5%	2.9%	8	2.3%	1.6%	1	0.3%	0.7%	254	89.5%	4.4%	20	6.9%	3.6%	9	3.6%	2.7%	0	0.0%	0.0%

Notes:

Yes, Confirmed = Respondents who saw the ad and provided a valid event confirmation response
All Others = Respondents who saw the ad, but did not provide a confirmation response and those who did not see the ad

Those with confirmed AD response are significantly higher than 'All Others' (at 95% confidence) - Takes Precedence Over Smoking Test
Those with confirmed AD response are significantly lower than 'All Others' (at 95% confidence) - Takes Precedence Over Smoking Test

Flag for significant difference by smoking status (comparing current/former/never/non-smoker) - higher - (at 95% confidence)
Flag for significant difference by smoking status (comparing current/former/never/non-smoker) - lower - (at 95% confidence)

Smokefree Car and Home Rules By Ad Confirmation

H3. In the past 30 days, have you noticed ...			H3_1. News coverage about trying to prevent young people from smoking?			H3_2. News coverage about the health consequences of tobacco use?			H3_3. News coverage about the dangers of children being exposed to secondhand smoke?			H3_4. News coverage about laws to protect people from Second Hand Smoke exposure?			H3_5. Stores that have tobacco advertising visible from the outside such as on the building, in the parking lot, or in s			H3_6. Stores that have tobacco advertising inside such as displays by the register?			H3_7. Cigarettes or tobacco products being advertised or promoted in newspapers, magazines or the Internet?			H3_8. Cigarettes or tobacco products being advertised or promoted in bars or public events?			H3_9. Cigarettes or tobacco products being advertised or promoted on TV or the Radio?		
ADVERTISEMENT	RESPONSE	SUBPOPULATION	Yes			Yes			Yes			Yes			Yes			Yes			Yes			Yes					
			n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)	n	%	CI (+/-)			
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	CURRENT SMOKER	6	28.4%	19.6%	12	57.1%	21.5%	12	59.2%	21.2%	10	47.6%	21.8%	12	53.2%	21.9%	14	68.4%	20.1%	10	47.6%	21.7%	6	29.6%	20.1%	9	44.1%	21.7%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	CURRENT SMOKER	18	22.1%	11.5%	30	35.6%	13.1%	33	38.8%	13.3%	31	34.6%	12.6%	51	65.7%	12.8%	52	64.3%	13.2%	22	27.9%	12.3%	12	15.4%	10.0%	12	12.4%	8.2%
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	NON-SMOKER	61	34.1%	8.4%	96	53.8%	8.8%	96	52.7%	8.9%	67	40.1%	8.9%	93	52.1%	8.9%	104	60.1%	8.6%	65	37.7%	8.7%	44	31.8%	9.1%	48	30.4%	8.5%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	NON-SMOKER	140	25.9%	4.7%	220	41.5%	5.3%	214	41.0%	5.3%	181	36.6%	5.2%	235	50.0%	5.4%	268	55.2%	5.3%	183	38.1%	5.3%	96	19.9%	4.5%	126	26.0%	4.9%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	CURRENT SMOKER	13	28.8%	17.5%	19	51.2%	20.2%	23	53.5%	20.4%	23	59.0%	20.0%	24	52.2%	20.3%	26	62.4%	19.8%	18	43.9%	19.9%	9	17.2%	11.6%	13	30.1%	17.8%
AD 2: (Campaign - New Tobacco Products)	All Others	CURRENT SMOKER	11	19.6%	12.9%	23	31.0%	13.7%	22	34.6%	14.8%	18	23.5%	11.7%	39	70.8%	12.7%	40	66.1%	14.6%	14	22.8%	12.9%	9	17.2%	12.6%	8	8.6%	6.2%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	NON-SMOKER	91	36.5%	7.1%	136	54.8%	7.1%	139	56.1%	7.0%	109	44.8%	7.2%	131	55.2%	7.0%	152	62.8%	6.6%	111	46.8%	7.3%	68	29.9%	7.0%	89	38.6%	7.3%
AD 2: (Campaign - New Tobacco Products)	All Others	NON-SMOKER	110	23.2%	4.9%	180	38.8%	5.7%	171	37.1%	5.7%	139	33.6%	5.7%	197	48.0%	6.0%	220	52.9%	5.9%	137	33.4%	5.7%	72	18.7%	5.0%	85	20.9%	5.0%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed R Yes, Confirmed	Yes, Confirmed	CURRENT SMOKER	11	21.8%	12.9%	17	36.1%	17.5%	22	47.0%	18.8%	18	44.9%	19.0%	28	66.4%	17.9%	31	73.3%	17.2%	15	38.9%	18.8%	6	11.7%	9.5%	8	14.9%	10.6%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed R All Others	All Others	CURRENT SMOKER	13	23.5%	14.4%	25	39.5%	15.7%	23	38.2%	15.7%	23	31.4%	13.9%	35	62.9%	15.1%	35	60.0%	15.6%	17	25.6%	13.5%	12	20.3%	13.0%	13	17.1%	10.9%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed R Yes, Confirmed	Yes, Confirmed	NON-SMOKER	96	31.2%	6.6%	158	50.3%	6.9%	158	51.0%	6.9%	116	42.2%	7.0%	163	54.7%	6.8%	174	58.5%	6.7%	120	42.5%	7.0%	72	26.1%	6.5%	88	31.9%	6.8%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed R All Others	All Others	NON-SMOKER	105	25.0%	5.1%	158	39.4%	6.0%	152	37.7%	5.9%	132	33.6%	5.7%	165	47.1%	6.2%	198	54.5%	6.1%	128	34.4%	5.9%	68	19.7%	5.2%	86	23.0%	5.3%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Yes, Confirmed	Yes, Confirmed	CURRENT SMOKER	12	38.0%	21.8%	14	33.5%	19.7%	17	40.1%	20.8%	12	23.2%	14.4%	20	60.7%	21.9%	21	64.1%	21.7%	9	23.2%	17.9%	8	22.6%	18.0%	8	15.0%	11.3%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed All Others	All Others	CURRENT SMOKER	12	15.0%	10.1%	28	40.7%	14.6%	28	42.0%	14.7%	29	43.0%	14.6%	43	65.9%	13.4%	45	65.1%	13.9%	23	34.1%	14.0%	10	14.4%	10.2%	13	17.0%	10.5%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Yes, Confirmed	Yes, Confirmed	NON-SMOKER	66	33.3%	8.4%	91	45.6%	9.0%	99	52.4%	9.1%	70	44.1%	9.2%	103	58.2%	8.8%	103	59.5%	8.7%	73	39.3%	8.9%	48	31.0%	8.9%	55	31.9%	8.7%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed All Others	All Others	NON-SMOKER	135	25.7%	4.7%	225	43.8%	5.3%	211	40.4%	5.3%	178	34.9%	5.1%	225	47.6%	5.4%	269	55.1%	5.3%	175	37.5%	5.3%	92	19.4%	4.5%	119	25.1%	4.9%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	CURRENT SMOKER	17	28.8%	14.8%	26	37.4%	15.2%	29	42.2%	15.7%	24	35.6%	14.9%	36	62.8%	15.4%	40	69.2%	14.9%	20	34.9%	15.6%	10	16.4%	11.7%	13	15.1%	8.6%
AD 1-4: Confirmed Response for Any AD	All Others	CURRENT SMOKER	7	15.5%	13.7%	16	39.4%	18.8%	16	40.2%	18.8%	17	37.0%	17.9%	27	65.8%	17.6%	26	59.3%	18.6%	12	24.6%	15.3%	8	18.2%	14.3%	8	17.9%	14.2%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	NON-SMOKER	137	33.3%	5.7%	206	49.4%	6.0%	206	50.0%	6.0%	156	41.5%	6.1%	208	53.3%	6.0%	229	58.7%	5.8%	155	42.3%	6.1%	99	28.3%	5.8%	114	31.7%	5.9%
AD 1-4: Confirmed Response for Any AD	All Others	NON-SMOKER	64	20.3%	5.4%	110	37.4%	6.9%	104	35.0%	6.8%	92	31.8%	6.6%	120	46.6%	7.2%	143	53.0%	7.2%	93	32.2%	6.6%	41	14.8%	5.3%	60	20.7%	5.8%

Notes:

Yes, Confirmed = Respondents who saw the ad and provided a valid event confirmation response

All Others = Respondents who saw the ad, but did not provide a confirmation response and those who did not see the a

Those with confirmed AD response are significantly higher than 'All Others' (at 95% confidence) - Takes Precedence Over Smoking Tes

Those with confirmed AD response are significantly lower than 'All Others' (at 95% confidence) - Takes Precedence Over Smoking Tes

Flag for significant difference by smoking status (comparing current/non-smoker) - higher - (at 95% confidence)

Flag for significant difference by smoking status (comparing current/non-smoker) - lower - (at 95% confidence)

**Partnership For A Tobacco-Free Maine
Media Evaluation Report
Data Addendum**

ADVERTISEMENT	RESPONSE	SUBPOPULATION	F1. Have you personally taken any steps to improve your health in the past 6 months?			F2. What have you done to improve your overall health? STOPPED SMOKING			F3a. I am concerned about... The current state of my own health.			F3e. I am concerned about... Cigarettes and tobacco use.		
			n	Yes %	CI (+/-)	n	Yes %	CI (+/-)	n	Agree %	CI (+/-)	n	Agree %	CI (+/-)
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	CURRENT SMOKER	18	83.7%	16.9%	1	3.8%	7.4%	14	63.9%	21.3%	15	70.4%	20.1%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	CURRENT SMOKER	63	70.2%	13.4%	6	10.0%	9.3%	47	61.5%	13.2%	51	61.4%	13.6%
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	FORMER SMOKER	55	90.4%	7.6%	4	5.6%	5.6%	42	70.7%	13.6%	54	80.5%	15.3%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	FORMER SMOKER	150	82.2%	5.6%	10	5.1%	3.2%	107	56.8%	8.5%	147	81.7%	5.6%
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	NEVER SMOKER	95	84.6%	6.9%			0.0%	72	66.3%	9.9%	97	84.7%	8.2%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	NEVER SMOKER	258	76.4%	5.8%			0.0%	184	53.5%	6.8%	271	82.7%	4.8%
AD 1: (TV - Quitlink) - Confirmed Response	Yes, Confirmed	NON-SMOKER (INCLUDE	151	86.2%	5.3%			0.0%	115	67.6%	8.0%	152	82.7%	7.6%
AD 1: (TV - Quitlink) - Confirmed Response	All Others	NON-SMOKER (INCLUDE	409	78.2%	4.4%			0.0%	292	54.5%	5.4%	419	82.4%	3.8%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	CURRENT SMOKER	34	84.5%	15.9%	4	12.8%	15.5%	28	73.3%	17.4%	28	72.7%	17.5%
AD 2: (Campaign - New Tobacco Products)	All Others	CURRENT SMOKER	47	64.8%	15.9%	3	7.2%	9.3%	33	55.4%	15.5%	38	56.8%	15.7%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	FORMER SMOKER	82	88.5%	6.9%	6	6.3%	5.1%	55	60.5%	11.5%	76	84.7%	7.4%
AD 2: (Campaign - New Tobacco Products)	All Others	FORMER SMOKER	123	81.8%	6.1%	8	4.6%	3.2%	94	60.0%	9.5%	125	79.6%	7.8%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	NEVER SMOKER	142	85.4%	5.4%			0.0%	100	55.9%	9.2%	148	88.0%	5.6%
AD 2: (Campaign - New Tobacco Products)	All Others	NEVER SMOKER	211	74.4%	6.7%			0.0%	156	56.2%	7.4%	220	80.7%	5.6%
AD 2: (Campaign - New Tobacco Products)	Yes, Confirmed	NON-SMOKER (INCLUDE	225	86.2%	4.3%			0.0%	156	57.4%	7.2%	225	86.6%	4.5%
AD 2: (Campaign - New Tobacco Products)	All Others	NON-SMOKER (INCLUDE	335	76.8%	5.0%			0.0%	251	57.5%	5.9%	346	80.4%	4.6%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed Response	Yes, Confirmed	CURRENT SMOKER	35	88.8%	9.1%	3	11.9%	15.5%	25	63.0%	17.7%	28	61.8%	19.2%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed Response	All Others	CURRENT SMOKER	46	62.4%	16.5%	4	7.7%	9.3%	36	61.2%	15.6%	38	63.0%	15.6%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed Response	Yes, Confirmed	FORMER SMOKER	99	88.3%	6.1%	7	5.6%	4.2%	63	58.3%	10.9%	98	83.6%	9.6%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed Response	All Others	FORMER SMOKER	106	80.9%	6.8%	7	4.9%	3.7%	86	61.7%	9.9%	103	79.6%	6.9%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed Response	Yes, Confirmed	NEVER SMOKER	163	83.1%	6.1%			0.0%	120	60.2%	8.6%	165	84.8%	5.7%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed Response	All Others	NEVER SMOKER	190	74.1%	7.1%			0.0%	136	52.9%	7.8%	203	81.8%	6.0%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed Response	Yes, Confirmed	NON-SMOKER (INCLUDE	264	84.9%	4.5%			0.0%	185	59.8%	6.8%	265	84.5%	4.9%
AD 3: (TV - Reasons to Quit: Birthday) - Confirmed Response	All Others	NON-SMOKER (INCLUDE	296	76.0%	5.4%			0.0%	222	55.6%	6.2%	306	80.9%	4.6%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Response	Yes, Confirmed	CURRENT SMOKER	25	73.6%	20.6%	3	18.7%	20.9%	21	72.4%	18.2%	21	64.3%	21.6%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Response	All Others	CURRENT SMOKER	56	70.9%	14.8%	4	4.3%	4.3%	40	56.4%	14.7%	45	61.6%	14.6%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Response	Yes, Confirmed	FORMER SMOKER	53	86.4%	8.5%	4	5.0%	5.0%	35	59.9%	14.5%	48	70.5%	15.2%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Response	All Others	FORMER SMOKER	152	83.5%	5.5%	10	5.3%	3.3%	114	60.3%	8.5%	153	85.1%	5.1%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Response	Yes, Confirmed	NEVER SMOKER	101	80.1%	9.2%			0.0%	75	60.1%	11.1%	107	88.5%	6.4%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Response	All Others	NEVER SMOKER	252	77.3%	5.7%			0.0%	181	54.6%	6.8%	261	81.1%	5.2%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Response	Yes, Confirmed	NON-SMOKER (INCLUDE	155	82.1%	6.9%			0.0%	111	60.2%	8.8%	156	83.1%	6.8%
AD 4: (TV - Reasons to Quit:" Pregnant) - Confirmed Response	All Others	NON-SMOKER (INCLUDE	405	79.2%	4.3%			0.0%	296	56.4%	5.4%	415	82.3%	3.9%

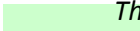
**Partnership For A Tobacco-Free Maine
Media Evaluation Report
Data Addendum**


AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	CURRENT SMOKER	48	78.7%	13.9%	4	12.9%	13.6%	38	67.7%	14.6%	41	66.2%	15.8%
AD 1-4: Confirmed Response for Any AD	All Others	CURRENT SMOKER	33	63.2%	19.7%	3	4.6%	5.3%	23	54.4%	18.9%	25	57.9%	18.8%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	FORMER SMOKER	118	85.1%	6.1%	8	5.3%	3.7%	82	61.0%	9.5%	118	82.3%	8.3%
AD 1-4: Confirmed Response for Any AD	All Others	FORMER SMOKER	87	83.1%	7.1%	6	5.2%	4.1%	67	59.2%	11.4%	83	80.3%	7.6%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	NEVER SMOKER	225	82.7%	5.6%			0.0%	167	61.3%	7.4%	229	85.7%	5.0%
AD 1-4: Confirmed Response for Any AD	All Others	NEVER SMOKER	128	71.7%	8.5%			0.0%	89	48.9%	9.2%	139	79.7%	7.2%
AD 1-4: Confirmed Response for Any AD	Yes, Confirmed	NON-SMOKER (INCLUDE	345	83.3%	4.3%			0.0%	251	61.2%	5.8%	349	84.5%	4.3%
AD 1-4: Confirmed Response for Any AD	All Others	NON-SMOKER (INCLUDE	215	75.5%	6.2%			0.0%	156	52.4%	7.2%	222	79.9%	5.4%


Notes:

Yes, Confirmed = Respondents who saw the ad and provided a valid event confirmation response

All Others = Respondents who saw the ad, but did not provide a confirmation response and those who did not see the ad

 *Those with confirmed AD response are significantly higher than 'All Others' (at 95% confidence) - Takes Precedence Over Smoking Test*

 *Those with confirmed AD response are significantly lower than 'All Others' (at 95% confidence) - Takes Precedence Over Smoking Test*

 *Flag for significant difference by smoking status (comparing current/former/never/non-smoker) - higher - (at 95% confidence)*

 *Flag for significant difference by smoking status (comparing current/former/never/non-smoker) - lower - (at 95% confidence)*



Paul R. LePage, Governor

Mary C. Mayhew, Commissioner

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