



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-I-10

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ARIZONA: LOWEST PERCENT OF SMOKERS IN 18 YEARS SMOKE FREE RESTAURANTS PREFERRED BY MOST.

Phoenix, Arizona, February 13, 2002. The proportion of adults in Arizona who smoke cigarettes has reached the lowest level in 18 years and now stands at only 22 percent.

The rate of decline in smoking may, however, be slowing down somewhat. Thus, in the six years between 1984 and 1990, the proportion who smoke fell on average 1.2 percent per year but in the subsequent years between 1991 and today, the rate of decline appears to have slowed to an average of seven-tenths of a percent per year.

Use of cigarettes is highest among adults under the age of 55 (hovering around 24 to 26 percent) and then drops sharply to only 16 percent for adults 55 and older. Among older adults, the percentage who say they never smoked cigarettes is roughly ten points lower than for younger adults – a possible indication that anti-smoking campaigns targeting younger adults are having some measure of success.

Among people currently trying to quit smoking, most have made multiple attempts and used multiple methods to kick the habit. Fully 84 percent have tried to quit “cold turkey” and another 64 percent by gradually reducing their smoking until they smoke not at all. Four in ten have tried the patch or nicotine gum. Nearly one in five has gone so far as to try hypnotism. All are still smoking and still trying to quit.

The findings outlined in this report are based on a survey of 708 adults across Arizona conducted between January 9 and January 17, 2002, by the Behavior Research Center of Arizona as part of the Center’s independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

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when business leaders complained that such a ban in their city would result in restaurant customers in their communities flocking to adjacent cities that have no such bans. Anti-smoking advocates claim there is no evidence that such customer flight will occur.

In this survey, we asked smokers and non-smokers their preferences when dining out as regarding restaurants that allow or prohibit smoking. The results: 64 percent of all adults say they prefer non-smoking restaurants and another 18 percent say smoking policies do not affect their choice of restaurants.

Eighteen percent say that they prefer restaurants that permit smoking and among those with such a preference, close to half are non-smokers, a finding that suggests they will use smoking restaurants based on their preference for the cuisine, prices or location rather than because they like smoke-filled rooms. In any event, the proportion of diners who both are smokers and say they prefer restaurants that permit smoking projects to ten percent of the total adult population.

Also of interest in the data is that even among cigarette smokers, more than half prefer non-smoking restaurants or say smoking policies are not important to their choice of a restaurant.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-I-10) is based on 708 interviews with adults across Arizona conducted from January 9th through January 17th, 2002. Where necessary, figures for age, sex and race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one may say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

Enclosed: Statistical date for reference.

For this and other polls, see www.brcpolls.com/results.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2002-I-10

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"Which of the following best describes you? Are you currently a cigarette smoker, a cigarette smoker who is trying to quit, a former cigarette smoker that has quit, or are you a person who has never smoked cigarettes?"

ARIZONA STATEWIDE-CIGARETTE SMOKING 2002

	Current Smoker	Smoker Trying to Quit	Ex Smoker	Never A Smoker
Total	16%	6%	26%	52%
Men	16	7	30	47
Women	16	5	23	56
Under 35 yrs.	19	7	20	54
35 to 54	17	7	19	57
55+	12	4	39	45
Retirees	12	4	40	44
Urban	16	6	25	53
Rural	15	6	28	51

Trends in Maricopa County (Phoenix Area) Since 1984

"Which of the following best describes you? Are you currently a cigarette smoker, a cigarette smoker who is trying to quit, a former cigarette smoker that has quit, or are you a person who has never smoked cigarettes?"

MARICOPA COUNTY ONLY - TREND DATA

	2002	1998	1996	1990	1987	1984
Current smoker	16%	15%	19%	23%	22%	24%
Smoker trying to quit (SMOKER NET)	<u>6</u> (22%)	<u>9</u> (24%)	<u>8</u> (27%)	<u>7</u> (30%)	<u>9</u> (31%)	<u>10</u> (34%)
Past smoker	26%	31%	28%	26%	22%	20%
Never smoked (NON-SMOKER NET)	<u>52</u> (78%)	<u>45</u> (76%)	<u>45</u> (73%)	<u>44</u> (70%)	<u>47</u> (69%)	<u>46</u> (66%)

STATISTICAL DATA

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Asked of Smokers Trying to Quit: "In your efforts to quit smoking, have you used or not used each of the following methods:?"

Cold Turkey	84%
Slow Reduction	64
Gum	40
Patch	38
Hypnotism	17

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"When you dine out, do you usually prefer a restaurant that permits smoking or one that prohibits smoking in the dining area?"

EXPRESSED AS  
% OF ALL ADULTS

Prefer Non-Smoking Restaurants

|             |          |
|-------------|----------|
| Non-smokers | 58%      |
| Smokers     | <u>6</u> |
| (Total)     | (64%)    |

Either Okay With Me

|             |          |
|-------------|----------|
| Non-smokers | 12%      |
| Smokers     | <u>6</u> |
| (Total)     | (18%)    |

Prefer Smoker-Tolerant Restaurants

|             |           |
|-------------|-----------|
| Non-smokers | 8%        |
| Smokers     | <u>10</u> |
| (Total)     | (18%)     |

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