



Haliburton, Kawartha, Pine Ridge District Health Unit RRFSS (2007) Tobacco Advertisement

Proportion of adults (18+) who support/oppose banning the display of cigarettes and other tobacco products in stores, RRFSS January - December 2007

Table 1: Tobacco Advertisement (overall)

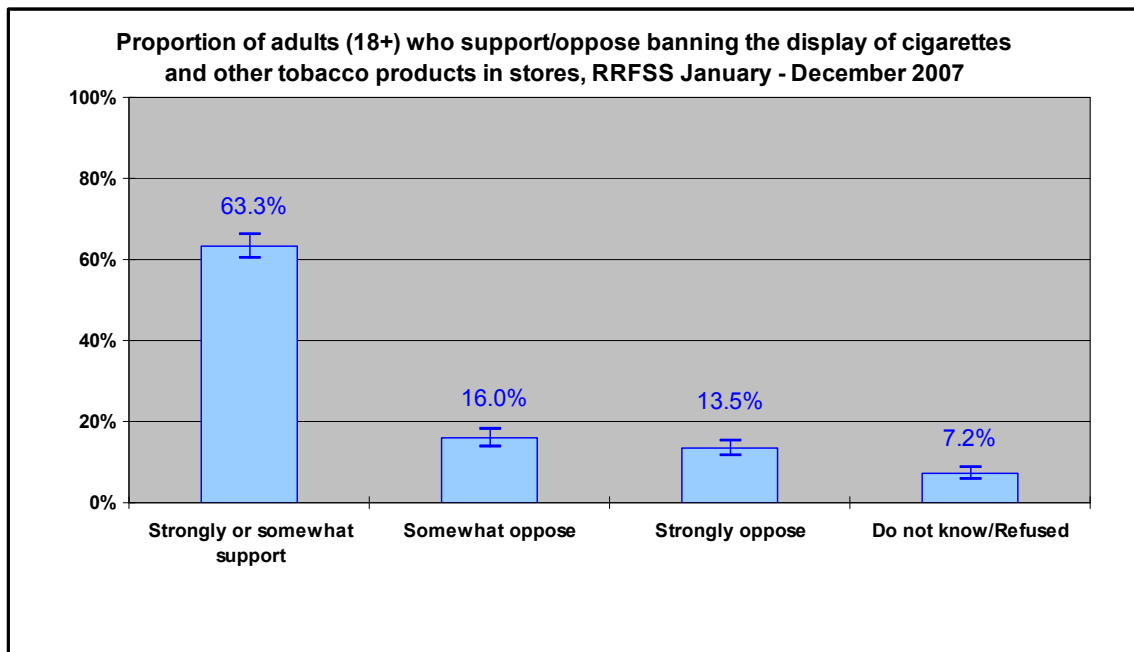
Banning tobacco advertisement	Proportion	95% upper confidence limit	95% lower confidence limit
Strongly or somewhat support	63.3%	66.1%	60.5%
Somewhat oppose	16.0%	18.1%	13.9%
Strongly oppose	13.5%	15.4%	11.5%
Do not know/Refused	7.2%	8.7%	5.7%

* Interpret with caution, high variability

** Data not released

sample size 1126

Figure 1: Tobacco Advertisement (overall)



Interpretation:

63.3% (+/-3%) of adults (18+) strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.

16.0% (+/-2%) of adults (18+) somewhat oppose banning the display of cigarettes and other tobacco products in stores.

13.5% (+/-2%) of adults (18+) strongly oppose banning the display of cigarettes and other tobacco products in stores.

7.2% (+/-2%) of adults (18+) responded that they did not know or refused to answer this question.

Proportion of adults (18+) who support banning the display of cigarettes and other tobacco products in stores, by age, RRFSS January - December 2007

Table 2: Tobacco Advertisement (by age)

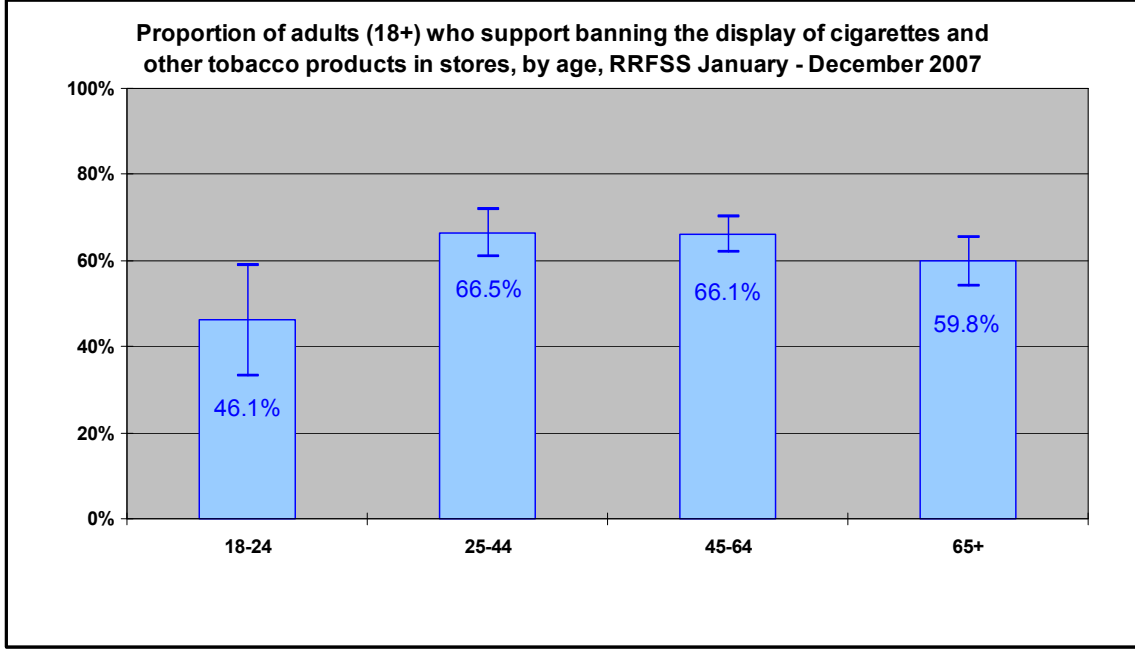
Strongly or somewhat support banning tobacco advertisement	Proportion	95% upper confidence limit	95% lower confidence limit
18-24	46.1%	58.8%	33.4%
25-44	66.5%	72.1%	60.9%
45-64	66.1%	70.3%	62.0%
65+	59.8%	65.5%	54.0%

* Interpret with caution, high variability

** Data not released

sample size 1117

Figure 2: Tobacco Advertisement (by age)



Interpretation:

46.1% (+/-13%) of adults (age 18-24) strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.
 66.5% (+/-6%) of adults (age 25-44) strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.
 66.1% (+/-4%) of adults (age 45-64) strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.
 59.8% (+/-6%) of adults (age 65+) strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.

Proportion of adults (18+) who strongly or somewhat support banning the display of cigarettes and other tobacco products in stores, by education, RRFSS January - December 2007

Table 3: Tobacco Advertisement (by education)

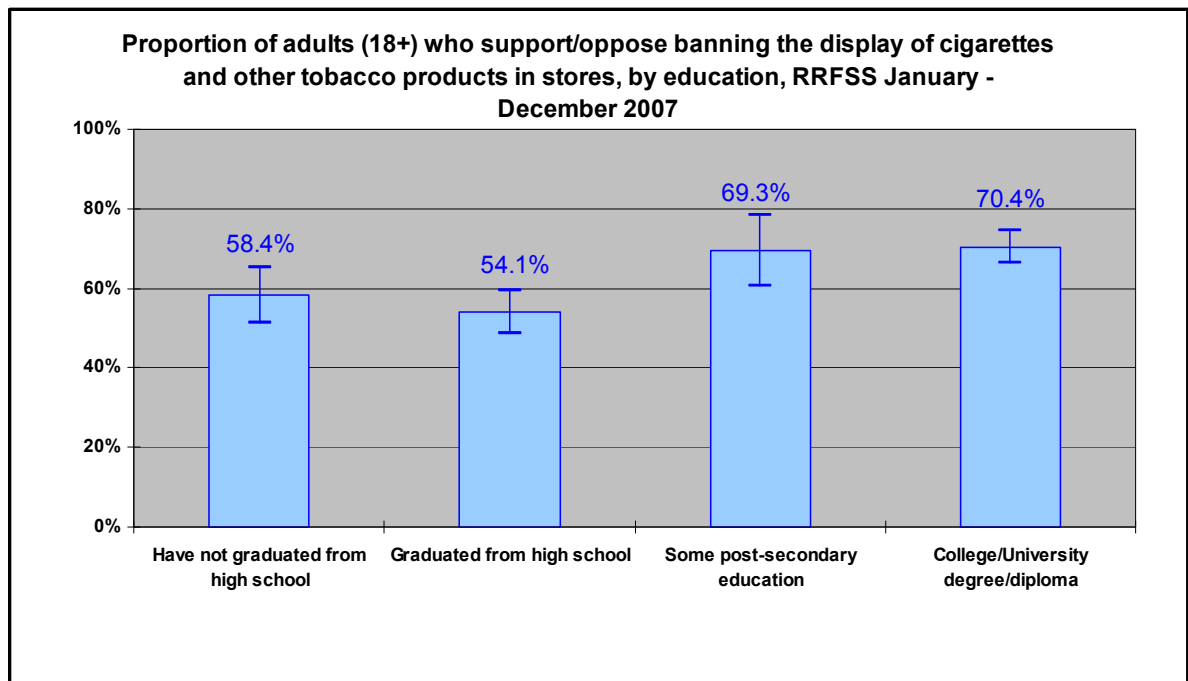
Strongly or somewhat support banning tobacco advertisement	Proportion	95% upper confidence limit	95% lower confidence limit
Have not graduated from high school	58.4%	65.3%	51.5%
Graduated from high school	54.1%	59.5%	48.8%
Some post-secondary education	69.3%	78.3%	60.4%
College/University degree/diploma	70.4%	74.5%	66.3%

* Interpret with caution, high variability

** Data not released

sample size 1114

Figure 3: Tobacco Advertisement (by education)



Interpretation:

58.4% (+/-7%) of adults (18+) who have not graduated from high school strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.

54.1% (+/-5%) of adults (18+) who have graduated from high school strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.

69.3% (+/-9%) of adults (18+) who have completed some post-secondary education strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.

70.4% (+/-4%) of adults (18+) who have completed a college or university degree or diploma strongly or somewhat support banning the display of cigarettes and other tobacco products in stores.

Limitations:

1. Questions only asked of adult residents aged 18+.
2. Telephone survey only conducted in English.
3. Results are based on self-reported behaviours.
4. (*) indicates that results are based on small sample size, thus estimates have high variability.

Notes:

- 1) The numbers in the tables and graphs are weighted.
 - 2) Missing responses are not included in the analysis.
 - 3) Don't know and refused responses are analyzed according to RRFSS analysis guideline.
 - 4) Release criteria of the data are according to RRFSS analysis guideline.
- * Interpret with caution, high variability.
** Data not released.