

Facts about the 2018 survey

Launched in 2018, the Greater Cincinnati Adult Tobacco Survey provides a comprehensive look at tobacco use behaviors, attitudes, and public opinion of adults in the region. The survey is a project of Interact for Health and is conducted by the Institute for Policy Research at the University of Cincinnati.

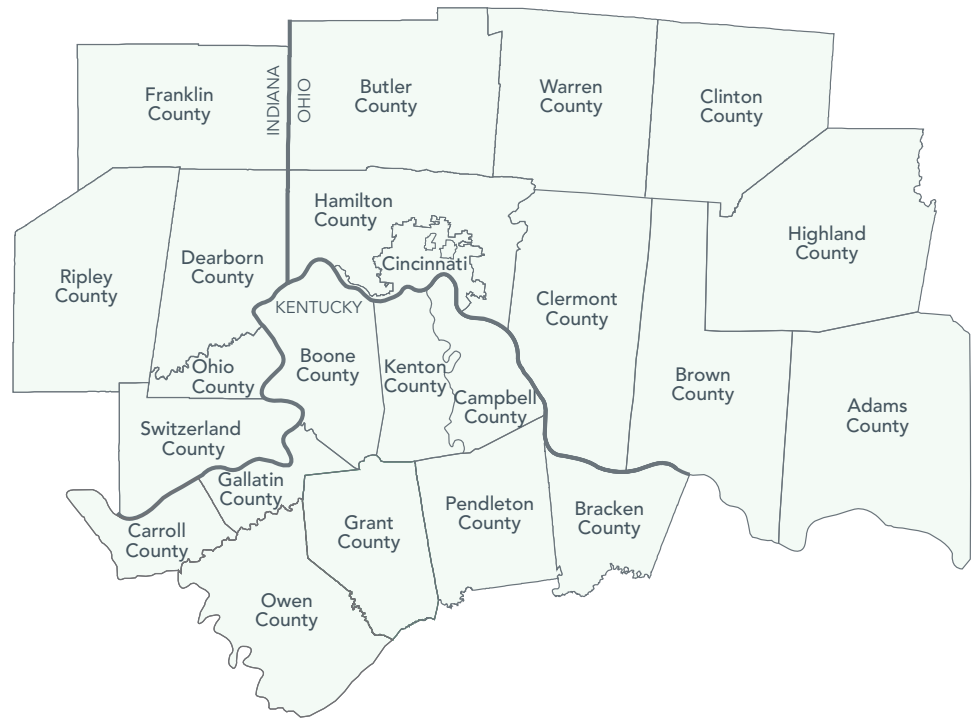
For more information about the survey, please visit our website at www.interactforhealth.org/about-tobacco-survey.

SURVEY TOPICS

Topics in the 2018 Greater Cincinnati Adult Tobacco Survey include:

- Percentage of adults who use:
 - Cigarettes.
 - Cigars, cigarillos and little filtered cigars.
 - E-cigarettes.
 - Smokeless tobacco.
 - Menthol cigarettes.
- Perception of harm and addictiveness of secondhand smoke, menthol cigarettes and e-cigarettes.
- Public opinion about tobacco-related policies.
- Social and community influences.
- Secondhand smoke exposure.
- Household and workplace smoking and e-cigarette rules.
- Tobacco cessation.
- Physical health and stress.

Survey region for the Greater Cincinnati Adult Tobacco Survey



METHODOLOGY

A total of 2,300 randomly selected adults residing in a 22-county area (see map) were interviewed by telephone between Aug. 11, 2018, and March 31, 2019. This included 847 landline and 1,453 cell phone interviews.

Like all surveys, statistical adjustments were made to correct any biases that exist because not all residents in the Greater Cincinnati area were interviewed. The potential margin of error for the survey is $\pm 2.0\%$. Caution should be used when interpreting subgroup

results because the margin of error for any subgroup is higher than that of the overall survey. Data have also been weighted to correct for potential sampling biases on age, race, sex, education and county of residence using data from the U.S. Census Bureau.

Oversamples were conducted to get a more accurate picture of tobacco use among specific groups. As part of the original survey and some as part of the oversample, 512 current smokers (margin of error: $\pm 4.3\%$), 368 African American residents ($\pm 5.1\%$) and 503 Florence, Kentucky, residents ($\pm 4.4\%$) were interviewed.