

## Facts about the survey

Launched in 2018 and repeated in 2022, 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.

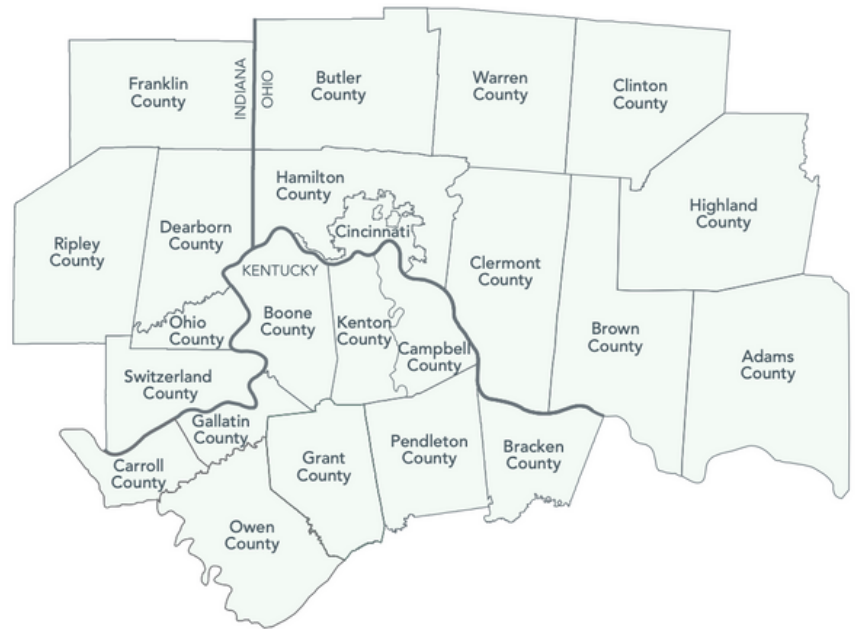
For more information about the survey, please visit our website at [www.interactforhealth.org/about-tobacco-survey](http://www.interactforhealth.org/about-tobacco-survey).

### 2018 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



### 2018 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.

## 2022 SURVEY TOPICS

Topics in the 2022 Greater Cincinnati Adult Tobacco Survey include:

- Percentage of adults who use:
  - Cigarettes.
  - Cigars, cigarillos and little filtered cigars.
  - E-cigarettes.
  - Smokeless tobacco.
  - Menthol cigarettes.
- Public opinion about tobacco-related policies.
- Social and community influences.
- Secondhand smoke exposure and perception of harm.
- Tobacco cessation.

## 2022 METHODOLOGY

A total of 2,271 randomly selected adults residing in a 22-county area (see map) were interviewed by telephone between Aug. 25, 2022-Oct. 23, 2022. This included 590 landline and 1,681 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  $\pm 2.1\%$ . 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, 556 current smokers (margin of error:  $\pm 4.2\%$ ) and 539 African American residents ( $\pm 4.2\%$ ) were interviewed.

## About Interact for Health

Interact for Health partners to ensure that people in our region have a just opportunity to live their healthiest lives, regardless of who they are or where they live. We advance health justice through grantmaking, collaboration, learning, convening and engagement. Interact for Health is an independent foundation that works in 20 counties in Ohio, Kentucky and Indiana.

Visit our website to learn more about our work, open funding opportunities and to subscribe to our Health Watch Newsletter.

[www.interactforhealth.org](http://www.interactforhealth.org)

