

1. Cool looking

How cool do you think smoking cigarettes looks?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	3%	3%	2%	3%	5%	1%	2%	4%	2%	1%
Somewhat cool	7%	10%	4%	9%	11%	5%	2%	12%	3%	7%
Not very cool	13%	15%	11%	11%	18%	13%	9%	11%	17%	9%
Not cool at all	71%	65%	77%	66%	60%	76%	82%	69%	69%	79%
Not sure	6%	8%	5%	10%	5%	5%	5%	3%	9%	4%
Totals (Unweighted N)	100% (999)	100% (479)	100% (520)	100% (188)	100% (253)	100% (380)	100% (178)	100% (325)	100% (452)	100% (222)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very cool	3%	2%	4%	6%	4%	3%	1%	0%	5%	2%	1%	3%
Somewhat cool	7%	6%	12%	6%	7%	9%	4%	5%	8%	4%	6%	9%
Not very cool	13%	13%	16%	15%	16%	12%	11%	10%	10%	10%	17%	13%
Not cool at all	71%	74%	66%	58%	65%	70%	78%	83%	71%	77%	69%	69%
Not sure	6%	5%	2%	16%	9%	6%	6%	2%	6%	6%	7%	6%
Totals (Unweighted N)	100% (999)	100% (768)	100% (116)	100% (115)	100% (359)	100% (272)	100% (68)	100% (141)	100% (174)	100% (208)	100% (379)	100% (238)

	Smoking history		
	Total	Yes	No
Very cool	3%	3%	2%
Somewhat cool	7%	10%	4%
Not very cool	13%	20%	7%
Not cool at all	71%	58%	83%
Not sure	6%	8%	5%
Totals (Unweighted N)	100% (999)	100% (483)	100% (514)

2. Hard working

Do you think smokers are more or less hard working than non-smokers?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Smokers are <u>more</u> hard working than non-smokers	3%	4%	2%	3%	2%	4%	3%	4%	3%	2%
Smokers and non-smokers are equally hard working	60%	57%	62%	56%	57%	67%	55%	58%	62%	57%
Smokers are <u>less</u> hard working than non-smokers	20%	23%	17%	17%	20%	20%	23%	17%	18%	31%
Not sure	17%	16%	18%	24%	21%	9%	18%	21%	17%	10%
Totals (Unweighted N)	100% (997)	100% (478)	100% (519)	100% (187)	100% (253)	100% (379)	100% (178)	100% (325)	100% (451)	100% (221)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Smokers are <u>more</u> hard working than non-smokers	3%	2%	5%	7%	6%	1%	—	0%	2%	4%	5%	1%
Smokers and non-smokers are equally hard working	60%	63%	55%	46%	59%	62%	77%	55%	63%	60%	58%	59%
Smokers are <u>less</u> hard working than non-smokers	20%	20%	21%	19%	19%	21%	9%	33%	14%	21%	20%	24%
Not sure	17%	15%	19%	28%	16%	16%	14%	11%	21%	15%	17%	16%
Totals (Unweighted N)	100% (997)	100% (767)	100% (116)	100% (114)	100% (358)	100% (271)	100% (68)	100% (141)	100% (174)	100% (207)	100% (379)	100% (237)

	Total	Smoking history	
		Yes	No
Smokers are <u>more</u> hard working than non-smokers	3%	6%	1%
Smokers and non-smokers are equally hard working	60%	72%	48%
Smokers are <u>less</u> hard working than non-smokers	20%	12%	28%
Not sure	17%	10%	23%
Totals (Unweighted N)	100% (997)	100% (483)	100% (513)

3. Social class

Which social classes are most likely to smoke cigarettes? (Select all that apply.)

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Wealthy	2%	3%	1%	6%	2%	1%	1%	3%	2%	1%
Upper middle class	3%	4%	2%	5%	3%	2%	1%	4%	3%	2%
Middle class	9%	10%	8%	10%	10%	9%	8%	11%	8%	10%
Lower middle class	26%	34%	19%	19%	27%	28%	32%	21%	28%	33%
Poor	22%	30%	15%	19%	28%	21%	20%	24%	22%	19%
Social class doesn't matter	51%	40%	62%	53%	47%	53%	51%	52%	50%	53%
Not sure	9%	9%	10%	12%	10%	8%	7%	7%	12%	6%
Totals	(1,000)	(479)	(521)	(188)	(254)	(380)	(178)	(325)	(453)	(222)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Wealthy	2%	1%	6%	4%	2%	2%	—	4%	2%	1%	2%	4%
Upper middle class	3%	3%	8%	1%	4%	2%	4%	1%	4%	2%	2%	4%
Middle class	9%	10%	13%	4%	10%	10%	8%	9%	9%	10%	9%	9%
Lower middle class	26%	30%	14%	17%	24%	26%	24%	43%	24%	30%	24%	29%
Poor	22%	25%	13%	14%	19%	19%	14%	41%	22%	22%	21%	23%
Social class doesn't matter	51%	50%	57%	54%	51%	56%	58%	39%	48%	50%	53%	52%
Not sure	9%	9%	8%	14%	10%	9%	11%	4%	13%	8%	11%	5%
Totals	(1,000)	(769)	(116)	(115)	(359)	(273)	(68)	(141)	(174)	(209)	(379)	(238)

	Total	Smoking history	
		Yes	No
Wealthy	2%	2%	2%
Upper middle class	3%	3%	3%
Middle class	9%	10%	8%
Lower middle class	26%	26%	27%
Poor	22%	21%	23%
Social class doesn't matter	51%	53%	50%
Not sure	9%	8%	11%
Totals	(1,000)	(483)	(514)

4. Moral superiority

Are non-smokers morally superior to smokers?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	9%	10%	8%	16%	9%	7%	5%	10%	9%	6%
No	77%	78%	76%	66%	78%	82%	81%	77%	75%	83%
Not sure	14%	12%	15%	18%	13%	11%	15%	12%	16%	11%
Totals (Unweighted N)	100% (996)	100% (477)	100% (519)	100% (187)	100% (252)	100% (379)	100% (178)	100% (324)	100% (451)	100% (221)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	9%	8%	14%	9%	11%	5%	10%	11%	8%	8%	7%	14%
No	77%	80%	77%	64%	71%	83%	86%	81%	75%	78%	79%	76%
Not sure	14%	12%	9%	26%	18%	11%	4%	8%	18%	14%	14%	9%
Totals (Unweighted N)	100% (996)	100% (766)	100% (116)	100% (114)	100% (358)	100% (271)	100% (68)	100% (141)	100% (174)	100% (207)	100% (379)	100% (236)

	Smoking history		
	Total	Yes	No
Yes	9%	5%	13%
No	77%	85%	70%
Not sure	14%	10%	17%
Totals (Unweighted N)	100% (996)	100% (483)	100% (512)

5. Smoking history

Have you smoked at least 100 cigarettes in your entire life?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	48%	55%	42%	24%	49%	54%	65%	46%	49%	49%
No	52%	45%	58%	76%	51%	46%	35%	54%	51%	51%
Totals (Unweighted N)	100% (997)	100% (477)	100% (520)	100% (187)	100% (253)	100% (379)	100% (178)	100% (324)	100% (452)	100% (221)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	48%	50%	45%	40%	58%	42%	51%	38%	53%	50%	45%	46%
No	52%	50%	55%	60%	42%	58%	49%	62%	47%	50%	55%	54%
Totals (Unweighted N)	100% (997)	100% (766)	100% (116)	100% (115)	100% (358)	100% (272)	100% (68)	100% (140)	100% (174)	100% (208)	100% (378)	100% (237)

	Smoking history		
	Total	Yes	No
Yes	48%	100%	—
No	52%	—	100%
Totals (Unweighted N)	100% (997)	100% (483)	100% (514)