

SAN DIEGO – CINCO DE MAYO CON ORGULLO COALITION
Tobacco Control Survey

The following questions will help us get to know more about what the community believes and thinks about tobacco education, use of tobacco products and how we can better address tobacco abuse problems in the Hispanic/Latino community. **There are no right or wrong answers.** Please take a few minutes to read each question carefully and place a check mark next to the answer most closely matching your belief.
Thank you for your time!!!.

1. What is your gender?
₁ Male ₂ Female
2. What is your age?
₁ <15
₂ 16-24
₃ 25-34
₄ 35-45
₅ 46-55
₅ 55+
3. What is your ethnic background?
₁ African American
₂ Asian/Pacific Islander
₃ Caucasian
₄ Central American
₅ Chicano
₆ Hispanic/Latino
₇ Mexican
₈ Other _____
4. When you are reading, speaking, or listening to radio or television, which language do you prefer to use?
₁ Only English
₂ Only Spanish
₃ Mostly English
₄ Mostly Spanish
₅ Other
5. Do you smoke cigarettes, cigars or other tobacco products?
₁ Yes
₂ No (SKIP TO QUESTION 7)
6. If you do not currently smoke, are you determined to never smoke?
₁ Yes
₂ No
7. Do you think leaders in your community are determined to protect people from secondhand smoke?
₁ Yes
₂ No
₃ Don't Know
8. Do you think merchants in your community still sell cigarettes to minors?
₁ Yes
₂ No
₃ Don't Know
9. Do you think children and youth are influenced by pro-tobacco advertising?
₁ Yes
₂ No
₃ Don't Know
10. Does the issue of tobacco in your community bother you enough to do something about it?
₁ Yes
₂ No
₃ Don't Know
11. What things would you do to prevent tobacco companies from influencing children and youth to smoke? **Select all that apply.**
₁ Get involved in anti-tobacco programs
₂ Call your elected officials
₃ Write letters to magazines that advertise
₄ Talk to youth in schools
₅ Other?

12. Which brand of cigarettes do you think is most popular among those people you know who smoke?

13. What printed materials do you read in which you see pro-tobacco advertising? **Select all that apply.**
- ₁ Fotonovelas
- ₂ Magazines
- ₃ Newspapers
- ₄ Joke books/Sunday ads
- ₅ Other
14. Did you know that people who don't smoke can be harmed by other people's cigarette smoke?
- ₁ Yes
- ₂ No
- ₃ Don't Know
15. Do you think government should do more to protect people from tobacco smoke?
- ₁ Yes
- ₂ No
- ₃ Don't Know
16. Do you think children are likely to smoke if their parents smoke?
- ₁ Yes
- ₂ No
- ₃ Don't Know
17. If a visitor who smokes comes to your home, would you ask them not to smoke inside?
- ₁ Yes
- ₂ No
- ₃ Don't Know
18. Would you display a "Smoke Free Home" sign in your house asking people not to smoke?
- ₁ Yes
- ₂ No
- ₃ Don't Know
19. Should tobacco companies to market cigarettes in other countries, such as Mexico, El Salvador, Guatemala, or Nicaragua?
- ₁ Yes
- ₂ No
- ₃ Don't Know
20. In the past month have you noticed any outdoor billboards against cigarette smoking?
- ₁ Yes
- ₂ No (**If NO, Skip to question 24 below**)
- ₃ Don't Know
21. If you have, which billboards do you remember the most?
- _____
- _____
- _____
22. What did the ads/billboards say and what did it look like?
- _____
- _____
- _____
23. Do you think it (the billboard ads) was effective?
- ₁ Yes
- ₂ No
- ₃ Don't Know
24. Do you know that people who smoke can get help for free by calling the Smokers Help Line number, 1-800-7-NOBUTTS, or in Spanish 1-800-45-NOFUME?
- ₁ Yes
- ₂ No
- ₃ Don't Know

**Thank you for your participation in this survey.
Paid for by Proposition 99 - The Tobacco Tax Initiative**