

Table 1: Prevalence of Health information seeking behavior among US adults exposed and non-exposed to Federal Court–Ordered Antismoking Advertisements by Sociodemographic Characteristics

Characteristic	Total Respondents		Respondents With Exposure *		Respondents Without Exposure **	
	No.	No.	% (95% CI) *	No.	% (95% CI) *	
Overall	3,024	1,234	81.9 (77.2 - 86.7)	1790	79.37 (75.6 - 83.2)	
Education level						
Less than high-school	210	81	70.2 (53.8 - 86.5)	129	64.9 (43.6- 86.3)	
12 years of education or high-school	529	183	70.9 (60.2 - 81.7)	346	66.5 (57.6 -75.5)	
Some college	909	297	80.1 (70.2 – 89.9)	512	82.7 (78.5 -86.97)	
College degree or more	1,376	573	93.3 (90.8 – 95.7)	803	88.9 (85.4 – 92.2)	
Age						
18-34	391	156	78 (59.8 – 96.2)	235	81.1 (73.1 – 89.1)	
35-49	610	249	85.9 (79.5 – 92.3)	361	85.1 (79.3 -90.8)	
50-64	1,002	414	80.6 (73.8 – 87.4)	588	75.7 (67.6 –83.9)	
65+	1021	415	83.1 (78.4 – 87.9)	606	74.2 (69.2 -79.2)	

Sex					
Female	1,797	732	88.9 (86.3 – 91.5)	1,065	83.2 (79.4 –86.9)
Male	1,227	502	75.4 (67.3 – 83.6)	725	75.3 (69.2 -81.5)
Race					
Non-Hispanic White	1,909	784	83.6 (76.4 - 90.8)	1,125	85.7 (82.1 -89.4)
Non-Hispanic Black or African American	417	179	79.7 (72.1 - 87.3)	238	60.9 (46.4 -75.4)
Hispanic	443	178	72.5 (61.3 -83.7)	265	67.2 (55.2 - 79.1)
Non-Hispanic Asian	133	45	92.5 (82.7- 102.3)	88	69.9 (54.6 - 85.1)
Non-Hispanic Other	122	48	88.9 (80.5- 97.3)	74	80.8 (57.7 -103.8)
Residence					
Urban	2,616	1,061	81.7 (76.5 - 86.9)	1,555	80.1 (76.3 -83.9)
Rural	408	173	83.5 (75.8 - 91.2)	235	74.9 (64.7 -85.2)
Income					
less than 35K	930	349	81.7 (74.9 - 88.4)	581	64.4 (57.1 -71.8)
35K-50K	395	161	70.8 (57.6 - 84.1)	234	76 (65.9 - 86.1)
50K-75K	554	234	75.7 (52.3 - 99.1)	318	83.1 (77.6 - 88.6)
>75K	1,145	488	87.9 (82.2 - 93.5)	657	90.4 (87 - 93.7)

Smoking status					
Current	396	210	81.6 (74.3 - 88.8)	186	78.3 (63.6 - 93.1)
former	750	299	88.2 (83.8 - 92.6)	451	83.1 (78 - 88.3)
Never	1878	725	79.9 (72.9 - 87.1)	1,153	78.4 (74.3 - 82.5)

*Results represent the number and weighted percentage of participants who replied yes to the following question: “In the past 6 months, have you seen messages in newspapers or on television that say that a federal court has ordered tobacco companies to make statements about the dangers of smoking cigarettes?”

**Results represent the number and weighted percentage of respondents who replied No to the following question: “In the past 6 months, have you seen messages in newspapers or on television that say that a federal court has ordered tobacco companies to make statements about the dangers of smoking cigarettes?”

Table 2: Prevalence of Health seeking information behavior among US adults exposed to Federal Court–Ordered Antismoking Advertisements by category of advertisement recalled seeing

Characteristic	Total Responders' who answered (Yes) to seeing CSs	Message 1 "Federal court–ordered tobacco messages about: health effects of smoking "		Message 2 "Federal Court has ordered tobacco message about Adverse Health Effects of Exposure to Second-Hand Smoke"		Message 3 "Federal Court has ordered tobacco message about Addictiveness of Smoking and Nicotine"		Message 4 "Federal Court has ordered tobacco messages about Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery"		Message 5 "Federal Court has ordered tobacco messages about Lack of Significant Health Benefit from Smoking "Low Tar," "Light," "Ultra Light," "Mild," and "Natural" Cigarettes"	
		No.	No. % (95% CI)	No. % (95% CI)	No. % (95% CI)	No. % (95% CI)	No. % (95% CI)	No. % (95% CI)			
Overall	1,234	1,036	82.3% (77 - 87.7)	786	81% (74.7- 87.2)%	687	84.6% (79.9- 89.4)%	330	76.1% (61.5-90.7)	450	83.3 (77.2- 89.4)%
Education level											
Less than high-school	81	64	74.3% (57.8- 90.7)	59	70.8% (52.8 - 88.8)%	40	80.4% (62.7-98.01)%	24	77.2% (50.8- 103.5)%	30	81% (58.3- 103.7)%
12 years of education or completed high-school	183	149	72.7% (60.6 - 84.8)%	110	70.8% (58.4 - 83.1)%	95	69.6% (54.5 -84.7)%	44	63.5% (40.1- 86.9)%	69	76.9% (59.6 -94.1)%
Some college	297	336	78.9 % (67.6- 90.3)%	260	78.9% (65.3 -92.6)%	229	83.8% (76.9 -90.7)%	111	71.9% (42- 101.7)%	139	79.7% (67.1- 92.3)%
College degree or more	573	487	93.9% (91.3 -96.4)%	357	92.7% (89.6 -95.8)%	323	94.7% (92.3 -97.1)%	151	91.4% (86.1- 96.8)%	212	92.7% (89.03 -96.4)%
Age											
18-34	156	135	78.6 % (58.3 -98.9)%	117	73.7% (51.8- 95.7)%	87	86.5% (72.7-100.3)%	40	60.7% (0.3- 121.8)%	56	77.1% (52.8 -101.4)%
35-49	249	217	86.9 % (79.7- 94.02)%	154	88.3% (80.4 - 96.2)	133	86.7% (77.3- 96.1)%	52	86.6% (64.9-108.2)%	75	90.5%

											(77.2 -103.8)%
50-64	414	348	80.6% (73.8- 87.3)%	265	80% (72.2- 87.7)%	232	81.7% (74.3- 89.1)%	116	76.7% (64.4 - 89)%	150	80.7% (70.8- 90.6)%
65+	415	336	83.3% (77.3 -88.7)%	250	82.4% (76.2- 88.6)%	235	84.6% (77.7- 91.4)%	122	83,6% (73.2 - 94.04)%	169	83.9 % (75.4- 92.4)%
Sex											
Female	732	624	89.6% (86.7 - 92.5)%	487	88.3% (85.2 - 91.5)%	408	89.8% (86.6 - 93.1)%	186	88.8% (42.3 - 90.4)%	248	88% (82.9 - 93)%
Male	502	412	75.6% (66.3- 84.8)%	299	73.5% (61.9- 84.9)%	279	79.4% (71.4 - 87.4)%	144	66.3% (82.3 - 95.2)%	202	79.4% (68.5 - 90)%
Race											
Non-Hispanic White	784	668	83.7% (75.6 - 91.7)%	488	81.7% (72.4 - 91)%	454	86.8% (80.7 - 92.8)%	226	75.6% (55.7 - 95.6)%	316	84.2% (76.5 - 92)%
Non-Hispanic Black or African American	179	143	78.6% (68.3 - 88.8)%	123	80.6% (70.1 - 91.1)%	88	76.8% (64.7 - 88.9)%	39	77.4% (55.9 - 98.9)%	52	81% (64 - 98.1)%
Hispanic	178	145	74% (61.1 – 86.9)%	122	76.3% (65.1 - 87.4)%	96	77.4% (63.9 - 90.9)%	39	72.7% (42.5 -102.9)%	53	78.9% (55.3 - 102.5)%
Non-Hispanic Asian	45	38	92.5% (81.9-103)%	22	88.4% (74.3- 102.5)%	20	89.5% (74.5-104.6)%	8	86.6% (56.3 - 117)%	9	89.2% (64.6 - 113.9)%
Non-Hispanic Other	48	42	90.6% (82.5 - 98.7)%	31	88.2% (77.1 - 99.3)%	29	88.3% (78.3-98.3)%	18	89.6% (77.9 - 101.4)%	20	84.7% (69.3 - 100.1)%
Residence											
Urban	1,061	892	81.9% (76.2 – 87.8)%	673	80.5% (73.4 - 87.7)%	588	85% (80.1- 89.9)%	283	72.8% (55.7 - 89.8)%	378	82.3% (75.3 - 89.3)%
Rural	173	144	84.9% (76.2- 93.7)%	133	83.8% (74.1- 93.4)%	99	82.5% (71.4- 93.6)%	47	94.6%	72	88.2%

									(87.5 - 101.6)%		(79.1 - 97.4)%
Income											
less than 35K	349	284	84.4% (77 - 91.7)%	228	83.3% (75.8 - 90.8)%	173	84.1% (73.9 - 94.2)%	85	83.4% (73.3 - 93.6)%	131	83.6% (75.9 - 91.3)%
35K-50K	161	129	73.2% (58.1 - 88.3)%	106	68.9% (53.9 - 83.8)%	94	69.1% (54.2 - 83.9)%	40	67.9% (35.9 - 99.9)%	65	71.3% (46.4 - 96.2)%
50K-75K	234	201	74.4% (48.1 - 100.6)%	144	70.5% (35.8 - 105.1)%	140	88% (81.2 - 94.9)%	77	59.8% (7.5 - 112.1)%	79	86.2% (75.4 - 97)%
>75K	488	422	86.9% (80.6 - 93.2)%	308	87.8% (79.8 - 95.8)%	280	88.6% (79.5 - 97.7)%	128	86.8% (79.2 - 94.4)%	175	86.9% (74.5 - 99.3)%
Smoking status											
Current	210	178	81.4% (73.8 - 89)%	145	80.6% (72.3 - 88.9)%	126	81.5% (72.7 - 90.3)%	70	79.6% (66.01 - 93.2)%	109	84.6% (76.7 - 92.4)%
former	299	251	87.8% (82.7 - 92.8)%	190	88.8% (83 - 94.6)%	169	89.3% (82.8 - 95.7)%	80	87% (78 - 96)%	120	86.6% (78.1 - 95)%
Never	725	606	80.9% (72.8 - 89)%	451	78.3% (68.4 - 88.2)%	392	84% (76.4 - 91.6)%	180	70.8% (48.9 - 92.7)%	221	81.2% (69.7 - 92.7)%

Table 3. Adjusted Logistic regression of exposure to US Federal Court–Ordered Antismoking Advertisements and health information seeking by Sociodemographic Characteristics: Sex, Education level; and number of ads recalled

Characteristic	Adjusted Odds Ratio (95% CI)	P Value
Seen CSs Advertisements		
No	1 [Reference]	NA*
Yes	1.11 (0.76 %- 1.63%)	0.76
Education		
Less than High school	1 [Reference]	NA*
12 years or completed high school	0.80 (0.4% - 1.58%)	0.51
Some college	1.46 (0.72% - 2.95 %)	0.29
College graduate or higher	2.56 (1.26% - 5.21%)	0.01
Sex		
Male	1 [Reference]	NA*
Female	2.07 (1.59 % - 2.69%)	0.0001
Race		
White	1 [Reference]	NA*
Black	0.46 (0.29% - 0.74%)	0.002
Hispanic	0.51 (0.33% - 0.79 %)	0.003
Asian	0.67 (0.27% - 1.67%)	0.382
Income		
< 35K	1 [Reference]	NA*
35K-50K	1.11 (0.72% - 1.70%)	0.63
50K-75K	1.38 (0.69% - 2.75 %)	0.36
> 75K	2.53 (1.58% - 4.03%)	0.0001

**NA, not applicable.

Figure1: Percentage of Reported Exposure to Federal Court–Ordered Messages Among US Adults

