

# Cavalier County Health District

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## Final Report: 2011 Secondhand Smoke Study of Cavalier County

Prepared by

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## Section

# 1

## METHODOLOGY

### Purpose

The overall purpose of this research study was to (1) obtain information that will be used to refine plans and strategies that enhance the tobacco-free position in the minds of consumers and (2) provide data that is comparable to the “2010 Statewide Secondhand Smoke Study.” Therefore, the study focused on the following issues:

- ☐ Assess perceived risks of secondhand smoke
- ☐ Assess perceptions related to where smoking should be allowed
- ☐ Measure perceptions related to secondhand smoke in bars and lounges
- ☐ Monitor reaction to expanding the current law

### Collection Technique & Timing

All data was collected through the use of telephone interviews from November 15 to December 9, 2010 (statewide) and January 26 to February 10, 2011 (Cavalier County). The data collection was completed in compliance with specifications established by Winkelman Consulting. Interviewing was supervised and performed by trained personnel from Performance Marketing & Research - Fargo.

### Sampling Frame & Sample Size

The population from which the sample was drawn included Cavalier County adults (18 years of age or older). A random-systematic sampling technique was employed in this study to select respondents. From the selected sample of respondents, 290 interviews were completed (37 from the statewide sample and 253 from the Cavalier County sample).

Like the Statewide Study, the results were weighted to assure that the distribution of the sample was representative of the county’s actual population distribution.

### Margin of Error

The 290 completed interviews provide a 95% confidence level with an overall minimum and maximum margin of error of  $\pm 3.3\%$  and  $\pm 5.5\%$ , respectively, in estimating the proportion of the population that possess a certain characteristic or opinion. In other words, if 100 samples (all 290 in size) were drawn from this population, approximately 95 of the samples would have proportions within  $\pm 3.3\%$  and  $\pm 5.5\%$  of the proportions of the entire population for the characteristic or opinion being measured.

The margin of error explained previously only applies to responses of the *entire* sample. As shown in the following chart, the margin of error will be larger when looking at the responses of smaller segments.

			Margin of Error for results at or about...				
Populations	Completions	Adults	10%/90%	20%/80%	30%/70%	40%/60%	50%/50%
Total Sample	290	3,643	3.3%	4.4%	5.1%	5.4%	5.5%
General	275	3,455	3.4%	4.5%	5.2%	5.6%	5.7%
Sub-segments	250	3,141	3.6%	4.8%	5.4%	5.8%	5.9%
	225	2,826	3.8%	5.0%	5.7%	6.1%	6.3%
	200	2,512	4.0%	5.3%	6.1%	6.5%	6.6%
	175	2,198	4.3%	5.7%	6.5%	7.0%	7.1%
	150	1,884	4.6%	6.1%	7.0%	7.5%	7.7%
	125	1,570	5.0%	6.7%	7.7%	8.2%	8.4%
	100	1,256	5.6%	7.5%	8.6%	9.2%	9.4%
	75	942	6.5%	8.7%	9.9%	10.6%	10.9%
	50	628	8.0%	10.6%	12.2%	13.0%	13.3%
	25	314	11.3%	15.0%	17.2%	18.4%	18.8%

\* The maximum margin of error is shown in the "50%/50%" column and the minimum margin of error is shown in the "10%/90%" column.

## Section 2

### EXECUTIVE SUMMARY

When reviewing the executive summary, the findings and conclusions will be more thoroughly understood if several other sections of the report are also reviewed. First, the questionnaire in Section 4 provides the actual phrasing for each question. A solid understanding of the context in which each question was asked will enable you to more accurately interpret the findings. Second, the contingency tables in Section 5 provide detailed results for many different sample segments. Third, an electronic copy of the "2010 Statewide Secondhand Smoke Study" will also be provided to you and provide much more information related to that ongoing study. Since the condensed nature of this summary report format does not allow us to address all of these findings, we strongly recommend that you review the contingency tables and use them to facilitate any major decisions you make.

#### **Purpose #1: Assess perceived risks of secondhand smoke**

- A vast majority of respondents believe it is at least somewhat harmful for a nonsmoker to work in a bar or other public place where smoking is allowed (89.8% in Cavalier County, 89.7% in Region 3, and 93.8% Statewide) and/or frequently visit a bar or other public place where smoking is allowed (87.9% in Cavalier County, 88.3% in Region 3, and 90.4% Statewide).

#### **Purpose #2: Assess perceptions related to where smoking should be allowed**

- The proportion of Cavalier County respondents that stated smoking should not be allowed either in the building or on the surrounding grounds was similar to the region/statewide results (38.0% in Cavalier County, 32.1% in Region 3, and 34.9% Statewide).

#### **Purpose #3: Measure perceptions related to secondhand smoke in bars and lounges**

- The proportion of Cavalier County respondents that said the statement "employees and nonsmokers have a right to breathe clean air in bars or lounges, so we should have laws that prohibit smoking in bars or lounges" comes closer to their personal point of view was similar to the region/statewide results (58.5% in Cavalier County, 58.1% in Region 3, and 59.9% Statewide).
- A much lower proportion of Cavalier County respondents reported their community does have an expanded smoke-free ordinance (6.5% in Cavalier County, 6.5% in Region 3, and 29.8% Statewide).

- The proportion of respondents that said they would visit (or have visited) a bar or lounge much or somewhat more (33.6% in Cavalier County, 25.9% in Region 3, and 28.5% Statewide) is larger than the proportion who said they would visit a bar or lounge much or somewhat less (5.0% in Cavalier County, 4.6% in Region 3, and 6.3% Statewide). Also, a majority of Cavalier County respondents said they would go to a bar or lounge either "just as often" or "more often" if all of the bars and lounges in their community became completely smoke-free (75.0% in Cavalier County, 79.1% in Region 3, and 79.3% Statewide).
- A majority of respondents said they would strongly or somewhat support a community law to eliminate or prohibit smoking in all workplaces including bars and lounges (72.5% in Cavalier County, 70.1% in Region 3, and 75.6% Statewide). In contrast, a much smaller proportion of respondents reported they would strongly or somewhat oppose such a community law (17.5% in Cavalier County, 21.7% in Region 3, and 16.2% Statewide).

#### **Purpose #4: Monitor reaction to expanding the current law**

- A majority of respondents (69.3% in Cavalier County, 69.6% in Region 3, and 72.5% Statewide) said they would strongly or somewhat support a state law to eliminate smoking in all workplaces including bars and lounges.
- More than seven of every ten Cavalier County respondents (72.2% in Cavalier County, 63.7% in Region 3, and 72.0% Statewide) said they have visited a smoke-free bar or lounge.
  - Of those who have visited a smoke-free bar or lounge, more than six of every ten respondents said the experience made them more likely to support expanding the state smoke-free law (66.1% in Cavalier County, 62.5% in Region 3, and 65.4% Statewide).

#### **Smoking Status**

- The proportion of current smokers surveyed is relatively low (15.3% in Cavalier County, 14.5% in Region 3, and 12.4% Statewide).



# Section 3

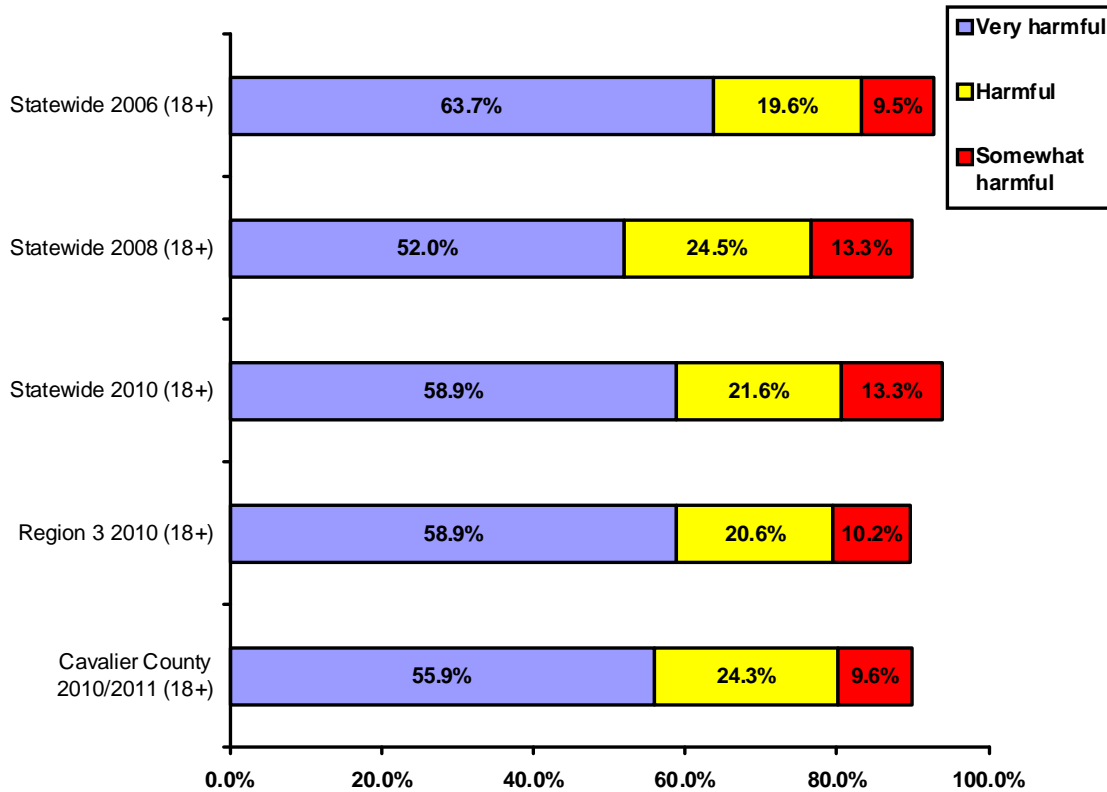
## FIGURES & CHARTS: SUMMARY OF FINDINGS

### Purpose #1: Assess perceived risks of secondhand smoke

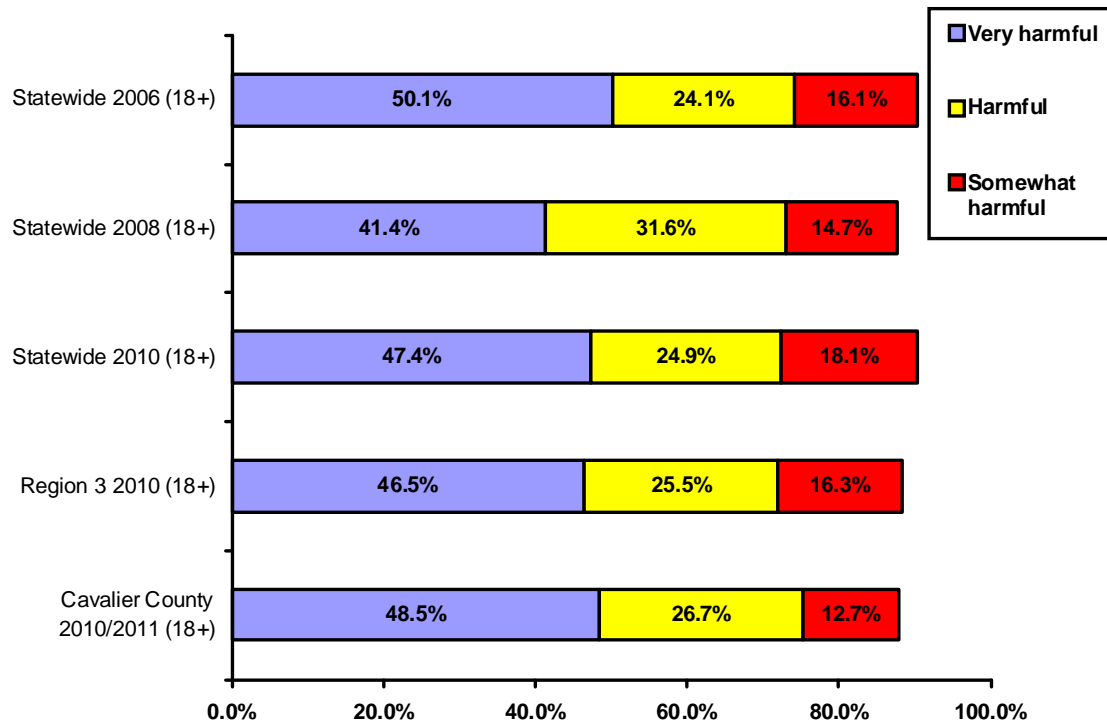
- Using a scale of very harmful, harmful, somewhat harmful, not very harmful, or not at all harmful, all respondents were asked what impact they feel secondhand smoke will have on the health of a nonsmoker if the nonsmoker (1) works in a bar, lounge, or other public place where smoking is allowed, or (2) frequently visits a bar, lounge, or other public place where smoking is allowed. As can be seen in **Figures 1a and 1b**, a vast majority of respondents believe it is at least somewhat harmful for a nonsmoker to work in a bar or other public place where smoking is allowed (89.8% in Cavalier County, 89.7% in Region 3, and 93.8% Statewide) and/or frequently visit a bar or other public place where smoking is allowed (87.9% in Cavalier County, 88.3% in Region 3, and 90.4% Statewide).

**Figure 1a. (2006-2010/2011) What do you feel is the impact secondhand smoke will have on the health of a nonsmoker if the nonsmoker works in a public place where smoking is allowed?**

*(Includes all respondents)*



**Figure 1b. (2006-2010/2011) What do you feel is the impact secondhand smoke will have on the health of a nonsmoker if the nonsmoker frequently visits public places where smoking is allowed?**  
(Includes all respondents)

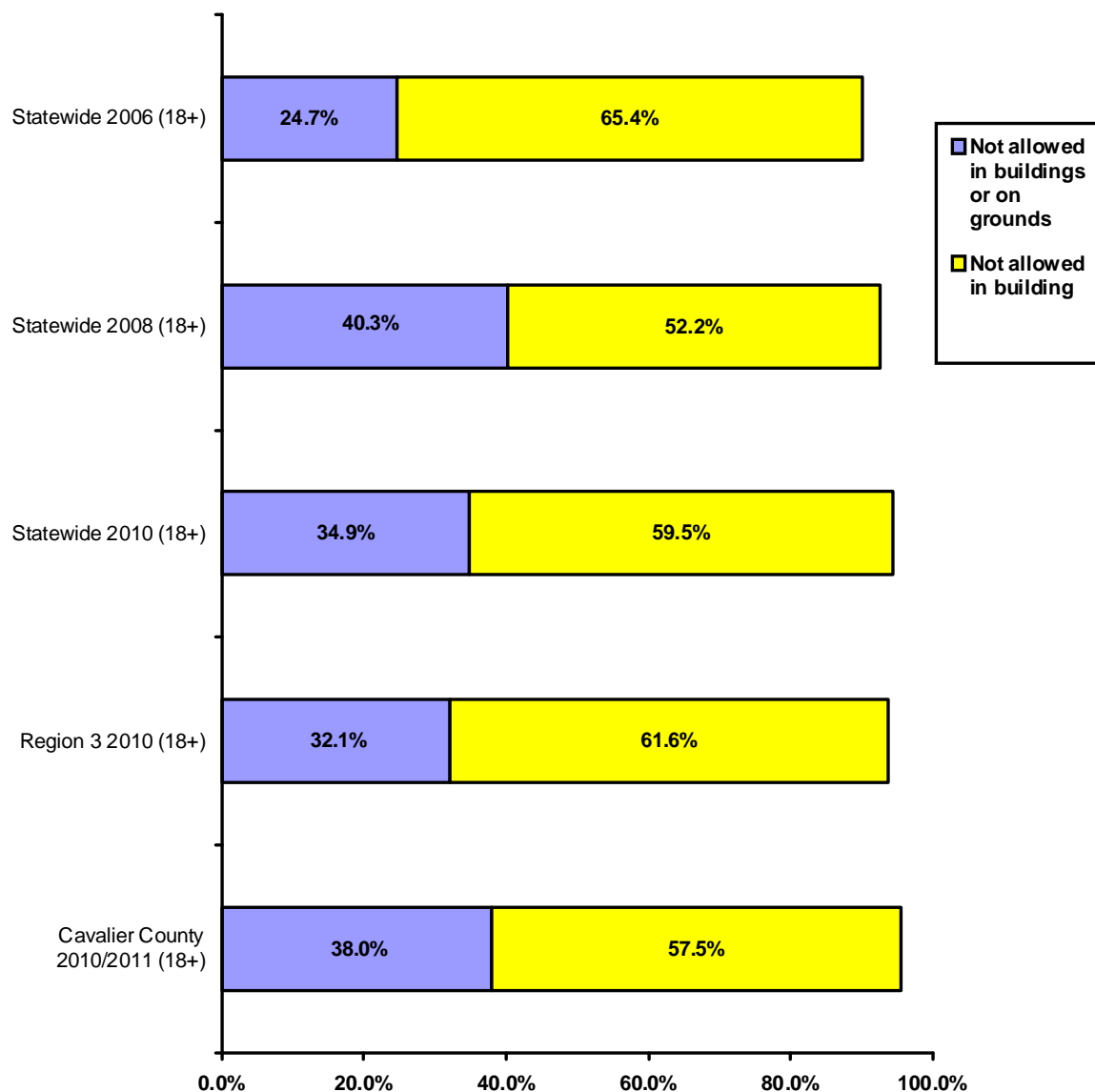


## Purpose #2: Assess perceptions related to where smoking should be allowed

- For workplaces in which smoking is not currently allowed, all respondents were asked where smoking should be allowed in private businesses and other non-government offices or work places. As can be seen in **Figure 2**, the proportion of Cavalier County respondents that stated smoking should not be allowed either in the building or on the surrounding grounds was similar to the region/statewide results (38.0% in Cavalier County, 32.1% in Region 3, and 34.9% Statewide).

**Figure 2. (2006-2010/2011) Where should smoking be allowed in private businesses and other non-government workplaces?**

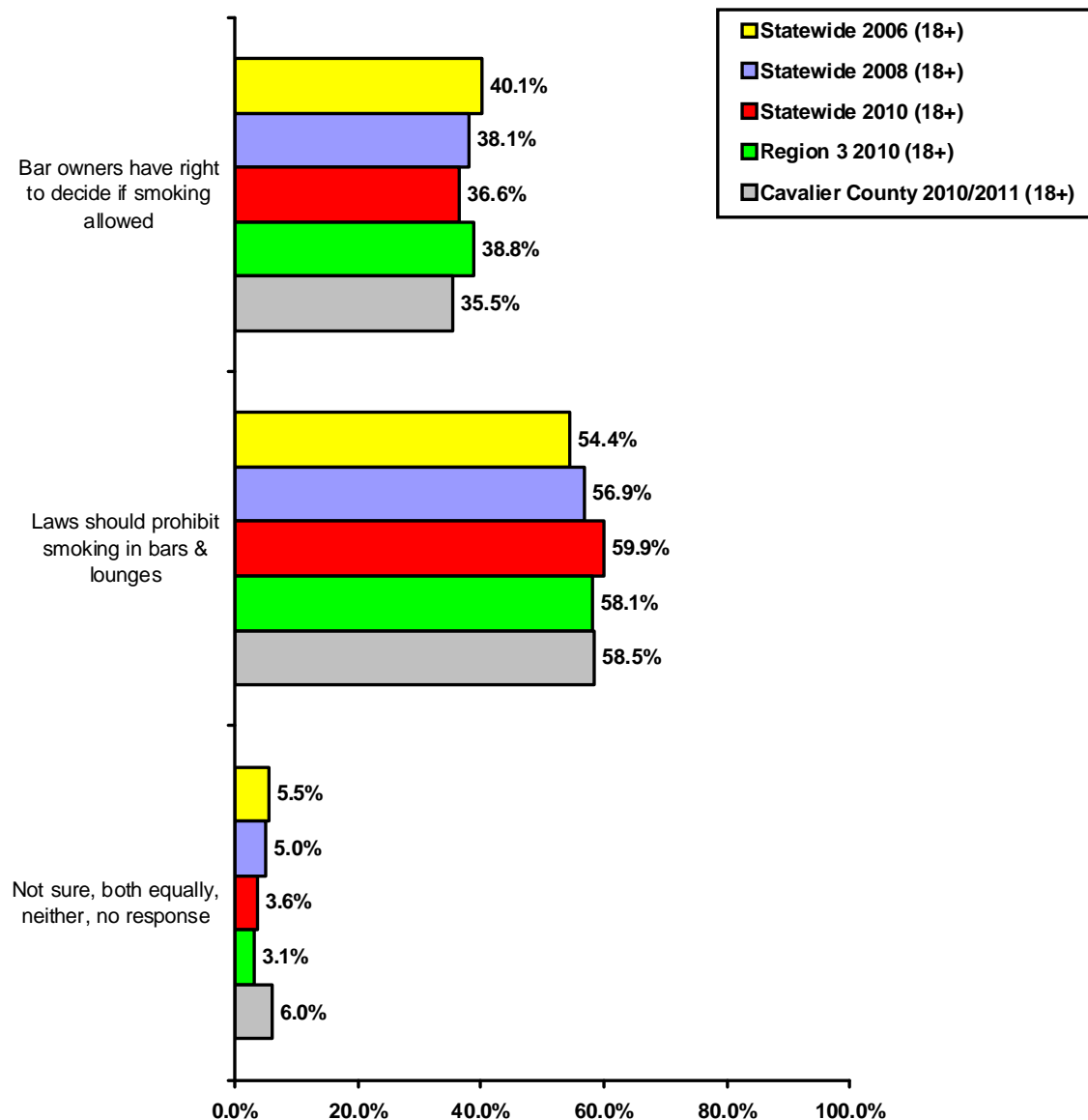
*(Includes all respondents)*



### Purpose #3: Measure perceptions related to secondhand smoke in bars and lounges

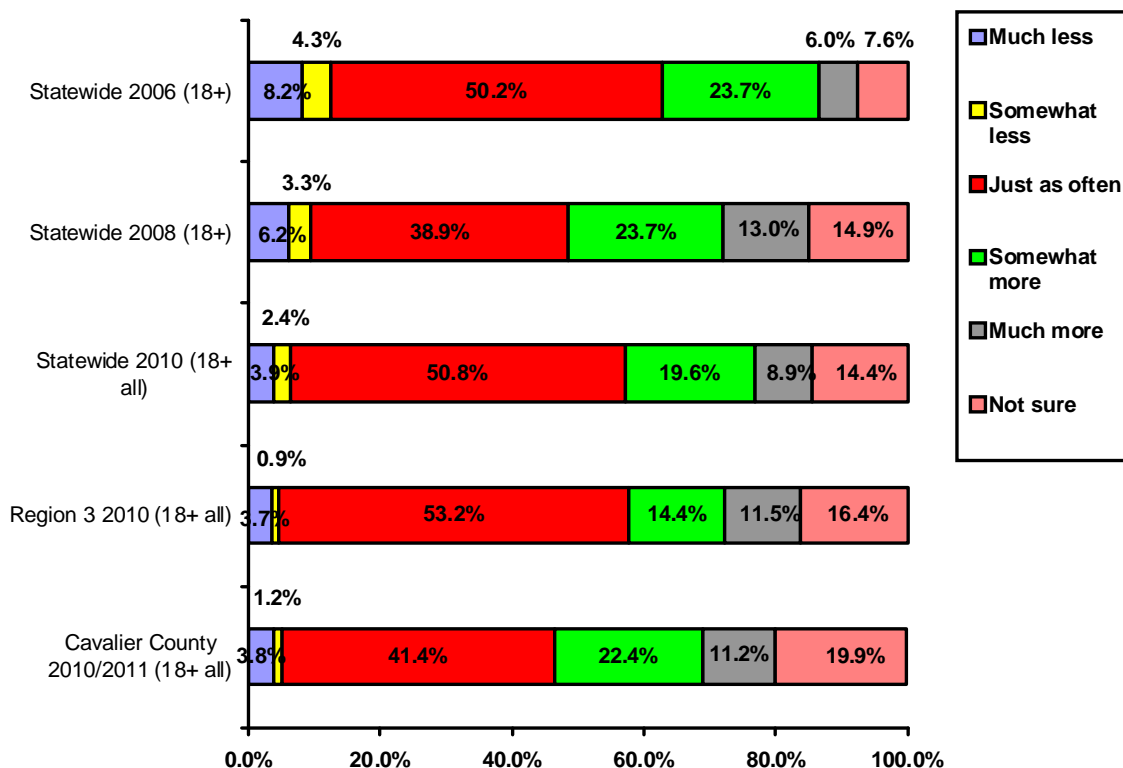
- All respondents were asked to indicate which one of two statements they feel comes closer to their personal point of view. As can be seen in **Figure 3a**, the proportion of Cavalier County respondents that said the statement “employees and nonsmokers have a right to breathe clean air in bars or lounges, so we should have laws that prohibit smoking in bars or lounges” comes closer to their personal point of view was similar to the region/statewide results (58.5% in Cavalier County, 58.1% in Region 3, and 59.9% Statewide).

**Figure 3a. (2006-2010/2011) Which of the following two statements do you feel comes closer to your personal point of view?**  
(Includes all respondents)



- In 2010/2011, all respondents were asked if their community has a smoke-free ordinance that prohibits smoking in all of the bars and lounges. Overall, a much lower proportion of Cavalier County respondents reported their community does have an expanded smoke-free ordinance (6.5% in Cavalier County, 6.5% in Region 3, and 29.8% Statewide).
- All respondents<sup>1</sup> were asked how it would affect how often they go out to a bar or lounge if all of the bars and lounges in their community became completely smoke-free. As can be seen in **Figure 3b**, the proportion of respondents that said they would visit (or have visited) a bar or lounge much or somewhat more (33.6% in Cavalier County, 25.9% in Region 3, and 28.5% Statewide) is larger than the proportion who said they would visit a bar or lounge much or somewhat less (5.0% in Cavalier County, 4.6% in Region 3, and 6.3% Statewide). Also, a majority of Cavalier County respondents said they would go to a bar or lounge either “just as often” or “more often” if all of the bars and lounges in their community became completely smoke-free (75.0% in Cavalier County, 79.1% in Region 3, and 79.3% Statewide).

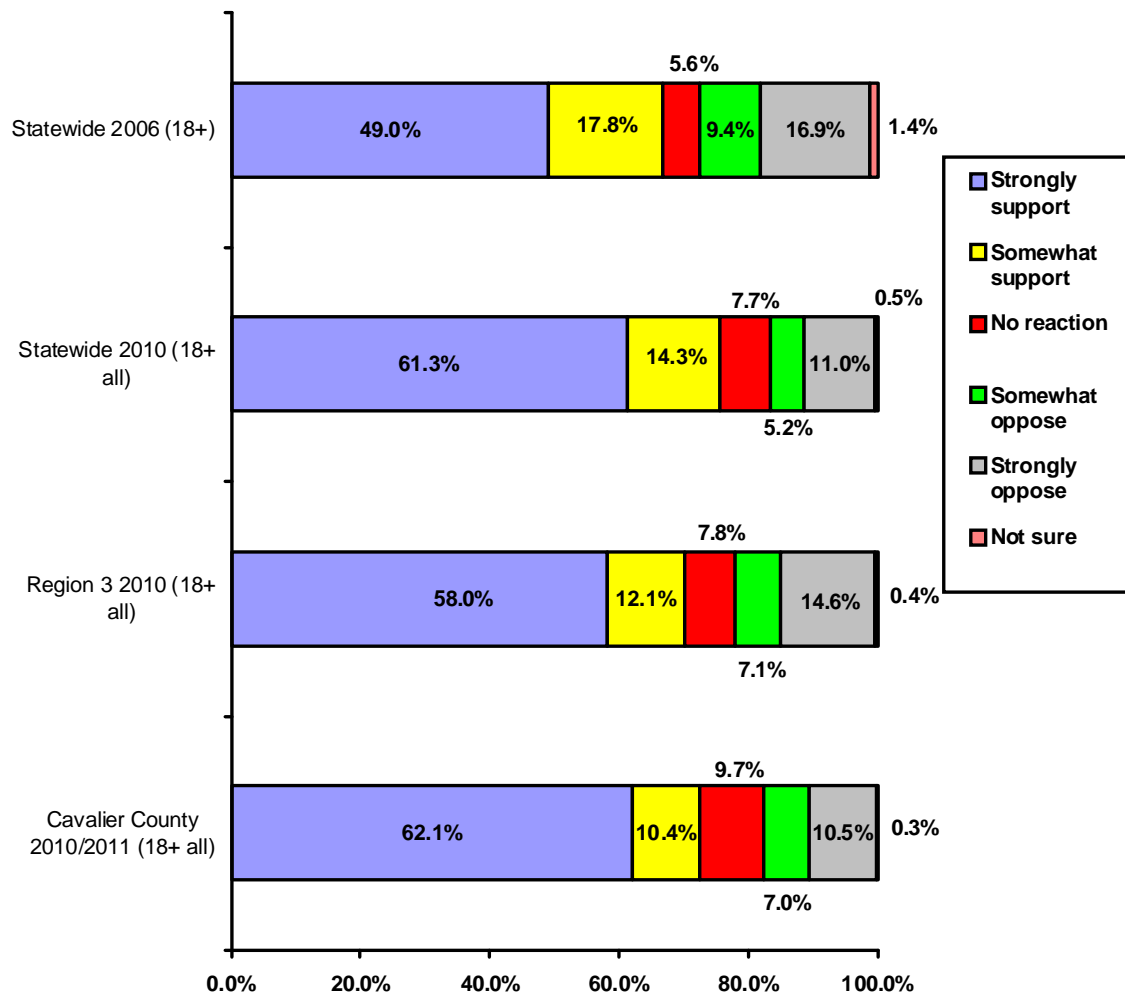
**Figure 3b. (2006 all & 2010/2011 without ordinance) If all of the bars and lounges in your community became completely smoke-free, how would that affect how often you go out to a bar or lounge? (2010/2011 with ordinance) Since all of the bars and lounges in your community have become completely smoke-free, how has it affected how often you now go out to a bar or lounge?**  
(Includes all respondents)



<sup>1</sup> In 2010, those who said their community does have an expanded smoke-free ordinance were asked how the ordinance has affected how often they now go out to a bar or lounge since all of the bars and lounges in their community have become completely smoke-free. Those who said their community does not have an expanded smoke-free ordinance were asked the same question asked in previous years.

- All respondents<sup>2</sup> were asked what their reaction would be if a law was proposed in their community to eliminate all tobacco smoke from all indoor workplaces – including bars and lounges. **Figure 3c** shows that a majority of respondents said they would strongly or somewhat support a community law to eliminate or prohibit smoking in all workplaces including bars and lounges (72.5% in Cavalier County, 70.1% in Region 3, and 75.6% Statewide). In contrast, a much smaller proportion of respondents reported they would strongly or somewhat oppose such a community law (17.5% in Cavalier County, 21.7% in Region 3, and 16.2% Statewide).

**Figure 3c. (2006 all & 2010/2011 without ordinance) What would be your reaction if a law was proposed in your community to eliminate all tobacco smoke from all indoor workplaces, including bars and lounges? (2010/2011 with ordinance) Overall, how would you describe your reaction to the current smoke-free city ordinances in your community? (Includes all respondents)**



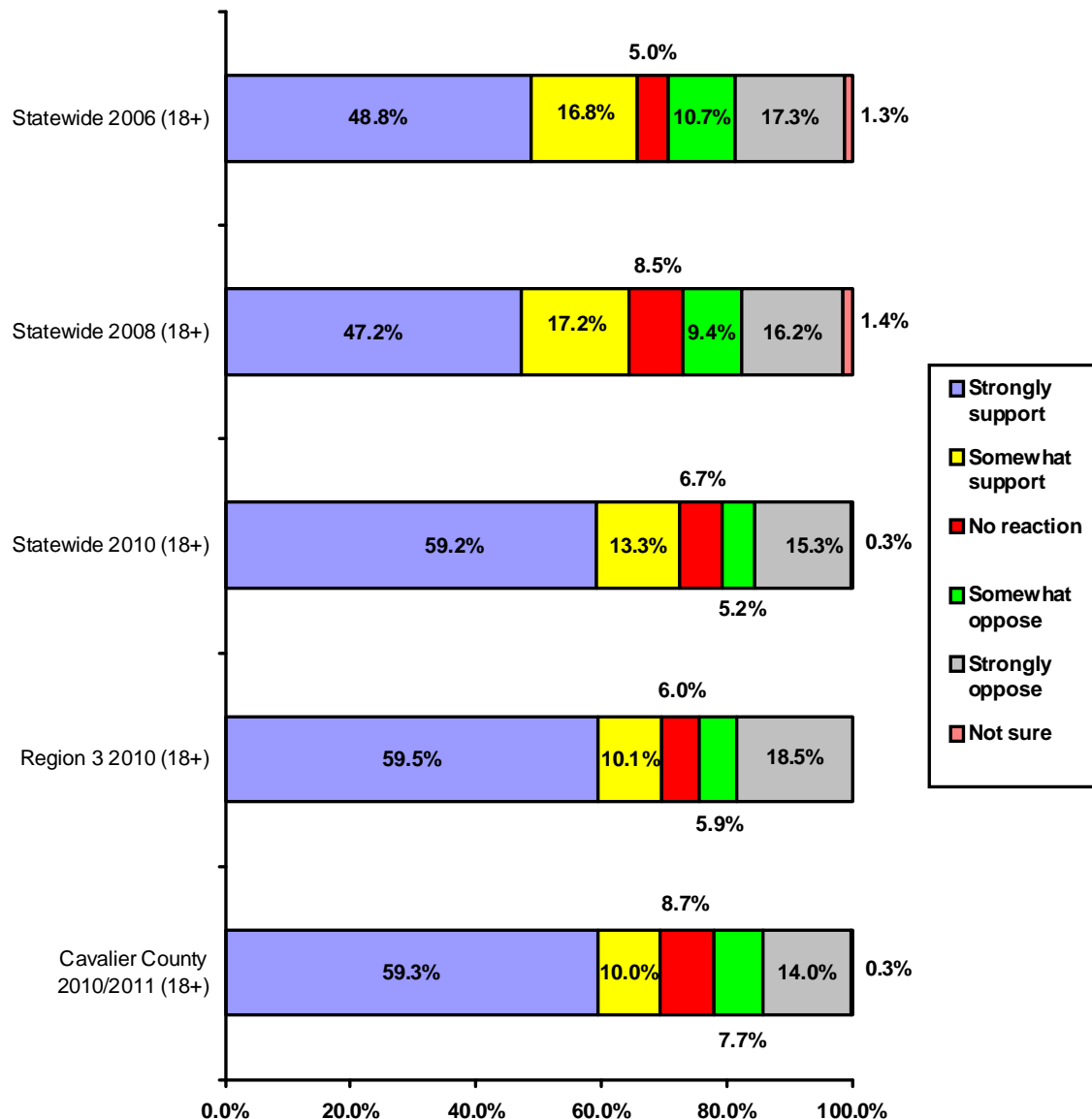
<sup>2</sup> In 2010, those who said their community does have an expanded smoke-free ordinance were asked how they would describe their overall reaction to the current smoke-free city ordinances in their community. Those who said their community does not have an expanded smoke-free ordinance were asked the same question asked in previous years.

#### Purpose #4: Monitor reaction to expanding the current law

- All respondents were asked what their reaction would be if the state smoke-free law was expanded to prohibit smoking in all North Dakota workplaces including bars and lounges. **Figure 4a** shows that a majority of respondents (69.3% in Cavalier County, 69.6% in Region 3, and 72.5% Statewide) said they would strongly or somewhat support a state law to eliminate smoking in all workplaces including bars and lounges.

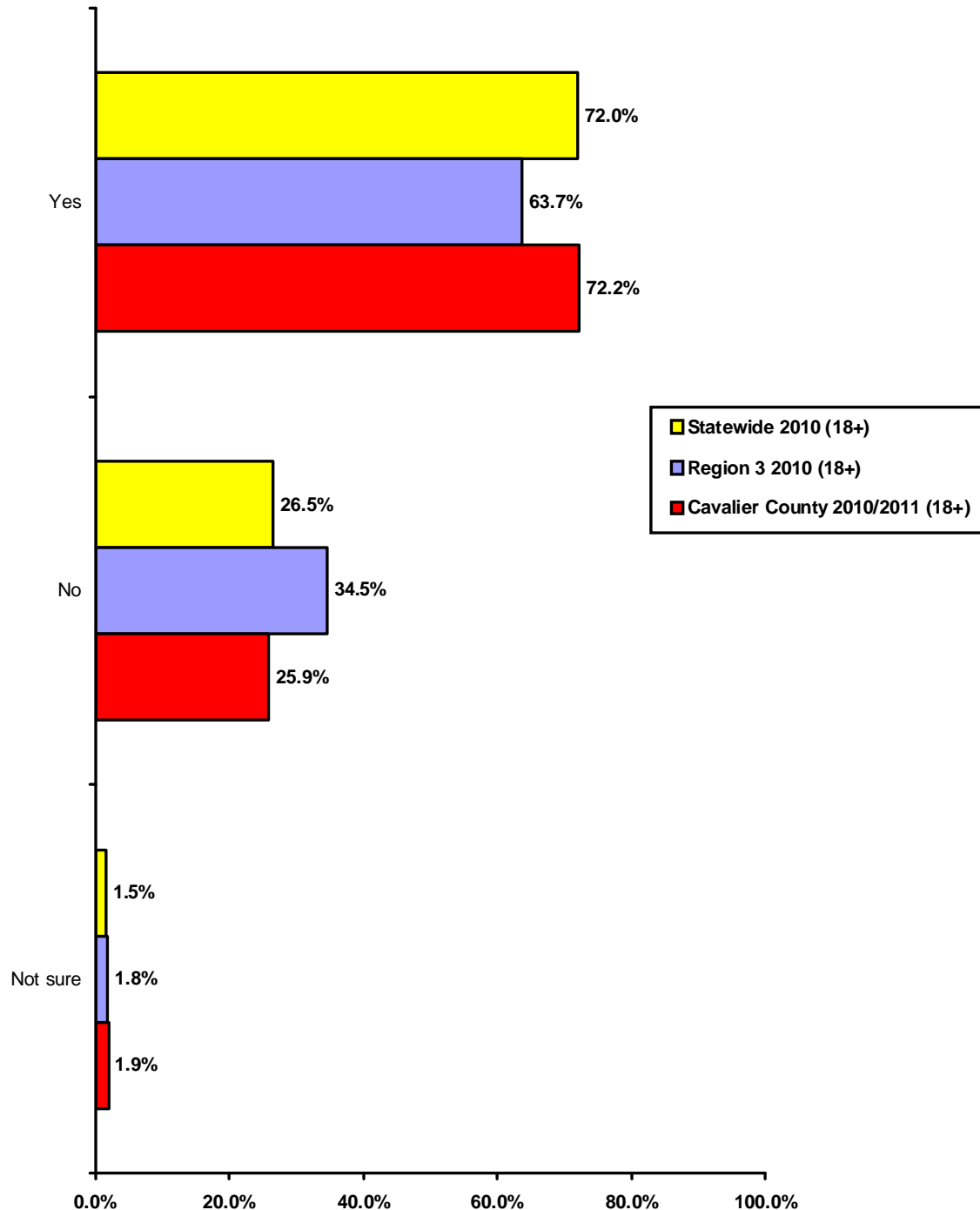
**Figure 4a. (2006-2010/2011) How would you describe your reaction to expanding the state smoke-free law to prohibit smoking in all North Dakota workplaces, including bars and lounges?**

*(Includes all respondents)*



- All respondents were asked if they have ever been inside a smoke-free bar or lounge. As can be seen in **Figure 4b**, more than seven of every ten Cavalier County respondents (72.2% in Cavalier County, 63.7% in Region 3, and 72.0% Statewide) said they have visited a smoke-free bar or lounge.

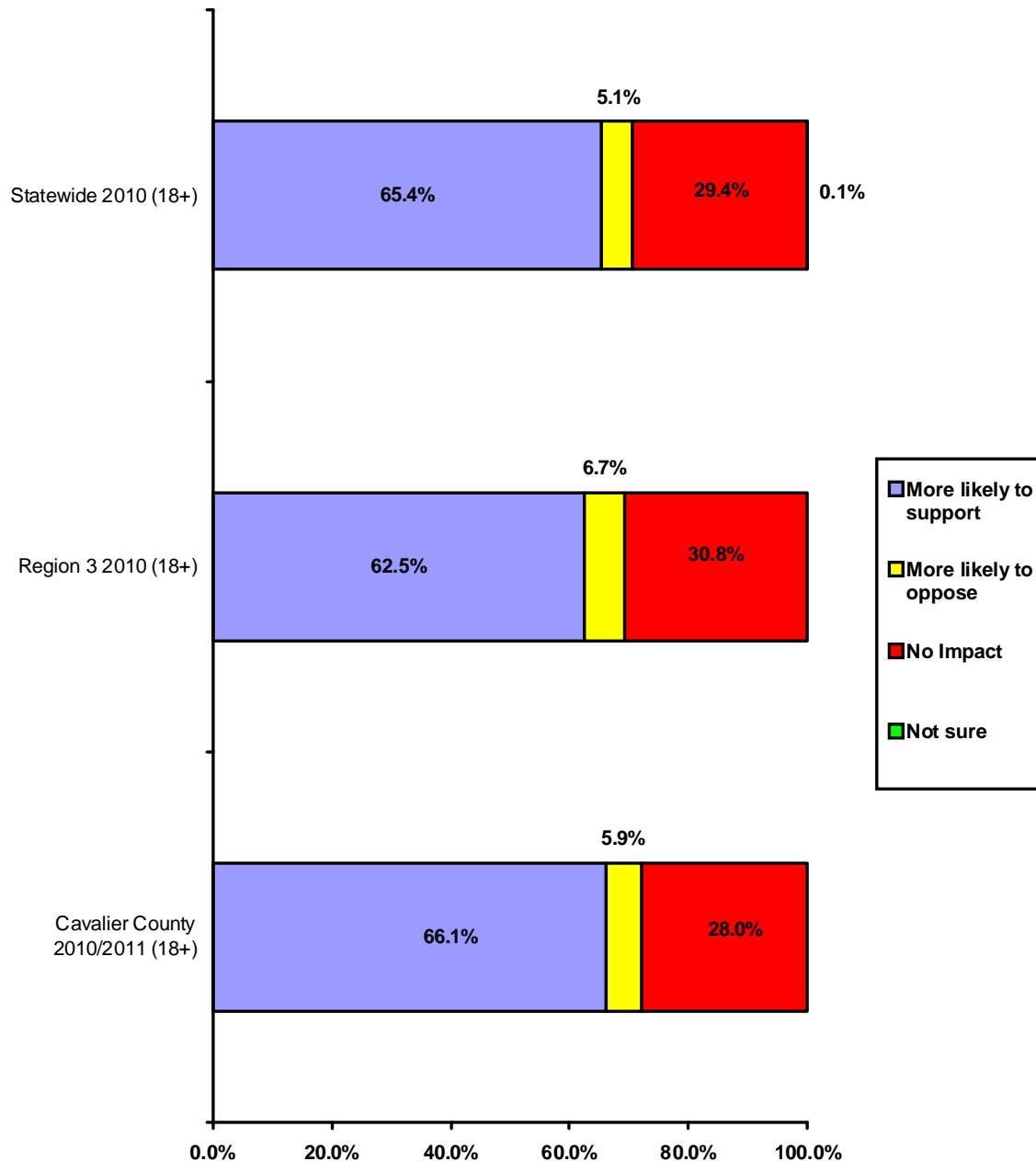
**Figure 4b. (2010/2011) Have you ever been inside a smoke-free bar or lounge?**  
(Includes all respondents)





- The respondents who said they have been inside a smoke-free bar or lounge were then asked what impact they feel visiting a smoke-free bar or lounge has had on their reaction to expanding the state smoke-free law to prohibit smoking in all North Dakota workplaces, including bars and lounges. **Figure 4c** shows that, of those who have visited a smoke-free bar or lounge, more than six of every ten respondents said the experience made them more likely to support expanding the state smoke-free law (66.1% in Cavalier County, 62.5% in Region 3, and 65.4% Statewide).

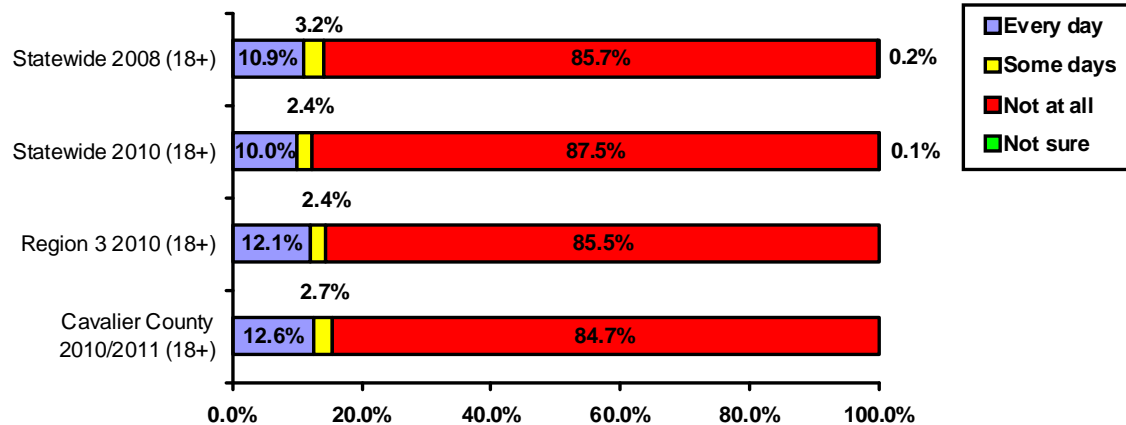
**Figure 4c. (2010/2011) In your opinion, has visiting a smoke-free bar or lounge made you...**  
(Includes all respondents who said they have been inside a smoke-free bar or lounge)



## Smoking Status

- All respondents were asked two questions to determine their smoking status. **Figures 5a and 5b** show that the proportion of current smokers surveyed is relatively low (15.3% in Cavalier County, 14.5% in Region 3, and 12.4% Statewide).

**Figure 5a. (2008-2010/2011) Do you now smoke cigarettes...**  
(Includes all respondents)



**Figure 5b. (2002-2006 & 2010/2011) Smoking status of respondents.**  
(Includes all respondents)

