

2010 Community Smoking Surveys: Final Report

Prepared by

WINKELMAN CONSULTING

PO BOX 11375 • FARGO, ND 58106-1375

701-799-0877 • Cell/Voice Mail

701-237-6877 • Fax Machine

701-237-2283 • Office

MRWinkelman@cableone.net

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METHODOLOGY

Purpose

The purpose of this research study was to obtain information that will be used to refine plans and strategies that enhance the tobacco-free position in the minds of consumers. To do this, the study focused on the following objectives:

- Assess perceived risks of secondhand smoke
- Measure perceptions related to secondhand smoke in bars and lounges
- Monitor reaction to expanding the current law

Sampling Frame & Sample Size

The population for this study consisted of all telephone households within the zip code areas for the North Dakota towns of Jamestown (58401-58402), Ashley (58413), LaMoure (58458 & 58415), Linton (58552), Steele (58482) and Wishek (58495). Telephone numbers were obtained from a list company that specializes in generating samples for survey research. A random-systematic sampling technique was employed in this study to select respondents in the Jamestown area. No sampling technique was used in the other towns since calls were made to all households for which telephone numbers were available. Due to the small number of adults in most towns, interviewers were allowed to interview more than one adult per household in all towns except Jamestown.

Data for each town was weighted to better represent the actual age and gender distribution of adults in each community.

Collection Technique & Timing

All data was collected through the use of telephone interviews. Data collection was conducted from December 4-18, 2010. The data collection was completed in compliance with specifications established by Winkelman Consulting. Interviewing was supervised and performed by trained personnel from Performance Research & Marketing -- Fargo.

Margin of Error

The 1,021 completed questionnaires provide a 95% confidence level with an overall minimum and maximum margin of error of $\pm 1.7\%$ and $\pm 2.9\%$, respectively, in estimating the proportion of the population who possess a certain characteristic or opinion. In other words, if 100 samples (all having a total of 1,021 completed questionnaires) were drawn from this population, approximately 95 of the samples would have proportions within $\pm 1.7\%$ and $\pm 2.9\%$ 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 next chart, the margin of error will be larger when looking at the responses of smaller segments.

Populations	Completions	Adults	Margin of Error for results at or about...				
			10%/90%	20%/80%	30%/70%	40%/60%	50%/50%
Total Sample	1,021	8,742	1.7%	2.3%	2.6%	2.8%	2.9%
Jamestown	405	6,505	2.8%	3.8%	4.3%	4.6%	4.7%
Ashley	125	436	4.4%	5.9%	6.8%	7.3%	7.4%
LaMoure	123	386	4.4%	5.8%	6.7%	7.1%	7.3%
Linton	131	613	4.6%	6.1%	7.0%	7.4%	7.6%
Steele	106	336	4.7%	6.3%	7.2%	7.7%	7.9%
Wishek	131	466	4.4%	5.8%	6.7%	7.1%	7.3%

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.

For clarification, the margin of error figures noted above refer to the accuracy of each individual question – not the study as a whole. In short, the higher the proportion of respondents who express the same opinion, the more accurate (the lower the margin of error) the results will be. For example, if the overall results (total sample) for the question "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?" showed that:

- Either 10% or 90% of the respondents felt it is "at least somewhat harmful" for a nonsmoker to work in a bar or other public place where smoking is allowed, then the margin of error for this question would be 1.7% -- the "minimum" margin of error.
- Either 20% or 80% of the respondents felt it is "at least somewhat harmful" for a nonsmoker to work in a bar or other public place where smoking is allowed, then the margin of error for this question would be 2.3%.
- Either 30% or 70% of the respondents felt it is "at least somewhat harmful" for a nonsmoker to work in a bar or other public place where smoking is allowed, then the margin of error for this question would be 2.6%.
- Either 40% or 60% of the respondents felt it is "at least somewhat harmful" for a nonsmoker to work in a bar or other public place where smoking is allowed, then the margin of error for this question would be 2.8%.
- 50% of the respondents felt it is "at least somewhat harmful" for a nonsmoker to work in a bar or other public place where smoking is allowed, then the margin of error for this question would be 2.9% -- the "maximum" margin of error.

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, footnotes through the report identify differences in questions that have changed as the environment has required them to be changed. Third, the contingency tables in Section 5 provide detailed results for many different sample segments. 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 (92.9%) and/or frequently visit a bar or other public place where smoking is allowed (89.6%).

Purpose #2: Measure perceptions related to secondhand smoke in bars and lounges

- A high proportion of respondents (59.8%) said that the statement “employees and non-smokers 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.
- A slight majority of respondents (54.0%) also said that the presence of secondhand smoke has kept them from going to a bar or lounge.
- The proportion of those respondents that said they would visit a bar or lounge much or somewhat more (31.7%) is much larger than the proportion that said they would visit a bar or lounge much or somewhat less (7.0%). Overall, nearly three of every four respondents (73.8%) said they would go to a bar or lounge either just as often or more if all of the bars and lounges in their community became completely smoke-free.

Purpose #3: Monitor reaction to expanding the current law

- Nearly three of every four respondents said they would strongly or somewhat support a **community** law (74.7%) to eliminate or prohibit smoking in all workplaces including bars and lounges. In contrast, roughly two of every ten respondents reported they would strongly or somewhat oppose such a **community** law (21.3%).

- More than seven of every ten respondents said they would strongly or somewhat support a **statewide** law (73.6%) to eliminate smoking in all workplaces including bars and lounges. In contrast, about two of every ten respondents reported they would strongly or somewhat oppose such a **statewide** law (21.1%).

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 to 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 (92.9%) and/or frequently visit a bar or other public place where smoking is allowed (89.6%).

Figure 1a. 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)

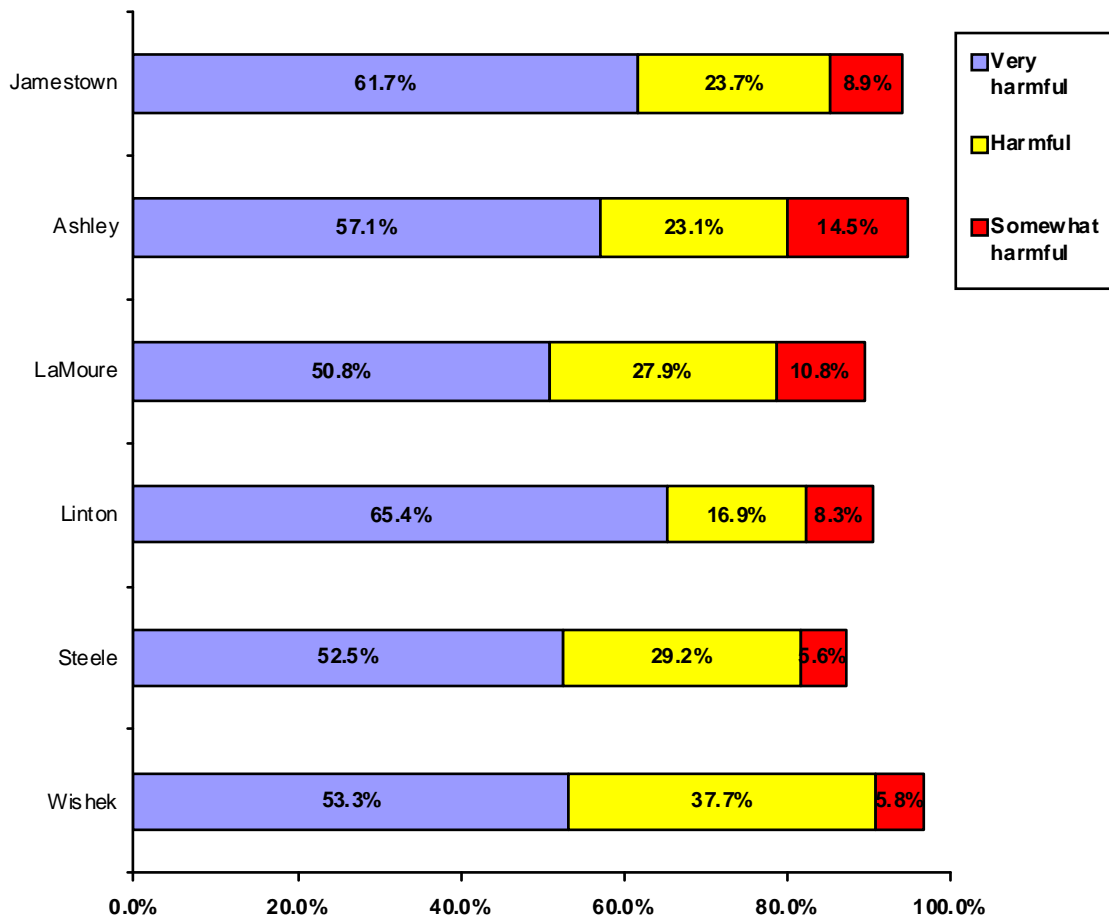
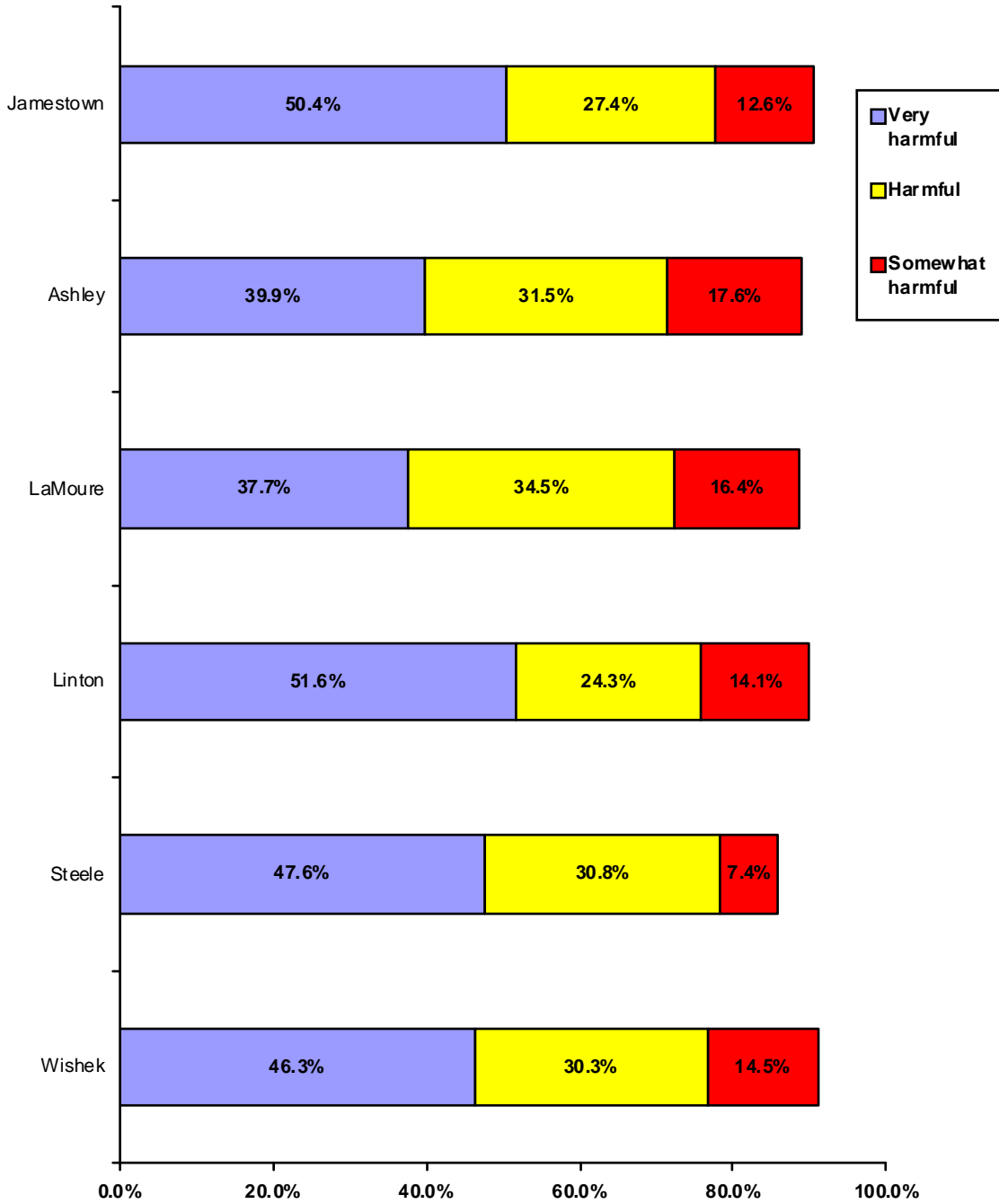


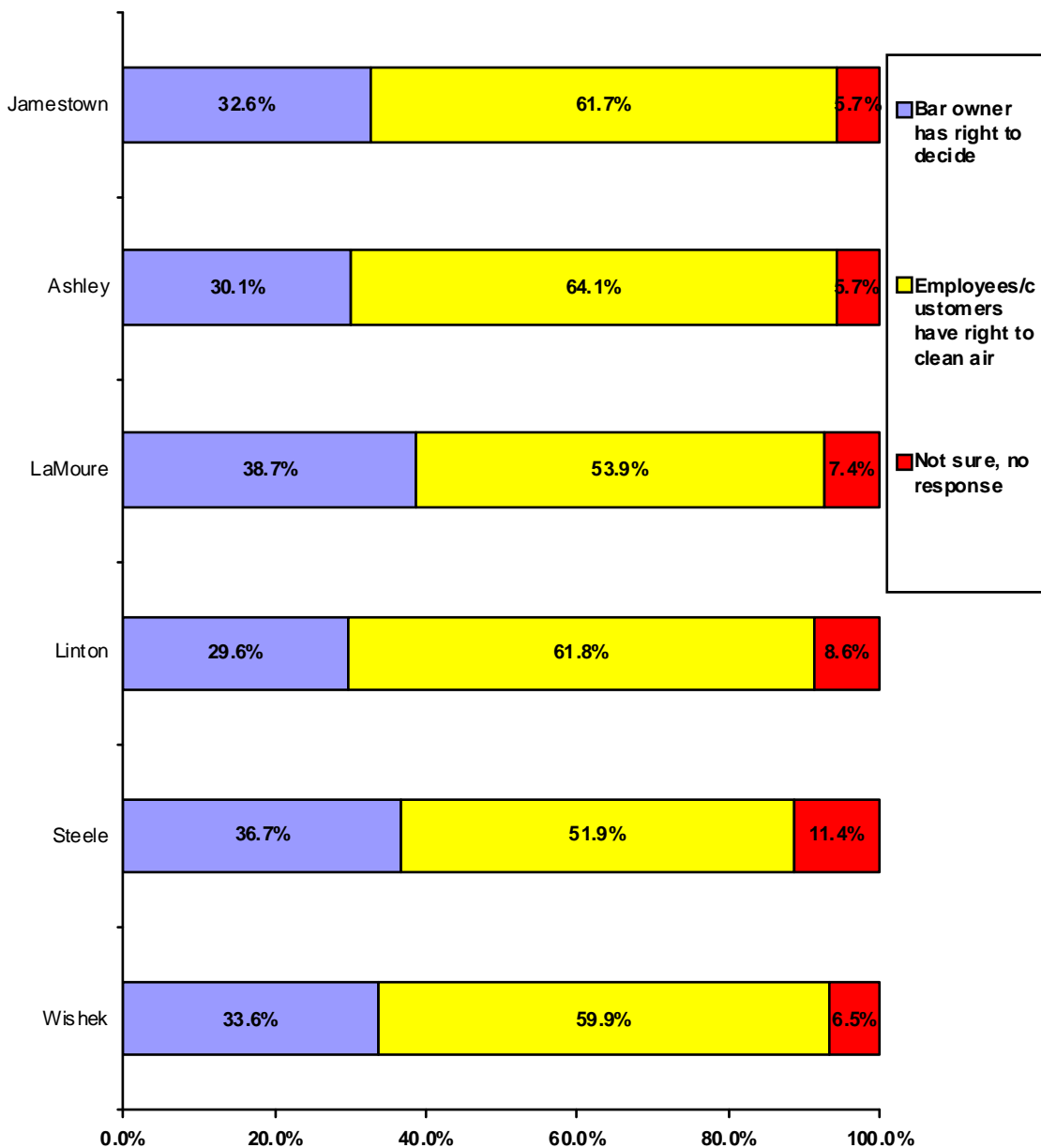
Figure 1b. What do you feel is the impact secondhand smoke will have on the health of a nonsmoker if the nonsmoker frequently visits public places where smoking is allowed?
(Includes all respondents)



Purpose #2: Measure perceptions related to secondhand smoke in bars and lounges

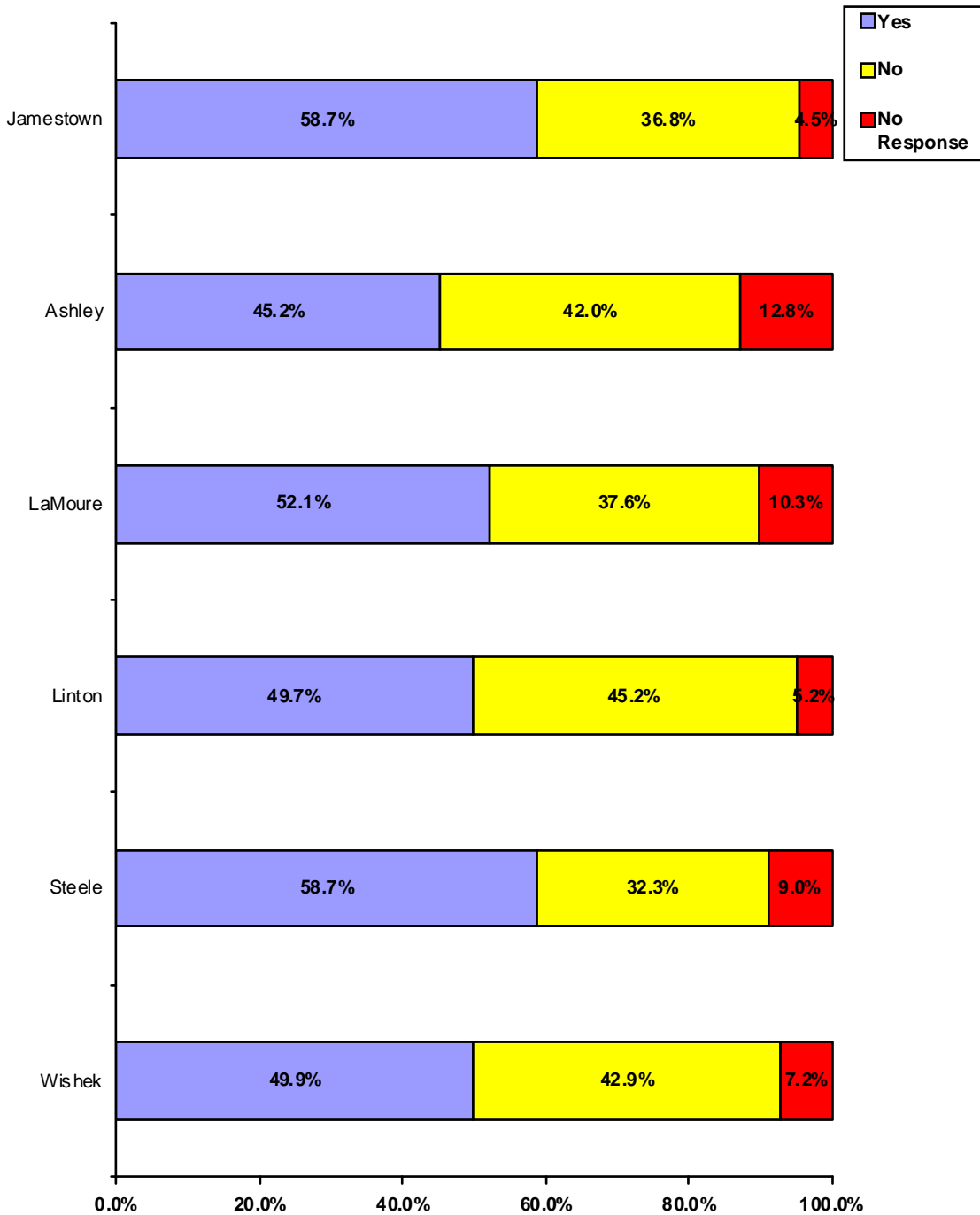
- All respondents were asked to indicate which one of two statements they feel comes closer to their personal point of view. As can be seen in **Figures 2a**, a higher proportion of respondents (59.8%) said that the statement “employees and non-smokers have a right to breathe clean air in bars or lounges, so we should have laws that prohibit smoking in bars or lounges” comes closer to their personal point of view.

Figure 2a. Which of the following two statements do you feel comes closer to your personal point of view?
(Includes all respondents)



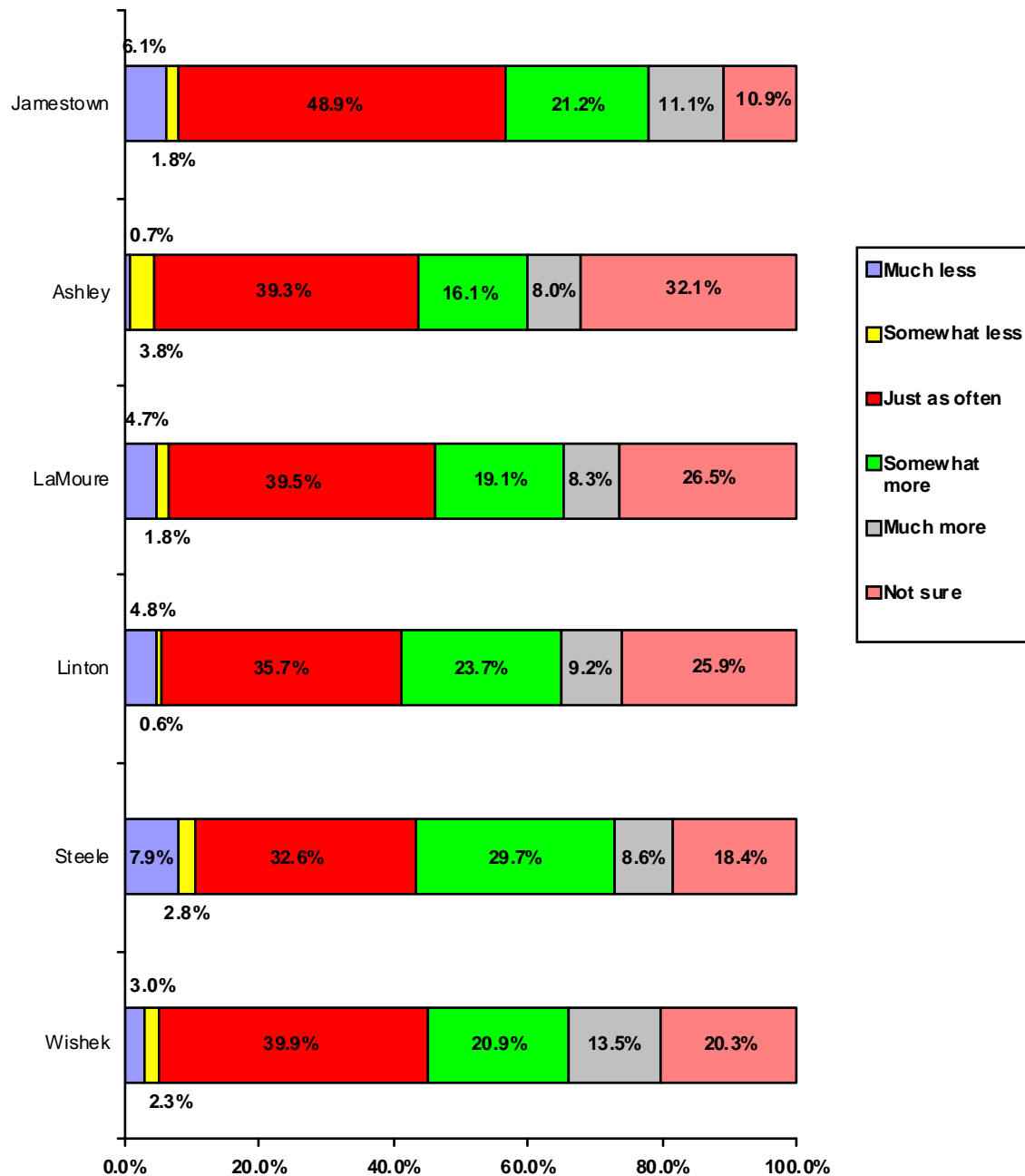
- All respondents were asked if the presence of secondhand smoke has ever kept them from going to a bar or lounge where smoking is allowed. As can be seen in **Figure 2b**, a higher proportion of respondents (54.0%) said that the presence of secondhand smoke has kept them from going to a bar or lounge.

Figure 2b. Has the presence of secondhand smoke ever kept you from going to a bar or lounge where smoking is allowed?
(Includes all respondents)



- All respondents 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 **Figures 2c**, the proportion of those respondents that said they would visit a bar or lounge much or somewhat more (31.7%) is much larger than the proportion that said they would visit a bar or lounge much or somewhat less (7.0%). Overall, nearly three of every four respondents (73.8%) said they would go to a bar or lounge either just as often or more if all of the bars and lounges in their community became completely smoke-free.

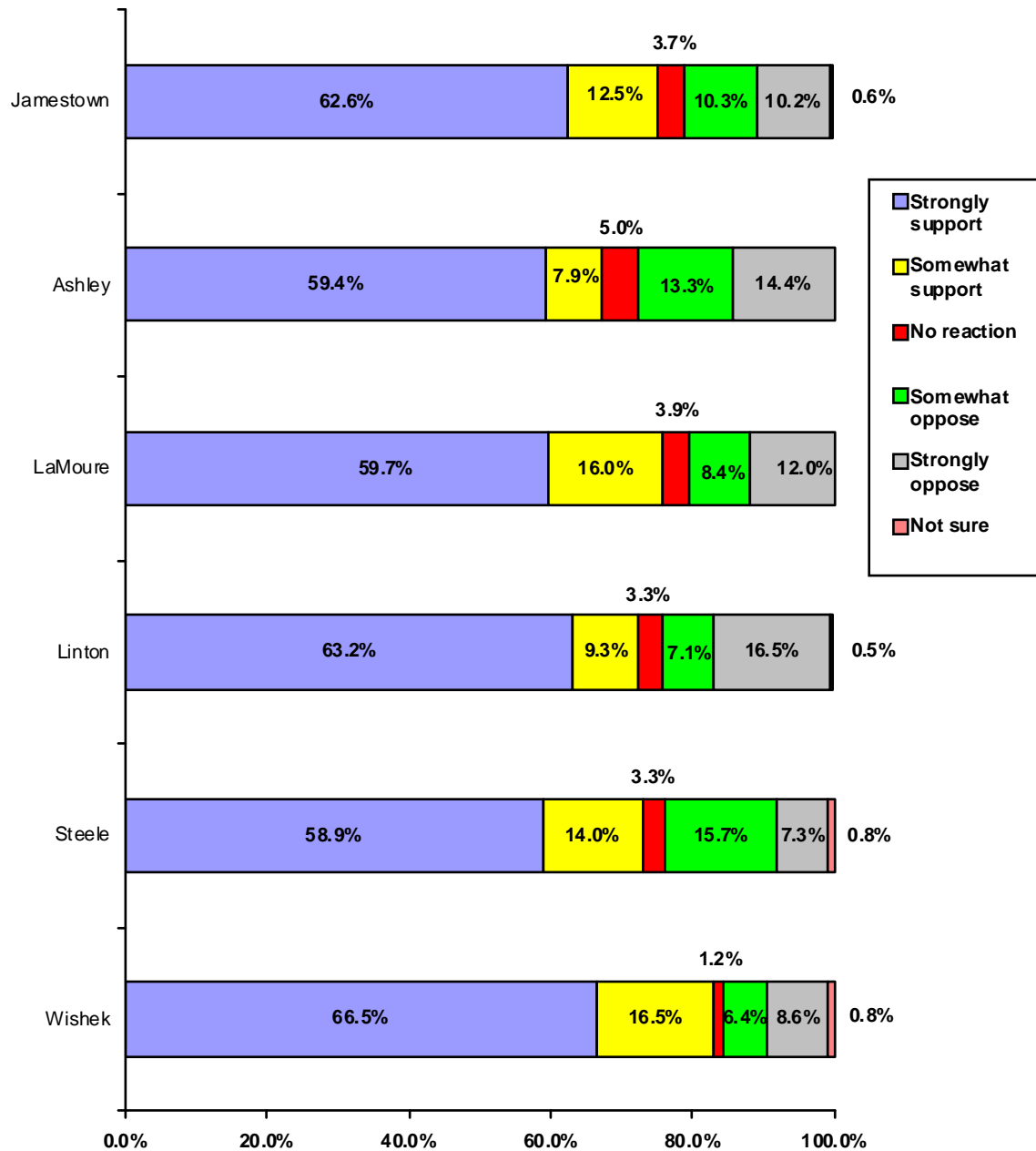
Figure 2c. What would be your reaction if a law was proposed in your community to eliminate all tobacco smoke from all indoor workplaces, including bars and lounges?
(Includes all respondents)



Purpose #3: Monitor reaction to expanding the current law

- All respondents 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 3a** shows that nearly three of every four respondents said they would strongly or somewhat support a **community** law (74.7%) to eliminate or prohibit smoking in all workplaces including bars and lounges. In contrast, roughly two of every ten respondents reported they would strongly or somewhat oppose such a **community** law (21.3%).

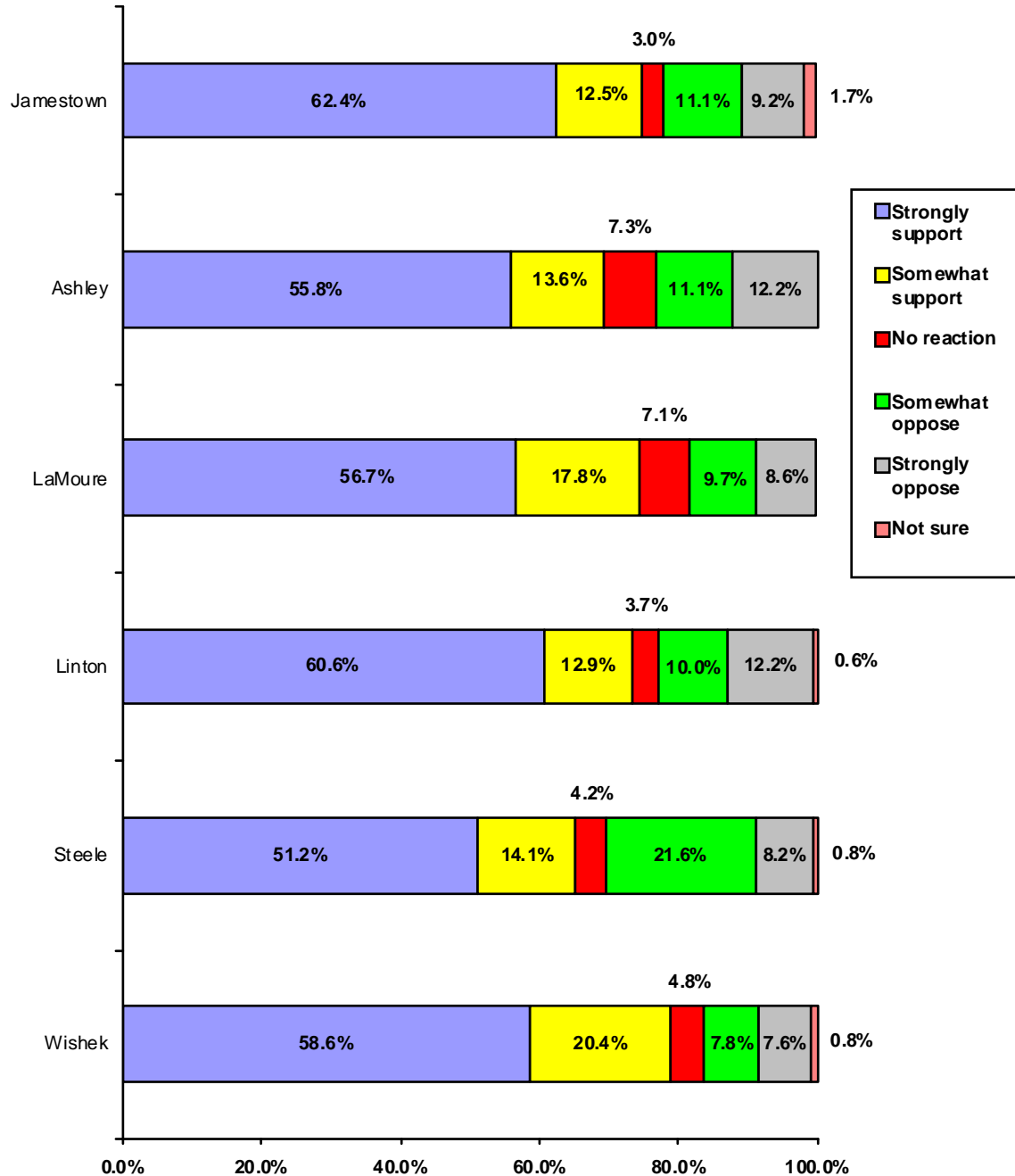
Figure 3a. What would be your reaction if a law was proposed in your community to eliminate all tobacco smoke from all indoor workplaces, including bars and lounges?
(Includes all respondents)



- 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 3b** show that more than seven of every ten respondents said they would strongly or somewhat support a **statewide** law (73.6%) to eliminate smoking in all workplaces including bars and lounges. In contrast, about two of every ten respondents reported they would strongly or somewhat oppose such a **statewide** law (21.1%).

Figure 3b. 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)



Smoking Status

- All respondents were asked two questions to determine their smoking status. **Figure 4** shows that the proportion of total lifetime smokers (39.5%) and current (13.6%) smokers. When looking at the results for all respondents, “total lifetime” smokers (39.5%) include “current” smokers who both have smoked 100 or more cigarettes during their lifetime and currently smoke every day or some days (13.6%) and “lifetime” smoker who have smoked 100 or more cigarettes during their lifetime but do not currently smoke every day or some days (25.9%).

Figure 4. Smoking status of respondents.
(Includes all respondents)

