

SURVEY RESEARCH CENTER AT IUPUI

Marion County Smoke Free Ordinance Poll - 2006

Summary of Methods and Findings

Prepared for
Smoke Free Indy and the American Cancer Society

November 7, 2006

Submitted by
Survey Research Center
Indiana University - Purdue University, Indianapolis

PROJECT STAFF

James Wolf, Director
jamwolf@iupui.edu
317-278-9230

Sharon Sidenbender, Assistant Director
ssidenbe@iupui.edu
317-274-4105

Angie Rodak, Research Coordinator
arodak@iupui.edu
317-274-4104

Survey Research Center at IUPUI
Walker Plaza Building
719 Indiana Avenue - Suite 260
Indianapolis, IN 46202

Fax: 317-278-2383
<http://src.iupui.edu>

The Survey Research Center at IUPUI, a unit of the IU School of Liberal Arts, is an interdisciplinary survey research center that provides services to a wide variety of private, non-profit and governmental organizations. The lab also serves the entire IUPUI campus by conducting research for faculty members, students and various university departments.

Table of Contents

METHODOLOGICAL SUMMARY 1

FINDINGS 2

Table 1: Respondent Demographic Characteristics 2

CURRENT ATTITUDES REGARDING SECONDHAND SMOKE 3

Figure 1. Perceived Danger of Secondhand Smoke, by Smoking Status 3

Figure 2. Level of Agreement that Workplaces Should be Smoke Free 4

ATTITUDES REGARDING THE MARION COUNTY’S SMOKE FREE ORDINANCE 5

Figure 3. Percent Who Favor Current Smoke Free Ordinance 5

Figure 4. Level of Agreement that a Smoke Free Indianapolis is Healthier 6

Figure 5. Impact of the Smoke Free Ordinance on Eating Out 7

Figure 6. Workplace Smoking Policies (Working Respondents Only) 8

APPENDIX A: THE QUESTIONNAIRE 9

APPENDIX B: THE FREQUENCY TABLES 14

Methodological Summary¹

- **Survey sponsored by:** Smoke Free Indy and the American Cancer Society
- **Purpose of study:** To measure public reaction to the recently passed smoke free workplace ordinance.
- **Sample description:** The population for the survey was all adults living in Marion County, Indiana. The random sample of household telephone numbers used for the survey was purchased from a commercial vendor (Survey Sampling, Inc.).
- **Sample and data collection:** Data was collected by telephone interviews. The average interview lasted approximately 5 minutes. Respondents were initially informed that their participation was voluntary and their name would not be associated with their responses.
- **Response Rate- 27.8%** (*Response Rate is defined as the number of completed interviews divided by the number of eligible respondents in the sample.*)
 - **Cooperation Rate=50.8%** (*All completed interviews divided by all eligible respondents actually contacted.*)
 - **Refusal Rate=26.9%** (*All respondent refusals divided by all eligible cases.*)
 - **Contact Rate=59.3%** (*All cases in which a respondent was contacted divided by the total attempts.*)
- **Weighting:** Data was weighted to compensate for nonresponse by respondents of certain age, race and gender characteristics. The weight (W) for a respondent with a specific age, race and gender combination (i) is determined by dividing the proportion of people in the entire population (P) with that combination by the proportion of the people in the survey sample (p) with that combination ($W_i = \frac{P_i}{p_i}$).
- **Sampling error:** When using the entire sample, the margin of error for this study does not exceed +/- four percent.
- **Interviewing process:** The telephone survey was conducted by trained and supervised interviewers of the Survey Research Center at IUPUI. A total of 620 interviews were completed between August 7, 2006 and August 12, 2006.

¹ This information conforms to minimum disclosure guidelines recommended by the American Association of Public Opinion Research. (See <http://www.aapor.org/> .)

Findings

A total of 620 telephone interviews were completed for this study. The sample was found to have certain types of individuals over-represented due to variations in response rates by age, race and gender characteristics. To compensate for these discrepancies in response rates, weights were applied following the professional standards of survey research. The effect of these weights is shown in Table 1. The unweighted data are the characteristics of the actual individuals who completed the interviews. The weighted data reflect the adult population of Marion County.

Table 1: Respondent Demographic Characteristics

	Unweighted	Weighted
<i>Age:</i>		
18-24	4.7%	12.2%
25-44	30.8	42.8
45-64	35.0	30.2
65+	29.5	14.9
Male	33.9	47.6
Female	66.1	52.4
<i>Race/ethnicity:</i>		
Caucasian	82.3	72.8
African American	15.4	24.0
Other	2.3	3.2
<i>Education:</i>		
Less than HS graduate	5.0	3.8
HS graduation/GED	29.9	30.1
Some College/Tech School	24.6	25.2
College graduate	25.1	27.9
Post graduate education	15.4	13.0
Employed	55.2	67.5
Registered to Vote	87.3	86.6
Currently smoke cigarettes	17.5	18.6

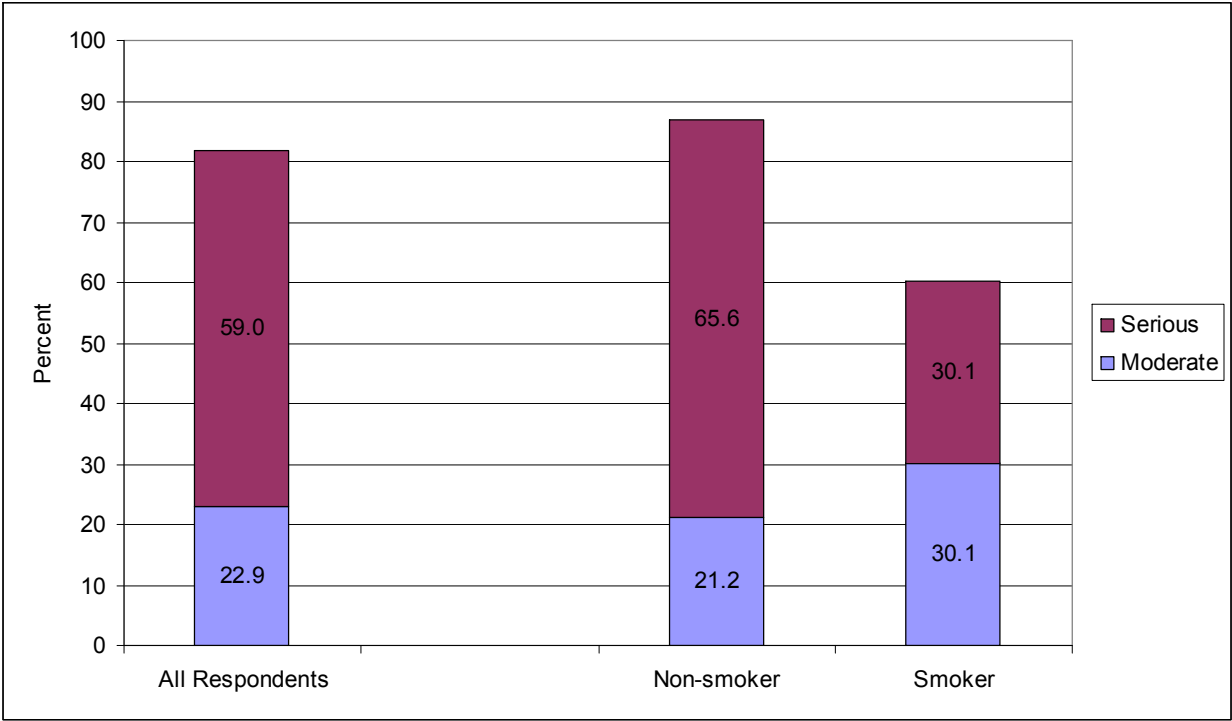
The exact wording of all questions and answer categories can be found in Appendix A.

Current Attitudes Regarding Secondhand Smoke

The interviews with Marion County residents included several questions regarding beliefs and attitudes regarding secondhand smoke:

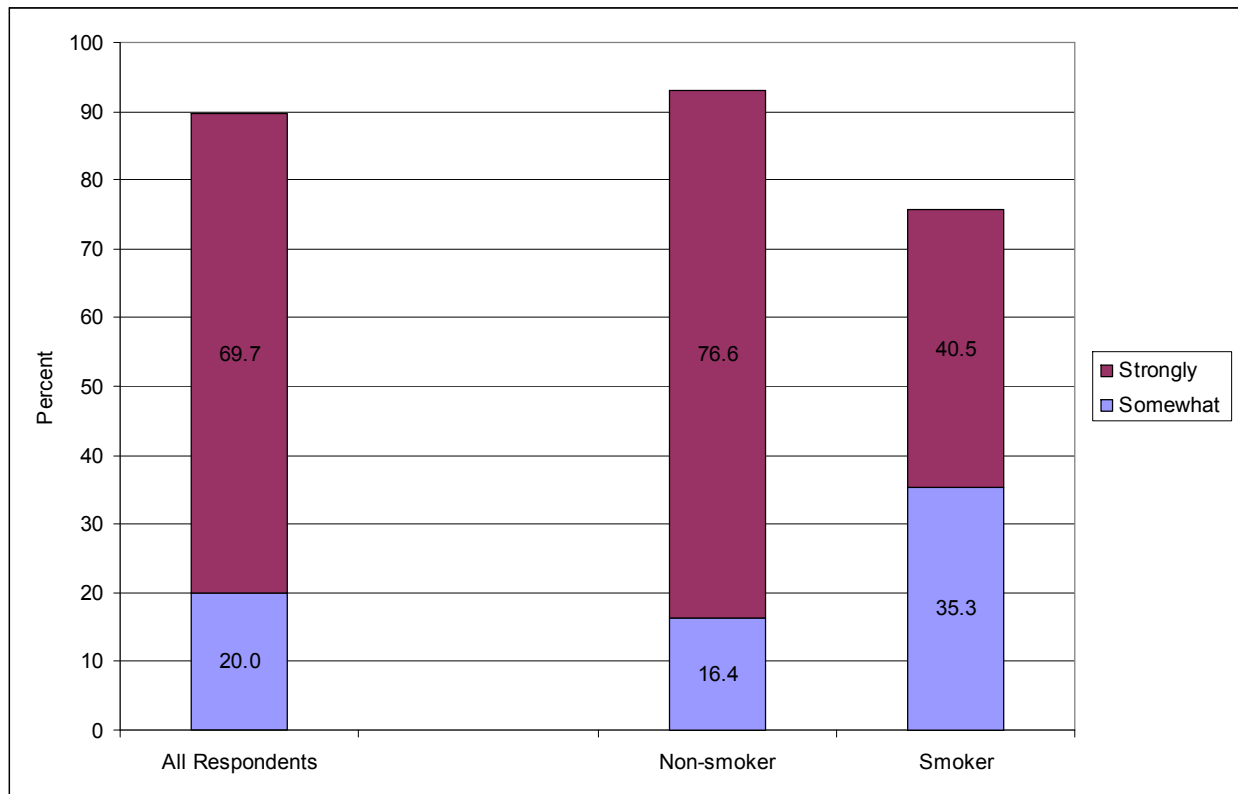
- Q2: “In general, do you feel that exposure to secondhand smoke is a serious health hazard, moderate health hazard, a minor health hazard, or not a health hazard at all?”
- Q10: “Please tell me whether you personally agree or disagree with the statement, ‘All Indianapolis workers should be protected from exposure to secondhand smoke in the workplace.’”

Figure 1. Perceived Danger of Secondhand Smoke, by Smoking Status



Overall, most adults in Marion County (59%) agree that exposure to secondhand smoke is a serious health hazard; over 80 percent agreeing that it is at least a moderate health hazard. It is not too surprising to find that two-thirds of non-smokers feel secondhand smoke is a serious health hazard. However, it is worth noting that well over half of smokers (60%) in Marion County agree that their secondhand smoke is at least moderately harmful to others exposed to it.

Figure 2. Level of Agreement that Workplaces Should be Smoke Free

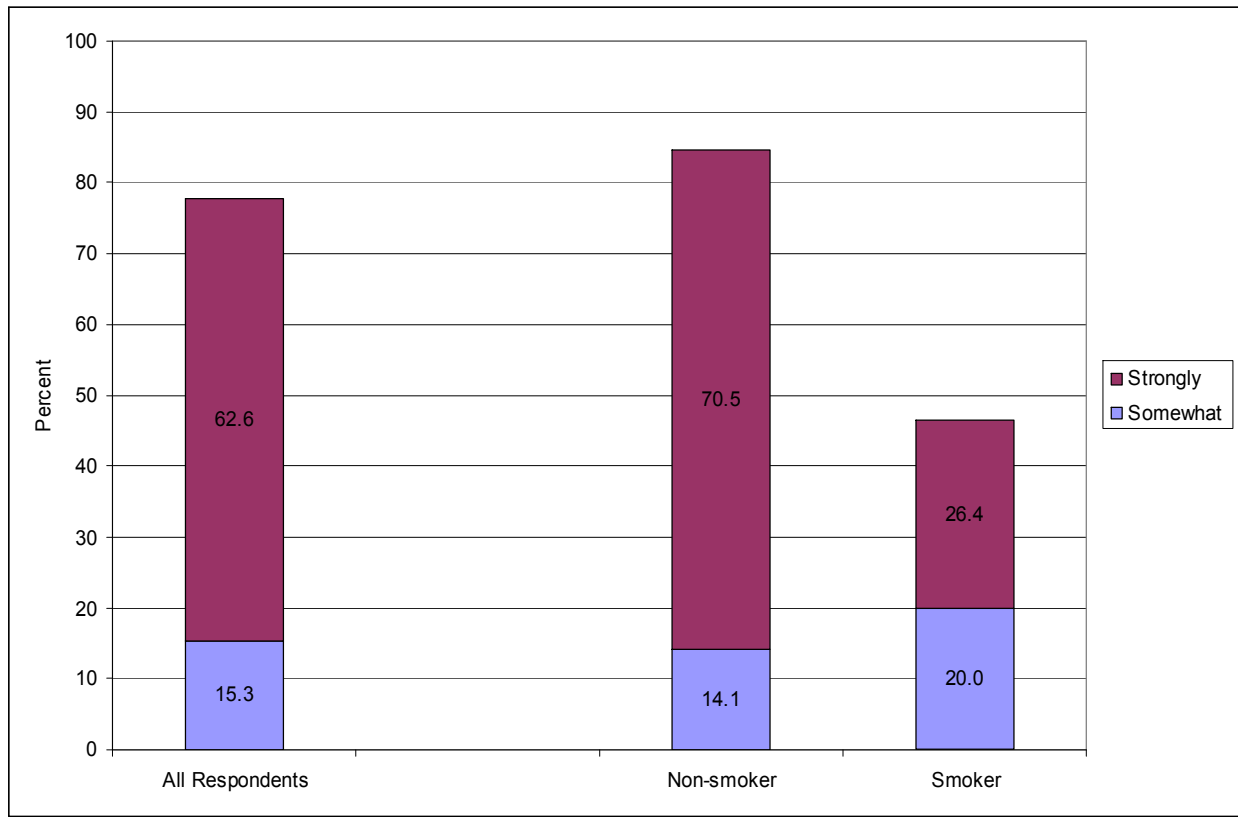


The great majority of adults in Marion County (90%) agree that all Indianapolis workers should be protected from exposure to secondhand smoke in the workplace; over two-thirds stating they “strongly agree” with this statement. It is not too surprising to find that three-fourths of non-smokers strongly agree that all workplaces should be smoke free. However, it is worth noting that three out of four smokers (76%) in Marion County will agree that workers in Indianapolis should be protected from secondhand smoke.

Attitudes Regarding the Marion County's Smoke Free Ordinance

The survey included several questions designed to measure attitudes and behaviors resulting from the passage of the secondhand smoke ordinance that was passed on March 1st.

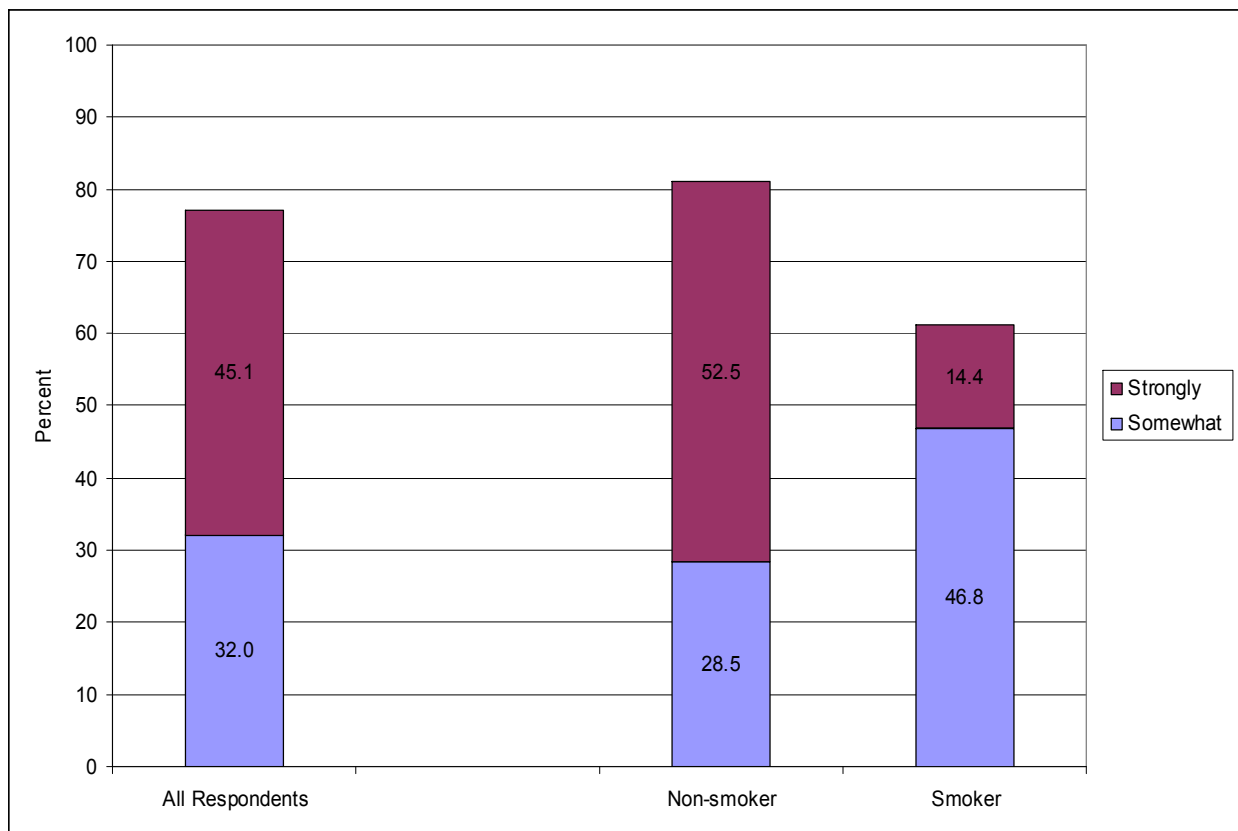
Figure 3. Percent Who Favor Current Smoke Free Ordinance



Overall, most adults in Marion County (78%)² favor the smoke free workplace ordinance that went into effect on March 1, 2006; over 60 percent are strongly in favor of it. The bulk of the support, as one might expect, comes from those who do not smoke. It should be noted, however, that almost half of adults who smoke also express support for the ordinance. One out of every four adult smokers in Marion County strongly favors the new ordinance.

² A previous release of these data reported 76% support for the smoke free workplace law. This report uses a more recent set of weights that resulted in some minor changes in some of the results. None of the previously reported data differs significantly from the more recent analysis presented in this report.

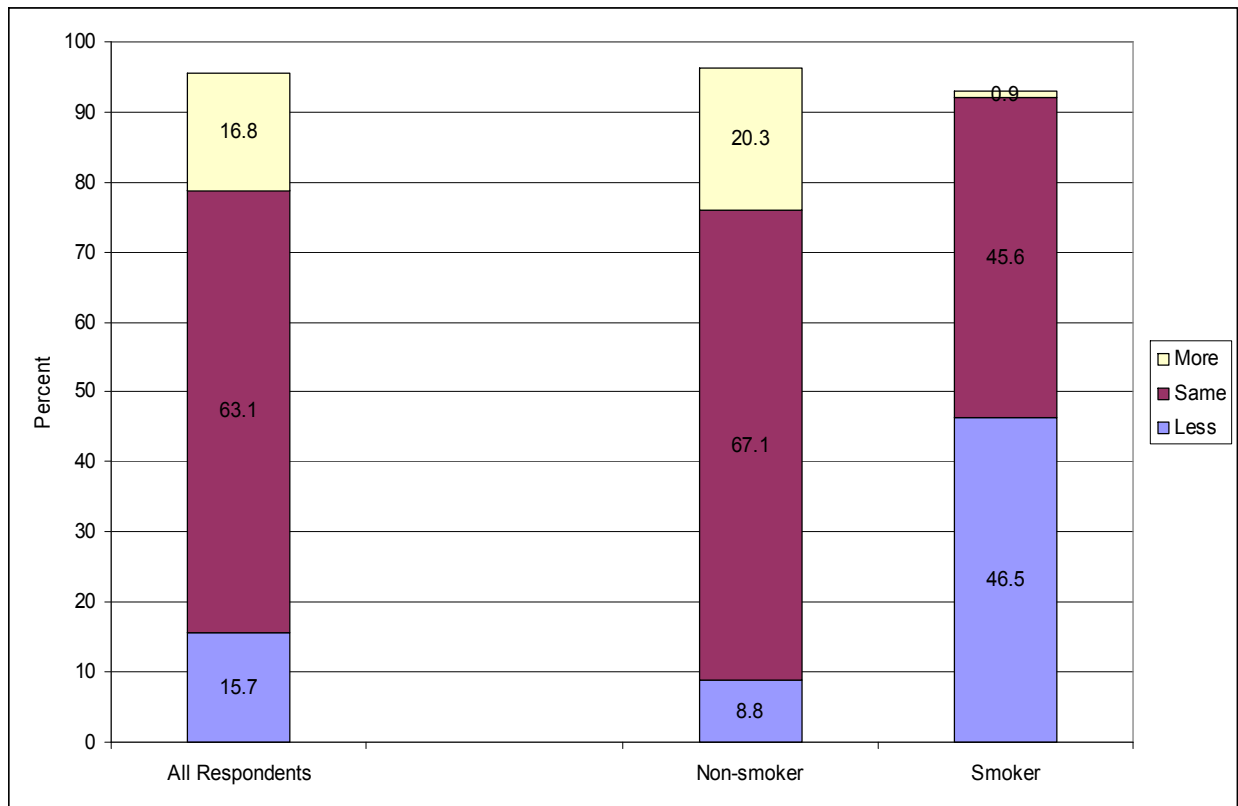
Figure 4. Level of Agreement that a Smoke Free Indianapolis is Healthier



About three-fourths of adults in Marion County agree that Indianapolis is a healthier place to live and work since the non-smoking ordinance went into effect.³ Well over half (61%) of those who smoke agree with this statement, though only about 14 percent say they strongly agree. This contrasts with over half of those who do not smoke indicating they strongly agree that Indianapolis is a healthier place since passage of the ordinance.

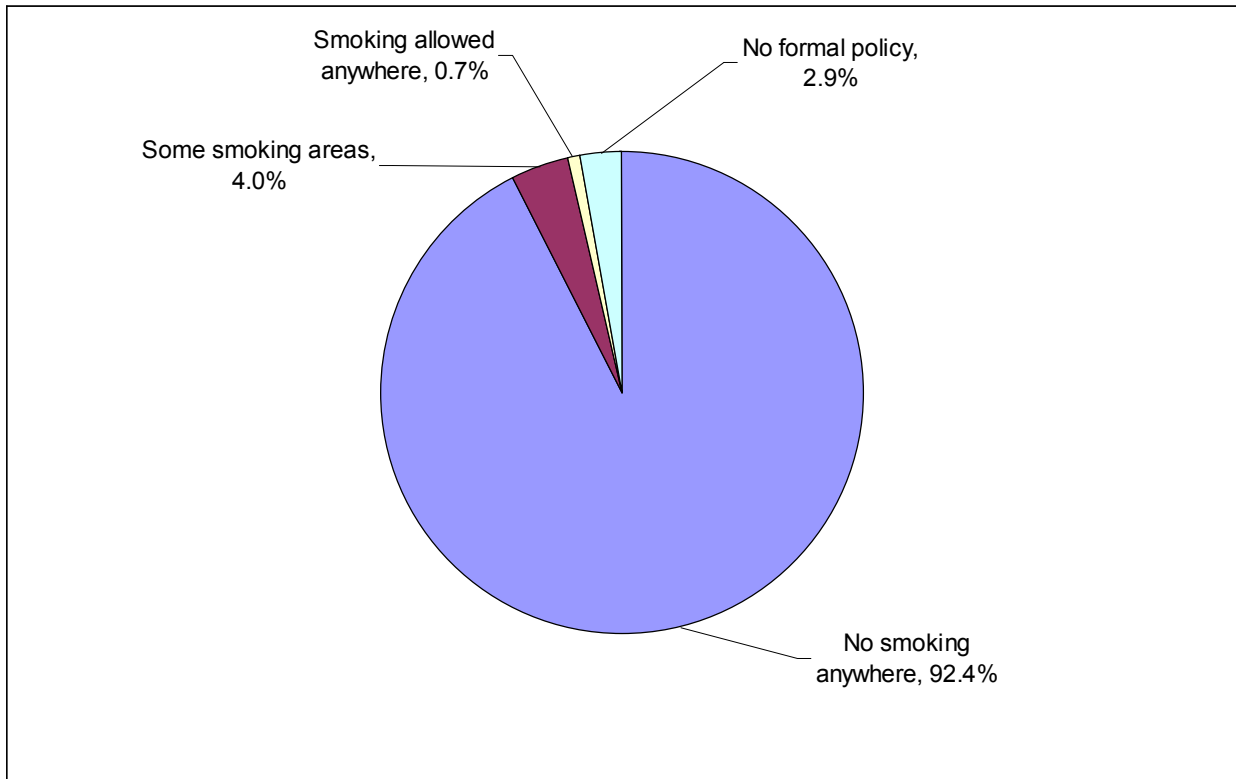
³ A previous release of these data reported 42% strongly agreed that Indianapolis is a healthier place since passage of the ordinance. This report uses a more recent set of weights that resulted in some minor changes in some of the results. None of the previously reported data differs significantly from the more recent analysis presented in this report.

Figure 5. Impact of the Smoke Free Ordinance on Dining Out



Perhaps one of the largest areas of difference between smokers and non-smokers is the reported impact that passage of the ordinance had on the frequency of their dining out. Overall there are about as many people reporting they are going out more than there are those reporting going out less. As expected, however, the great majority of those who are dining out less since the ordinance went into effect are smokers. Almost half of Marion County adults who smoke are going out less. Apparently this is being offset by the 20 percent of non-smoking adults who are going out to eat more often now that restaurants are smoke free.

Figure 6. Workplace Smoking Policies (Working Respondents Only)



A Marion County survey conducted in 2004 found that 76 percent of those employed worked where employers had no smoking policy in place. This 2006 survey found that over 90 percent of employed adults in Marion County work in smoke free environments.

Appendix A: The Questionnaire

Hello, my name is _____ and I am calling from the Survey Research Center at IUPUI. We are conducting a short survey to determine Marion County residents' opinions on issues affecting your community. The interview is voluntary, anonymous, and completely confidential. I promise I am not trying to sell anything. Are you willing to participate in the study?

SCR1. I would like to verify that this is a home in Marion County. Is that correct?

- 1 Yes
- 2 No (Thank and terminate)
- 8 Don't know (Thank and terminate)
- 9 Refuse (Thank and terminate)

SCR2. What is the zip code of this home? _____

S1. Including you, how many people over the age of 18 currently live or stay in this home?

- 1. People:
- 8. Don't know (DO NOT READ)
- 9. Refused (DO NOT READ)

(ONCE RESPONDENT IS SELECTED, CONTINUE)

1. What is your age? Are you...

- 1 Less than 18 (Thank and terminate)
- 2 18 to 24
- 3 25 to 44
- 4 45 to 64
- 5 65 and older
- 8 Don't know (Thank and terminate)
- 9 No Answer/Refuse (Thank and terminate)

SCR2. Gender (RECORD BY OBSERVATION)

- 1 Male
- 2 Female

2. In general, do you feel that exposure to secondhand smoke is a serious health hazard, moderate health hazard, a minor health hazard, or not a health hazard at all?

- 1 Serious health hazard
- 2 Moderate health hazard
- 3 Minor health hazard
- 4 Not a health hazard at all
- 8. Don't know (DO NOT READ)
- 9. Refused (DO NOT READ)

3. As you may know, on March 1st a law went into effect prohibiting smoking inside most workplaces in Indianapolis, including public buildings, offices and most restaurants. Would you say that you favor or oppose this law? (If favor/oppose; ask: And do you strongly or somewhat (favor/oppose) this law?)

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 8. Don't know (DO NOT READ)
- 9. Refused (DO NOT READ)

Now I am going to read a series of statements. After I read one, please tell me whether you **personally** agree or disagree with the statement.

4. All Indianapolis workers should be protected from exposure to secondhand smoke in the workplace. Do you...(READ CHOICES)

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8. Don't know (DO NOT READ)
- 9. Refused (DO NOT READ)

5. Indianapolis is a healthier place to live and work since the non-smoking ordinance went into effect. Do you. . .(READ CHOICES)

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8. Don't know (DO NOT READ)
- 9. Refused (DO NOT READ)

6. Since the Smoke Free ordinance went into effect on March 1st, 2006, do you eat out more often or less often?

- 1 Eat out more often
- 2 Eat out less often
- 3 Has not changed/Stayed the same [VOL]
- 4 Don't go to restaurants [VOL]
- 8. Don't know (DO NOT READ)
- 9. Refused (DO NOT READ)

The next few questions pertain to your current employer and its policy about smoking.

7. Are you currently employed outside of your home?
 - 1 Yes
 - 2 No (**SKIP TO 9**)
 - 8 Don't know (DO NOT READ) (**SKIP TO 9**)
 - 9 Refused (DO NOT READ) (**SKIP TO 9**)

8. While working at your job, are you indoors most of the time?
 - 1 Yes
 - 2 No (**SKIP TO 9**)
 - 8 Don't know (DO NOT READ)
 - 9 Refused (DO NOT READ)

9. Thinking about your indoor worksite, which of the following best describes the official smoking policy?
 - 1 Smoking is not allowed in any indoor work areas
 - 2 Smoking is allowed in some indoor work areas
 - 3 Smoking is allowed in all indoor work areas
 - 4 There is not an official smoking policy
 - 8 Don't know (DO NOT READ)
 - 9 Refused (DO NOT READ)

Finally I just have a few more questions to help us ensure that we have spoken to a wide variety of Marion County residents.

10. Are you a registered voter in Marion County?
 - 1 Yes
 - 2 No
 - 8 Don't know (DO NOT READ)
 - 9 Refused (DO NOT READ)

11. What is your race or ethnic identity? Would you say...
 - 1 White/Caucasian
 - 2 Black/African American
 - 3 Hispanic or Latino
 - 4 Asian American or Pacific Islander
 - 5 Something else? (_____)
 - 8 Don't know (DO NOT READ)
 - 9 Refused (DO NOT READ)

12. What is the last grade or level of school you have completed?

- 1 Less than high school
- 2 High School graduate
- 3 Some college
- 4 Technical school
- 5 College graduate
- 6 Post graduate
- 8 Don't know (DO NOT READ)
- 9 Refused (DO NOT READ)

13. Which of the following describes your use of tobacco products...?

(READ CHOICES 1-4)

- 1 I currently smoke cigarettes regularly
- 2 I used to smoke cigarettes regularly but now I've quit (Go To 14)
- 3 I smoke cigarettes but not every day
- 4 I have never been a regular cigarette smoker
- 5 Used or have used smokeless or other tobacco (DO NOT READ)
- 8 Don't know (DO NOT READ) (IF DK, RE-READ QUESTION)
- 9 Refused (DO NOT READ)

If response to Q13 not = 2, SKIP to END

14. Have you quit smoking since this ordinance went into effect on March 1, 2006?

- 1 Yes
- 2 No
- 8 Don't know (DO NOT READ)
- 9 Refused (DO NOT READ)

END: Those are all the questions I have for you. Thank you very much for your cooperation.

Appendix B: The Frequency Tables

Frequency Table

Q1. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 18 to 24	75	12.2	12.2	12.2
	3 25 to 44	265	42.8	42.8	54.9
	4 45 to 64	187	30.2	30.2	85.1
	5 65 and older	92	14.9	14.9	100.0
	Total	620	100.0	100.0	

Q. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	295	47.6	47.6	47.6
	2 Female	325	52.4	52.4	100.0
	Total	620	100.0	100.0	

Q2. How do you feel about secondhand smoke?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Serious health hazard	362	58.3	59.0	59.0
	2. Moderate health hazard	140	22.7	22.9	81.9
	3. Minor health hazard	76	12.2	12.4	94.3
	4. Not a health hazard at all	35	5.6	5.7	100.0
	Total	613	98.9	100.0	
Missing	8. Don't know	7	1.1		
Total		620	100.0		

Q3. Do you favor or oppose the March 1st law prohibiting smoking?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	383	61.8	62.6	62.6
	Some Favor	93	15.1	15.3	77.8
	Neither	16	2.6	2.6	80.5
	Some Oppose	36	5.8	5.8	86.3
	Strongly Oppose	84	13.5	13.7	100.0
	Total	612	98.7	100.0	
Missing	System	8	1.3		
Total		620	100.0		

Q4. All Indianapolis workers should be protected from exposure to secondhand smoke in the workplace.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly agree	429	69.2	69.7	69.7
	2. Somewhat agree	123	19.9	20.0	89.7
	3. Somewhat disagree	27	4.4	4.4	94.1
	4. Strongly disagree	36	5.8	5.9	100.0
	Total	615	99.2	100.0	
Missing	8. Don't know	5	.8		
Total		620	100.0		

Q5. Indianapolis is a healthier place to live and work since the non-smoking ordinance.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly agree	264	42.6	45.1	45.1
	2. Somewhat agree	187	30.2	32.0	77.1
	3. Somewhat disagree	68	10.9	11.5	88.6
	4. Strongly disagree	67	10.7	11.4	100.0
	Total	586	94.5	100.0	
Missing	8. Don't know	33	5.3		
	9. Refused	1	.2		
	Total	34	5.5		
Total		620	100.0		

Q6. Since the smoke free ordinance went into effect, do you eat out more often or less often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Eat out more often	104	16.7	16.8	16.8
	2. Eat out less often	97	15.7	15.7	32.5
	3. Has not changed/Stayed the same	390	62.9	63.1	95.6
	4. Don't go to restaurants	27	4.4	4.4	100.0
	Total	618	99.7	100.0	
Missing	8. Don't know	2	.3		
Total		620	100.0		

Q7. Are you currently employed outside of your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	419	67.5	67.5	67.5
	2. No	201	32.5	32.5	100.0
	Total	620	100.0	100.0	

Q8. While working at your job, are you indoors most of the time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	371	59.9	89.1	89.1
	2. No	45	7.3	10.9	100.0
	Total	417	67.2	100.0	
Missing	8. Don't know	2	.3		
	System	201	32.5		
Total	Total	203	32.8		
Total	Total	620	100.0		

Q9. Thinking about your indoor worksite, which of the following best describes the official smoking policy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Smoking is not allowed in any indoor work areas	342	55.2	92.4	92.4
	2. Smoking is allowed in some indoor work areas	15	2.4	4.0	96.4
	3. Smoking is allowed in all indoor work areas	2	.4	.7	97.1
	4. There is not an official smoking policy	11	1.7	2.9	100.0
	Total	370	59.7	100.0	
Missing	8. Don't know	1	.2		
	System	249	40.1		
Total	Total	250	40.3		
Total	Total	620	100.0		

Q10. Are you a registered voter in Marion County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	529	85.4	86.6	86.6
	2. No	82	13.2	13.4	100.0
	Total	611	98.6	100.0	
Missing	8. Don't know	9	1.4		
Total	Total	620	100.0		

Q11. What is your race or ethnic identity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. White/Caucasian	439	70.9	72.8	72.8
	2. Black/African American	145	23.4	24.0	96.8
	3. Hispanic or Latino	6	1.0	1.0	97.8
	4. Asian American or Pacific Islander	5	.8	.9	98.6
	Native American/American Indian	3	.5	.6	99.2
	Bi-Racial/Multi-Racial	5	.8	.8	100.0
	Total	604	97.4	100.0	
Missing	8. Don't know	3	.5		
	9. Refused	13	2.0		
	Total	16	2.6		
Total		620	100.0		

Q12. What is the last grade or level of school you have completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Less than high school	24	3.8	3.8	3.8
	2. High School graduate	186	30.0	30.1	33.9
	3. Some college	127	20.5	20.5	54.4
	4. Technical school	29	4.7	4.7	59.1
	5. College graduate	172	27.8	27.9	87.0
	6. Post graduate	80	13.0	13.0	100.0
	Total	618	99.7	100.0	
Missing	9. Refused	2	.3		
Total		620	100.0		

Q13. Which of the following describes your use of tobacco products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. I currently smoke cigarettes regularly	115	18.6	18.6	18.6
	2. I used to smoke cigarettes regularly but now I've quit	135	21.7	21.8	40.4
	3. I smoke cigarettes but not every day	44	7.2	7.2	47.6
	4. I have never been a regular cigarette smoker	319	51.4	51.6	99.2
	5. Used or have used smokeless or other tobacco	5	.8	.8	100.0
	Total	618	99.7	100.0	
Missing	9. Refused	2	.3		
Total		620	100.0		

Q14. Have you quit smoking since this ordinance went into effect on March 1, 2006?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	9	1.4	6.5	6.5
	2. No	126	20.3	93.5	100.0
	Total	135	21.7	100.0	
Missing	System	485	78.3		
Total		620	100.0		