

Executive Summary

In early 2008 the Battelle Centers for Public Health Research and Evaluation (CPHRE) conducted a statewide adult telephone household survey with 2410 Nevada residents. The following presents the key findings and their implications for future tobacco control efforts in the state:

Smoking Prevalence Declines: The 2008 adult smoking prevalence rate (21.2%) continued to decline from 24.9% in 2005. In addition, the data show an increase (from 62% in 2005 to 68 % in 2008) in the percentage of smokers who report that they would like to quit smoking. Taken together, these data are very encouraging and demonstrate that Nevada's tobacco control efforts are helping to move these key indicators in the desired direction. Perhaps one way to facilitate this decline would be to capitalize on the high levels of support (50% among non-smokers and over 40% among smokers) for a one dollar or more tax increase on cigarettes if the money would be used to support tobacco control programs. There are very compelling data from numerous states around the country that show the direct relationship between tax increases and declines in adult smoking prevalence and increases in quit attempts.

Secondhand Smoke Exposure is Supported: Given the reductions in exposure of Nevadans to secondhand smoke in their home, cars, worksites, and restaurants and the very high levels of support for bans on smoking in other venues (such as college campuses, zoos, playgrounds, parks, entrances to buildings, rodeos, racetracks, and casino gaming area) this support should motivate the state to maintain its tobacco control program emphasis in these areas. Many states have seen success in reducing secondhand smoke exposure in multiple settings by riding the "wave of momentum" produced by both statewide clean indoor air laws (such as the Nevada Clean Indoor Air Act) and local tobacco control program education about the health and economic benefits of such laws. Policy driven programs to limit tobacco exposure can be very effective especially when such policies not only protect the general public but also protect children.

Nevada Clean Indoor Air Act (NCIAA) Creates Awareness and Reduces Exposure: The reach of the NCIAA has been achieved with over 80% of Nevadans aware of the statewide smoking ban and that it applies to most workplaces and not just restaurants and bars. The law has also stimulated patronage of these establishments with 82% of adults reporting that they go to places now that they did not go before the ban was passed. Not surprisingly, nearly two-thirds (66%) of adults feel that they are less exposed to secondhand smoke since the NCIAA took effect. These data are very important not only for protecting the health of residents of the state but also for stimulating shifts in social norms around smoking. Nevada is creating an environment (as many other states now have) that supports non-smoking as norm. This also has the potential to promote quitting among smokers (as more environments do not allow smoking) and improve business as more patrons' frequent establishments that used to allow smoking but now do not. Continued support for this law and its expansion to other settings should be supported.

Protection of Youth from Access and Exposure to Tobacco is Supported: Nearly all adults (97% of non-smokers and 95% of smokers) feel that it is important that stores do not sell tobacco products to minors. In addition, 85% of non-smokers and 77% of smokers feel that store owners should be required to have a license to sell tobacco products so that minors can't buy tobacco products. Further, over 90% of adults feel that tobacco use by adults should not be allowed on school grounds in grades K through 12 or at any school events. These data clearly and very strongly point out Nevadans feelings toward protecting their youth from tobacco access and exposure. Even among smokers, support for policies and practices that protect children is a priority. The tobacco control community in the state should continue to emphasize the importance of protecting youth from the harmful effects of tobacco and use this message ("push the kid button") in interventions and media that is particularly targeted to smokers.

Media Campaign in Rural Areas Gets Attention: The state's rural media campaign produced encouraging levels of awareness of the television and radio creative. In moving forward it will be important to coordinate these media efforts with the local tobacco control programs to increase the potential of reaching more individuals with the campaigns' messages and increase awareness of tobacco control issues on a broader scale. In addition, the media campaign should tag media messages with "action steps" (such as a tag for the Nevada Tobacco Users Helpline or a referral to a local tobacco control program for services) to promote behavior change in individuals exposed to the campaign and to improve the collaboration between media and the local programs.

These are a few of the positive findings and related implications observed using the 2008 Nevada ATS results.

The report provides additional data for each survey question and specific data for Clark County, Washoe County, the remaining rural counties, and statewide data. These data will be useful to tobacco control experts and constituents in their respective areas for program planning and program comparison purposes. Overall, the ATS results show that Nevada is making good progress and being successful in "moving the needle" on many key tobacco control indicators in the state that can be associated with the efforts of the state's tobacco control program efforts

Adult Tobacco Survey (ATS) of Tobacco Use, Opinions, and Related Behaviors of Nevada Adult Residents

Grants Management Unit
Department of Health and Human Services

State of Nevada **2008**

BACKGROUND: The Nevada Department of Health and Human Services, Grants Management Unit oversees 18 tobacco control grantees in the state who are conducting program activities to reduce the use of tobacco and diminish environmental tobacco smoke (ETS) exposure across the State of Nevada. There have been several population-based surveys at the statewide and county levels conducted over the last seven years in Nevada to help monitor the impact and gauge the effectiveness of tobacco control program efforts. The next section of this report, “Selected highlights” presents opinions, knowledge, and behaviors of adults who were interviewed in 2008 regarding tobacco and its use. Data are presented representing the total population of Nevada. Data specific to Clark County, Washoe County, and all other remaining rural counties in the state, and statewide numbers, can be found in Appendix A: Data Tables.

Initially in the summer of 2001, a statewide 15-minute Random Digit Dial (RDD) survey of 1,604 adults (18 years of age or older) was conducted, thus establishing a baseline regarding tobacco use and related behaviors among Nevadans which would serve as a yardstick for measuring the impact of tobacco control program initiatives implemented in the state overtime. Data was collected from a representative sample of Nevada adults on opinions, attitudes, and behaviors related to the use of tobacco. In the winter of 2005, a second RDD 15-minute statewide survey was conducted representing Nevada’s adult population. That time a total of 2,382 adult telephone interviews were completed across the state. In the winter of 2008, Battelle conducted a third follow-up RDD 15-minute statewide survey interviewing a representative sample of Nevadans. In 2008, a total of 2,410 adult telephone interviews were completed. One of the prime benefits of having the ATS is to use these data to measure the reach and impact of Nevada’s tobacco prevention and cessation program as it affects opinions, knowledge, and behaviors with regard to tobacco.. The 2008 ATS serves as a model surveillance tool to be conducted annually. The design and implementation of the survey provides statistically valid reliable data about the reach and impact of the tobacco prevention and control programs in 2008, and at regular yearly intervals as the survey is repeated in the future. The 2008 survey analyses provide measures of past and ongoing tobacco control program impacts against which future observed changes in tobacco control efforts can be measured.

This report provides a summary of highlighted findings based on the 2008 survey data. The survey instrument and methods used in implementing this 2008 survey were very similar to those used in 2001 and 2005 to maintain comparability with past data collection efforts. Due to the sizeable scope of this statewide survey, the field period for data collection was expanded, and the 2008 questionnaire was revised, with some

questions being dropped and others added. However, key questions regarding tobacco control and the basic structure and focus of the questionnaire did not significantly change from previous administrations. The survey instrument and methods were adapted from other state tobacco control programs, providing Nevada with an opportunity to compare its program with other large-scale tobacco control initiatives. Use of established methods has permitted more rapid development, design, and completion of the survey than if we were creating an entirely new design. The data we have collected in Nevada readily provides for assessing program needs and measuring the tobacco control programs' progress. We present the findings of the 2008 ATS and provide comparisons with appropriate data from the 2005 ATS where possible.

SELECTED 2008 HIGHLIGHTS: The Nevada adult cigarette smoking prevalence rate (21.2%) in 2008 has declined from the statewide smoking prevalence rate (24.9%) in 2005. A respondent was classified as a current smoker if he/she had smoked at least 100 cigarettes in his/her entire life and if he/she currently smokes everyday or some days. The prevalence of smokeless tobacco use in the state was 4% with slightly higher use (5%) in the rural counties of Nevada.

Most Nevada adult smokers would like to quit smoking. In 2008, 68% of smokers reported they would like to quit, which is a slight increase over the statewide rate (62.2%) in 2005. Nearly half of all Nevada smokers (49.7%) in 2008 report that they had tried to quit smoking within the last twelve months which is an increase over (40.1%) in 2005. Among smokers, 63% were aware of assistance that might be available to help them quit smoking, such as telephone Quitlines, local health clinic services, and community programs.

Among all Nevada adults, 23% reported secondhand smoke exposure occurring at least one day each week in their home in 2008, a decrease from 29% statewide in 2005; approximately 12% reported daily exposure in 2008, a decrease from 15% statewide in 2005. In 2008, nearly one-tenth of adults (8.4%) reported being exposed to tobacco smoke on the job at least one day a week. This was in contrast to the statewide rate of 42.6% in 2005; and 2.8% of workers reported being exposed to smoke on the job every day of the week in 2008 versus 15.8% statewide in 2005. Among all Nevada adults, 8.6% in 2008 (compared with 8.8% in 2005) report that they work in a casino. In 2008, 44% of casino workers reported that they are exposed to secondhand smoke every day.

Approximately 82% of Nevadans are aware of the statewide smoking ban. In addition, 82% of adults are aware that the statewide smoking ban applies to most workplaces, and not just restaurants and bars. Nearly 24% of adults go to places now that they did not go to before the statewide smoking ban was passed. When asked if adults feel they are less exposed to secondhand smoke since the statewide smoking ban was passed, 66% of adults agree.

Regarding their home environment, 79.3% of all adults in 2008 (an increase from 75.2% in 2005) reported that smoking was not allowed anywhere in their home; In 2008, 50.2% of smokers (an increase from 45.7% in 2005) reported that they too had a no smoking policy in their home. Smoking was banned from the family car as reported by 74% of all adults in 2008 which is an increase from 68.7% of all adults in 2005; for smokers, 32.2% in 2008 (an increase from 27.5% in 2005) of smokers reported enforcing this ban in their car.

Based on reports from all Nevada adults in 2008, 65% of all adults supported (agree or strongly agree) banning smoking on college campuses; 74% supported banning smoking close to the entrances of businesses and public buildings, within twenty to thirty feet; 53% supported banning smoking in outdoor public places, such as the park, zoos, and playgrounds (an increase from 45% in 2005); 49% supported banning smoking in casino gaming areas (an increase from 43% in 2005); 44% supported banning smoking in other outdoor venues, such as rodeos and race tracks; and 38% supported banning smoking in bars that don't serve food (40.6% favored a ban on smoking in bars in 2005).

As for smokers, 39% supported (agree or strongly agree) banning smoking on college campuses; 47% supported banning smoking close to the entrances of businesses and public buildings, within twenty to thirty feet; 10% supported banning smoking in outdoor public places, such as the park, zoos, and playgrounds (a decrease from 17% in 2005); 17% supported banning smoking in casino gaming areas (an increase from 9.8% in 2005); 22% supported banning smoking in other outdoor venues, such as rodeos and race tracks; and 14% supported banning smoking in bars that don't serve food. In the past year, 34.9% of adults (11.6% of smokers, 40.8% of non-smokers) reported that they avoided going to either a public or private place, because they knew that they would be exposed to second-hand smoke.

Ninety-six percent of adults (95% of smokers, 97% of non-smokers) feel (agree or strongly agree) that it is important that communities keep stores from selling tobacco products to minors. 84% of adults (77% of smokers, 85% of non-smokers) feel store owners should be required to have a license to sell tobacco products so that minors can't buy tobacco products. Among all adults, 91% (84% of smokers, 93% of non-smokers) feel (agree or strongly agree) that tobacco use by adults should not be allowed on public school grounds, grades K-12, or at any school events. Among all adults 48% (41% of smokers, 50% of non-smokers) would support a one dollar per pack or more additional tax on a pack of cigarettes if some or all the money raised was used to support tobacco control programs. More than one-quarter of adults (26.2%) would support a tax increase of two dollars or more per pack.

A Mass Media campaign was targeted to the rural counties of the state in 2007-2008. The key findings for the impact of the media campaign in the rural counties of the state are as follows. (For data specific to the state overall and Clark and Washoe counties please see Appendix A).

Forty-four percent of adults reported hearing any health-related commercials on the radio while 35% of adults reported hearing radio commercials that discuss the dangers of smoking for young adults. Sixty-eight percent of adults said that the commercial discussing the dangers of smoking for young adults gave an 800 number for them to call while only 3% actually called the Quitline. These radio media data are encouraging given the high level of recall regarding the 800 number among those who reported hearing the ad. Clearly, the very low percentage of those who actually called the Quitline leaves room for improvement. Better coordination and collaboration between the media contractor and the other local tobacco grantees to promote the Quitline and media messages will help promote increased calls.

Over half of adults (60%) reported that they have seen any TV advertisements talking about the dangers of smoking or using smokeless tobacco while only 19% of adults said they have seen an advertisement on TV that shows a famous country western singer

talking about the dangers of smokeless tobacco use for youth. Five percent called the Quitline as a result of seeing this ad. Given the amount of tobacco control messages on the air (such as various nicotine replacement\NRT ads, national media, and tobacco industry messages to name a few) it is not surprising to see high rates of recall for any TV ad about the dangers of smoking or smokeless tobacco. The lower levels of recall (19%) for the rural media campaign message may be due to less air time (less reach and frequency) than the other tobacco advertising that blankets TV as well as how memorable the country western singer spot is relative to other media. As with the radio ads, increased collaboration between the media contractor and local tobacco control programs could help boost the number of calls to the Quitline.

Nearly half of adults (40%) reported that they have seen an advertisement on TV that shows young multi-cultural adults discussing their addiction to cigarettes and their intense desire to quit smoking. Four percent of adults called the Quitline as a result of seeing this ad. The recall for this TV media spot was the highest among those aired although the calls to the Quitline are comparable to those for other media creative. Stronger promotion of the Quitline in the rural counties is much needed. Slightly over one-third (38%) of adults reported that they have seen an advertisement on TV that shows 1,200 pairs of empty shoes and states that this is how many people die each day from tobacco-related diseases. As a result of seeing this TV ad, 26% of adults said that they talked to someone about this ad or about the dangers of smoking. Over one-third (34%) of adults reported that they have seen an advertisement on TV that talks about the dangers of secondhand smoke by showing a baby in a car seat in a closed garage. As a result of seeing this TV ad 25% of adults said that they talked to someone about this ad or about the dangers of smoking around others. These data are encouraging not by the absolute levels of recall (which could be increased by such methods as more air time and strategic placement during prime time) but in the levels of prompting others to talk to someone about the dangers of secondhand smoke exposure. Encouraging such dialogue is especially important and timely given the recent passage of the NCIAA and the current "climate" in Nevada which very much supports clean indoor air.

Overall, as a result of seeing and/or hearing any of these anti-tobacco advertisements on the TV and/or radio, 7% of adults said that they stopped smoking tobacco. These data are promising and may be the result of exposure to media creative only or possibly to the media plus other tobacco control messages or programs\interventions. In future surveys it would be important to ask respondents who say that they stopped smoking as a function of the media what other interventions (if any) they attribute their cessation so the effect of the media messaging on quitting behaviors could be evaluated even more precisely.

RESPONDENT DEMOGRAPHICS: Among all adults, about one-half (50.7%) of survey respondents were males with nearly an equal percentage being female (49.2%). Of adults 53% were between 18-44 years of age; 34% were between 45-64 years; the remaining 14% were 65 or older years of age. Slightly more than two-fifths of all households (45%) reported that they had children less than 18 years of age living in their household. Regarding education, 8% reported having less than a high school education; 26% reported having a high school-level education; 33% reported having completed college or some other advanced professional training; 11% reported having a postgraduate or professional degree. For ethnicity, 21% reported being Hispanic or Latino; for race, 64% were white; 7% were African American; 8% Other; and the remainder of responses fell into a number of different categories or chose to not answer

the question. For income, 7% were under \$15,000; 6.4% were between \$15,000 and \$24,999; 37% were between \$25,000 and \$54,999; the remaining 50.3% had an annual household income of more that \$54,999; and the remainder did not answer the question.

SAMPLE DESIGN: In the 2008 ATS, Battelle followed the same basic survey design that was used in fielding the 2001 and 2005 Nevada ATS surveys. In 2008, Battelle adapted methods that made Nevada's approach in conducting this ATS efficient by using survey items that had been psychometrically validated and used by other state tobacco control programs in their assessment of tobacco as a public health problem. Many of the survey items have also been used by the Centers for Disease Control and Prevention (CDC) to assess tobacco use and its related behaviors. Battelle also created the 2008 survey so as to allow for comparisons with ATS data in past and future years. Battelle completed a total of 2,410 telephone interviews with adults who were residents randomly selected from across Nevada. The survey was conducted using a Random Digit Dial (RDD) sample of household telephone numbers and employing Computer Assisted Telephone Interviewing (CATI) technology. The sample was purchased from Genesys (Marketing Systems Group). Genesys is the preferred vendor for the CDC Behavioral Risk Factor Surveillance System samples and Battelle has used their services for all our population-based surveys. The overall design is consistent with that used by other leading tobacco control programs for evaluating the reach and impact of their programs and, consequently, will facilitate comparisons with other statewide data, as needed.

DATA COLLECTION: The data collection for the 2008 ATS was done using CATI technology; data collection was conducted from January 4th, 2008 to March 25th, 2008, by Battelle interviewers and subcontractor REDA interviewers, with training and supervisory oversight by Battelle staff, all located in the Washington, DC area. In assigning interviewers to this survey, priority was given to selecting interviewers with experience in other tobacco-related studies as well as surveys of health risk factors and sensitive subject matter. As noted earlier, the 2008 survey instrument was designed based largely on the instrument used in Nevada in the 2005 ATS. While a few questions were eliminated, and some new questions were added, the survey instrument for the 2008 ATS was very similar to the one used in 2005 ATS. As a reference, the original survey instrument was based on the use of successful survey instruments used by California's, Massachusetts', and Florida's Tobacco Control Program's. As all of the psychometric properties of the items in the model questionnaires were already well established; little testing of the survey instrument was required prior to the beginning of the field period.

Survey items included questions on:

- a. Cigarette Use History
- b. Other Tobacco Use
- c. Quit Smoking History
- d. Secondhand Smoke Exposure
- e. Policy Issues and Tobacco
- f. Co morbidity and Tobacco
- g. Media
- h. Demographics

DATA PREPARATION AND PROCESSING: Data from the CATI output file were fully edited by the logic of the CATI program and also went through further post-survey data cleaning programs. Battelle analysts and programming staff prepared data file specifications, including variable names, variable labels, and format statements for all data elements collected for the 2008 survey. Variable creation algorithms for all derived or composite constructed variables were also developed. Sample data were also weighted to reduce any possible bias in the sample-based estimates. The final weight assigned to any case was the product of the weights generated at several stages of the weighting process. The two main weight components were probability weight and post-stratification weight. The number of adult members living in the household and the number of residential telephone lines were taken into consideration while computing the probability weight. In the post-stratification weighting process, variables like age, gender, and race were used to make the sample data generalizable to Nevada's adult population. The population data for Nevada were derived from the current census estimates. Battelle programmers extracted the clean raw questionnaire data from the CATI database into an ASCII file. Application programmers then prepared the control statements to create the analysis system files to run frequencies for all variables in the dataset for them to perform a final check on data integrity. Survey analyses in this report describe the results obtained for the statewide sample of 2,410 adult interviews. The response\cooperation rate for this survey was 34.4% as calculated by of those who were contacted by phone the percentage whom completed the interview\survey.

Appendix A

Data Tables

Table A. Cigarette Use History

Cigarette Use	Clark County	Washoe County	Other Counties	State of Nevada
<i>Smoked 100 Cigarettes in Lifetime</i>	47%	47%	54%	48%
<i>Currently Smoke Every Day</i>	15%	16%	18%	16%
<i>Currently Smoke Some Days</i>	7%	4%	7%	7%
<i>Do not Smoke at all</i>	78%	81%	75%	78%
<i>Smoking Prevalence</i>	21%	19%	24%	21%

Table B. Other Tobacco Use

Other Tobacco Use During Past 30 Days	Washoe County	Other Counties	State of Nevada
<i>Chewing Tobacco</i>	3%	5%	4%
<i>SNUS</i>	< 1%	2%	1%
<i>Hookah</i>	2%	2%	2%

Table C. Quit Tobacco Use History

% That would like to quit	Clark County	Washoe County	Other Counties	State of Nevada
<i>Smoking Cigarettes</i>	68%	69%	67%	68%
<i>Chewing Tobacco</i>	-	84%	66%	74%
<i>SNUS</i>	-	55%	42%	45%
<i>Hookah</i>	-	16%	12%	14%
Cigarette Quit Attempts				
<i>Smokers that attempted to quit</i>	48%	52%	54%	50%
<i>Aware of Assistance to quit</i>	62%	65%	62%	63%

Table D. Environment Tobacco Smoke Exposure

% Exposed to Cigarette Smoke in the Past Seven days	Clark County	Washoe County	Other Counties	State of Nevada
<i>At home</i>	22%	20%	23%	22%
<i>At work in casino</i>	69%	91%	99%	73%
<i>At work (indoors)</i>	23%	18%	14%	21%
Awareness of Statewide Ban				
<i>Awareness of ban</i>	83%	82%	77%	82%
<i>Aware ban applies to workplace</i>	81%	83%	88%	82%
<i>Go to places did not go prior to ban</i>	23%	30%	21%	24%
<i>Less exposure to SHS post ban</i>	64%	73%	67%	66%
Rules for Smoking in Home				
<i>Smoking is not allowed anywhere in home</i>	79%	83%	77%	79%
<i>Smoking is allowed in some places/some times</i>	7%	7%	8%	7%
<i>Smoking is allowed anywhere inside home</i>	3%	2%	2%	3%
<i>No rules about smoking inside the home</i>	10%	8%	13%	10%
Rules for Smoking in Car				
<i>Smoking is never allowed in any car</i>	73%	79%	71%	74%
<i>Smoking is allowed sometimes/some cars</i>	10%	8%	11%	10%
<i>Smoking is allowed in any car</i>	5%	3%	4%	4%
<i>There are no rules about smoking in the car</i>	9%	9%	14%	9%

Table E. Policy Issues

% that Agree with the following Tobacco Policies	Clark County	Washoe County	Other Counties	State of Nevada
<i>Smoking ban on campus</i>	66%	62%	65%	65%
<i>Smoking ban within 30 feet of entrances</i>	74%	75%	71%	74%
<i>Smoking ban in outdoor places</i>	54%	53%	50%	53%
<i>Smoking ban in casino gaming</i>	50%	48%	48%	49%
<i>Smoking ban at outdoor venues</i>	45%	43%	41%	44%
<i>Smoking ban in bars not serving food</i>	37%	41%	40%	38%
<i>Store owners should be required to have a license to sell tobacco products</i>	85%	84%	80%	84%
<i>Tobacco use by adults should not be allowed on public school grounds, grades K-12, or at any school events.</i>	90%	93%	91%	91%
Support Tobacco Taxes				
<i>More than \$2.00/pack</i>	27%	29%	22%	26%
<i>\$2.00/pack</i>	5%	3%	3%	4%
<i>\$1.50/pack</i>	2%	2%	4%	3%
<i>\$1.00/pack</i>	16%	12%	12%	15%
<i>\$.50-\$.99/pack</i>	11%	12%	13%	11%
<i>Less than \$.50/pack</i>	9%	12%	10%	10%
<i>No Tax Increase</i>	30%	31%	36%	31%
Other Policy Issues				
<i>Agree it is Very Important to keep stores from selling tobacco products to minors</i>	88%	89%	89%	89%
<i>Have avoided going to a place because would be exposed to second-hand smoke</i>	34%	38%	35%	35%

Table F. Comorbidity and Tobacco Use

% with the following health conditions	Clark County	Washoe County	Other Counties	State of Nevada
<i>Asthma, Bronchitis, or Emphysema</i>	23%	24%	23%	23%
<i>Diabetes</i>	11%	9%	10%	10%
<i>Heart Disease</i>	8%	7%	8%	8%
<i>Cancer</i>	5%	7%	6%	6%

Table G. Media

	Clark County	Washoe County	Other Counties	State of Nevada
Radio				
<i>Heard health related radio commercials</i>	45%	50%	44%	45%
<i>Heard commercials about dangers of smoking</i>	29%	35%	35%	31%
<i>Recall commercial providing toll free number</i>	55%	78%	68%	61%
<i>Called the number provided in commercial</i>	9%	5%	3%	7%
Television				
<i>Seen ad about the dangers of smoking or using smokeless tobacco</i>	54%	63%	60%	56%
<i>Seen ad with famous country western singer talking about the dangers of smokeless tobacco</i>	21%	19%	19%	21%
<i>Called toll free number for help quitting smokeless tobacco</i>	12%	10%	5%	11%
<i>Seen ad that shows young multi-cultural adults discussing their addiction to cigarettes and desire to quit</i>	38%	40%	40%	39%
<i>Called toll free number for help quitting smoking</i>	11%	4%	4%	9%
<i>Seen ad showing 1,200 pairs of empty shoes</i>	38%	32%	38%	37%
<i>Talked to someone about dangers of smoking as a result of ad</i>	39%	35%	26%	37%
<i>Seen ad about dangers of second hand smoke showing a baby in a closed garage</i>	28%	37%	34%	30%
<i>Talked to someone about second hand smoke as a result of ad</i>	31%	44%	25%	33%
Impact on Behavior				
<i>Seeing/hearing ads caused to stop smoking</i>	8%	5%	7%	8%

Table H. Demographics

Respondent Demographics	Clark County	Washoe County	Other Counties	State of Nevada
Gender				
Male	51%	50%	51%	51%
Female	49%	50%	49%	49%
Race/Ethnicity				
White/Non-Hispanic	60%	72%	74%	64%
Black/Non-Hispanic	10%	1%	1%	7%
Hispanic	23%	17%	15%	21%
Children < 18 years of age living in household	44%	43%	47%	45%
Age				
18-24	11%	14%	13%	12%
25-34	23%	15%	15%	21%
35-44	20%	21%	23%	20%
45-54	19%	20%	15%	18%
55-64	14%	16%	18%	15%
≥ 65	14%	14%	16%	14%
Household Income				
Less than 25k	13%	17%	12%	14%
25,000-44,999	22%	20%	23%	22%
45,000-64,999	25%	21%	19%	24%
65,000-99,999	18%	19%	28%	19%
100,000 +	22%	23%	18%	21%
Level of Education				
Less than High School	8%	8%	8%	8%
High School Diploma/GED	25%	26%	35%	26%
Technical School Graduate	2%	1%	2%	2%
Some College	30%	26%	28%	29%
College Graduate	22%	26%	19%	22%
More than four year degree	11%	12%	7%	11%
Sexual Orientation				
Heterosexual	93%	91%	93%	92%
Homosexual	1%	2%	1%	1%
Bi-sexual	1%	1%	1%	1%
Celibate/Don't have sex	5%	4%	4%	5%

Table I. Residency by County

County	%
Carson City	4.7%
Churchill	3.2%
Clark	33.4%
Douglas	4.9%
Elko	4.7%
Esmeralda	0.2%
Eureka	0.3%
Humboldt	1.4%
Lander	0.6%
Lincoln	0.6%
Lyon	5.2%
Mineral	0.8%
Nye	4.9%
Pershing	0.8%
Storey	0.4%
Washoe	33.3%
White Pine	0.6%

Appendix B

Survey Instrument

Nevada Adult Tobacco Survey 2007

Battelle Centers for Public Health Research and Evaluation

Introduction

Hello, this is _____, calling on behalf of Battelle Memorial Institute for the Nevada Department of Health and Human Services. May I please speak with an adult age 18 or older? **(When qualified respondent is reached, continue:)** We are conducting a survey of people's opinions on health issues in [Clark/Washoe/Rural Counties in Nevada] and the county's tobacco control program. This survey lasts about ten minutes and we really appreciate your cooperation in giving us your opinions.

- 1 Yes, respondent available - **(Continue)**
- 2 No adult 18+ in household - **(Thank and Terminate)**
- 7 Adult 18+ not available/Not a good time - **(Set time to call back)**
- 8 (Hard refusal) - **(Thank and Terminate)**

S1. In what county do you live in the State of Nevada? **(If necessary, say:)** That is, in what county is your primary residence?]

- 510 CARSON CITY
- 001 CHURCHILL
- 003 CLARK
- 005 DOUGLAS
- 007 ELKO
- 009 ESMERALDA
- 011 EUREKA
- 013 HUMBOLDT
- 015 LANDER
- 017 LINCOLN
- 019 LYON
- 021 MINERAL
- 023 NYE
- 027 PERSHING
- 029 STOREY
- 031 WASHOE
- 033 WHITE PINE

996 (Other, Specify: _____) - **Thank and Terminate)**

- 998 (Refused) - **(Thank and Terminate)**
- 999 (Don't know) - **(Thank and Terminate)**

S3a. What is your age? (Open ended and code actual age)

0 – 105
998 (Refused)
999 (Don't know)

S3b. I'd like to verify that I reached you at XXX-XXX-XXXX.

- 1 Yes, reached R at this number
- 2 No, reached R at a different number [**record number**]
- 8 (Refused) - **(Thank and Terminate)**
- 9 (Don't know) - **(Thank and Terminate)**

S4a. How long have you been living in Clark County? **(If 12 months or more, enter years; if less than 12 months, enter months. If less than 1 month, enter 0 months)**

Year(s) [Range 1-99]

Months [Range 0-11]

98 (Refused)
99 (Don't know)

SECTION A- CIGARETTE USE HISTORY

Now I'd like to ask you a few questions about tobacco use.

A1. Have you smoked at least one hundred cigarettes in your entire life? (100 cigarettes = 5 packs)

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

A2. Do you now smoke cigarettes every day, some days, or not at all?

- 1 Every day
- 2 Some days
- 3 Not at all (Skip to instructions before B1)
- 8 (Refused) (Skip to instructions before B1)
- 9 (Don't know) (Skip to instructions before B1)

A3. Think about the last THIRTY DAYS. On how many of these

days did you smoke at least one cigarette?

00-30 [Code "00" if none; code "30" if every day]

98 (Refused)

99 (Don't know)

SECTION B- OTHER TOBACCO USE HISTORY

NOT ASKED OF CLARK COUNTY RESIDENTS- B1 through B3

B1. During the past thirty DAYS, on how many days did you use chewing tobacco or snuff?

00-30 [Code "00" if none; code "30" if every day]

98 (Refused)

99 (Don't know)

B2. During the past thirty DAYS, on how many days did you use SNUS? [If needed: SNUS is Swedish pouch smokeless tobacco]

00-30 [Code "00" if none; code "30" if every day]

98 (Refused)

99 (Don't know)

B3. During the past thirty DAYS, on how many days did you use a Hookah to smoke tobacco? [If needed: a Hookah pipe has a hose and tobacco is burned in it]

00-30 [Code "00" if none; code "30" if every day]

98 (Refused)

99 (Don't know)

SECTION C- QUIT TOBACCO USE HISTORY

C1. Would you like to quit smoking cigarettes?

1 Yes

2 No

8 (Refused)

9 (Don't know)

NOT ASKED OF CLARK COUNTY RESIDENTS- C1a through C1c

C1a. Would you like to quit using chew?

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

C1b. Would you like quit using SNUS?

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

C1c. Would you like to quit using Hookah?

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

C2. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

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

C3. Are you aware of assistance that might be available to help you quit smoking, such as telephone quitlines, local health clinic services, and community programs?

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

SECTION D- ENVIRONMENTAL TOBACCO SMOKE

(ETS) EXPOSURE

D1. During the past seven DAYS, when you were at HOME, how many days were you exposed to other family members' or visitors' tobacco smoke?

- 00 None
- 01 One
- 02 Two
- 03 Three
- 04 Four
- 05 Five
- 06 Six
- 07 Seven

- 97 (Not applicable/Not home in past seven days)
- 98 (Refused)
- 99 (Don't know)

D2. Do you currently work in a casino?

- 1 Yes
- 2 No **(Skip to D4)**
- 8 (Refused) **(Skip to D4)**
- 9 (Don't know) **(Skip to D4)**

D3. During the past SEVEN days, when you were at WORK in the casino, how many days were you exposed to other people's tobacco smoke?

- 00 None
- 01 One
- 02 Two
- 03 Three
- 04 Four
- 05 Five
- 06 Six
- 07 Seven

- 97 (Not applicable/Not at work in past seven days)
- 98 (Refused)
- 99 (Don't know)

D4. [Other than in a casino,] Are you employed outside of the home in an indoor setting?

- 1 Yes

- 2 No **(Skip to D6)**
- 8 (Refused) **(Skip to D6)**
- 9 (Don't know) **(Skip to D6)**

D5. During the past seven DAYS, when you were at WORK in an indoor setting [other than in a casino], how many days were you exposed to other people's tobacco smoke?

- 00 None
- 01 One
- 02 Two
- 03 Three
- 04 Four
- 05 Five
- 06 Six
- 07 Seven

- 97 (Not applicable/Not at work in past seven days)
- 98 (Refused)
- 99 (Don't know)

D6. Are you aware of the statewide smoking ban?

- 1 Yes
- 2 No **(Skip to D10)**
- 8 (Refused) **(Skip to D10)**
- 9 (Don't know) **(Skip to D10)**

D7. Are you aware that the statewide smoking ban applies to most workplaces, and not just restaurants and bars?

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

D8. Do you go to places now that you did not go to before the statewide smoking ban was passed?

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

D9. Do you feel you are less exposed to secondhand smoke since the statewide smoking ban was passed?

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

D10. Which statement best describes rules about smoking inside your home?

- 1 Smoking is not allowed anywhere inside your home
- 2 Smoking is allowed in some places and at some times
- 3 Smoking is allowed anywhere inside the home, OR
- 4 There are no rules about smoking inside the home

- 8 (Refused)
- 9 (Don't know)

D11. Which statement best describes rules about smoking in your family cars?

- 1 Smoking is never allowed in any car
- 2 Smoking is allowed sometimes or in some cars,
- 3 Smoking is allowed in any car anytime, OR
- 4 There are no rules about smoking in the car

- 7 (Not applicable/Do not have a family car)
- 8 (Refused)
- 9 (Don't know)

SECTION E- POLICY ISSUES AND TOBACCO

E1. Each of the following statements is about restricting smoking in specific areas. Please say whether you strongly agree, agree, disagree, or strongly disagree with the statement. How strongly do you feel about....?

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 (Refused)
- 9 (Don't know)

- A. Banning smoking on college campuses
- B. Banning smoking close to the entrances of businesses and public buildings, within twenty to thirty feet
- C. Banning smoking in outdoor public places, such as the park, zoos, and playgrounds
- D. Banning smoking in casino gaming areas
- E. Banning smoking in other outdoor venues, such as rodeos and race tracks
- F. Banning smoking in bars that don't serve food

- E2. In the past year, did you avoid going to either a public or private place, because you knew that you would be exposed to second-hand smoke?
- 1 Yes
 - 2 No
 - 8 (Refused)
 - 9 (Don't know)
- E3. How important is it that communities keep stores from selling tobacco products to minors? Would you say it is **[read categories]** :
- 1 Very important
 - 2 Somewhat important
 - 3 Not very important
 - 4 Not important at all
 - 8 (Refused)
 - 9 (No opinion/Don't know)
- E4. How strongly do you agree or disagree with the following statement: Store owners should be required to have a license to sell tobacco products so that minors can't buy tobacco products. Would you... **[read categories]**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 (Refused)
 - 9 (No opinion/Don't know)
- E5. How much additional tax on a pack of cigarettes would you be willing to support if some or all the money raised was used to support tobacco control programs? **[Read categories]**
- 1 No tax increase
 - 2 Less than fifty cents a pack
 - 3 Fifty to ninety-nine cents a pack
 - 4 One dollar a pack
 - 5 \$1.50 a pack
 - 6 Two dollars a pack
 - 7 More than two dollars a pack
 - 8 (Refused)
 - 9 (Don't know)
- E6. How strongly do you agree or disagree with the following statement: Tobacco use by adults should not be allowed on public school grounds, grades K-12, or at any school events. Would you... **[read categories]**
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree

- 4 Strongly disagree
- 8 (Refused)
- 9 (Don't know)

SECTION F- COMORBIDITY AND TOBACCO

F1. I am going to read a list of medical conditions that many people have. After each one, please tell me if you have ever been told by a doctor or other health professional that you have the condition.

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

- A. Asthma, bronchitis, or emphysema
- B. Diabetes
- C. Heart disease
- D. Cancer

Section G- Media

Radio Media Questions:

The next few questions are about advertisements you may have seen or heard recently.

G1. Within the last 30 days, have you heard any health-related commercials on the radio?

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

G2. Within the last 30 days, have you heard any radio commercials that discuss the dangers of smoking for young adults?

- 1 Yes
- 2 No (**Skip to G6**)
- 8 (Refused) (**Skip to G6**)
- 9 (Don't know) (**Skip to G6**)

G3. Did the commercial discussing the dangers of smoking for young adults give an 800 number for you to call?

- 1 Yes
- 2 No (**Skip to G6**)
- 8 (Refused) (**Skip to G6**)
- 9 (Don't know) (**Skip to G6**)

G4. Did you call that 800 number?

- 1 Yes
- 2 No **(Skip to G6)**
- 8 (Refused) **(Skip to G6)**
- 9 (Don't know) **(Skip to G6)**

G5. Did you call that 800 number for yourself or for someone else?

- 1 Self
- 2 Someone else
- 8 (Refused)
- 9 (Don't know)

TV Media Questions:

G6. Within the past 30 days, have you seen any TV advertisements talking about the dangers of smoking or using smokeless tobacco?

- 1 Yes
- 2 No **(Skip to H1)**
- 8 (Refused) **(Skip to H1)**
- 9 (Don't know) **(Skip to H1)**

G7a. Within the past 30 days, have you seen an advertisement on TV that shows a famous country western singer talking about the dangers of smokeless tobacco use for youth?

- 1 Yes
- 2 No **(Skip to G8a)**
- 8 (Refused) **(Skip to G8a)**
- 9 (Don't know) **(Skip to G8a)**

G7b. As a result of seeing this smokeless tobacco TV ad, did you call the 800 number for help to quit using smokeless tobacco for yourself or someone else?

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

G8a. Within the past 30 days, have you seen an advertisement on TV that shows young multi-cultural adults discussing their addiction to cigarettes and their intense desire to quit smoking?

- 1 Yes
- 2 No **(Skip to G9a)**
- 8 (Refused) **(Skip to G9a)**
- 9 (Don't know) **(Skip to G9a)**

G8b. As a result of seeing this smoking cessation TV ad, did you call the 800 number for help to quit smoking for yourself or someone else?

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

G9a. Within the past 30 days, have you seen an advertisement on TV that shows 1,200 pairs of empty shoes and states that this is how many people die each day from tobacco-related diseases?

- 1 Yes
- 2 No **(Skip to G10a)**
- 8 (Refused) **(Skip to G10a)**
- 9 (Don't know) **(Skip to G10a)**

G9b. As a result of seeing this TV ad showing the number of deaths from smoking each day, did you talk to someone about this ad or about the dangers of smoking?

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

G10a. Within the past 30 days, have you seen an advertisement on TV that talks about the dangers of secondhand smoke by showing a baby in a car seat in a closed garage?

- 1 Yes
- 2 No **(Skip to H1)**
- 8 (Refused) **(Skip to H1)**
- 9 (Don't know) **(Skip to H1)**

G10b. As a result of seeing this TV ad showing the dangers of secondhand smoke, did you talk to someone about this ad or about the dangers of smoking around others?

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

G11. As a result of seeing and/or hearing these anti-tobacco advertisements on the TV and/or radio, did you stop smoking tobacco?

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

SECTION H- DEMOGRAPHICS

H1. GENDER: [Code without asking, if known]

- 1 Male
- 2 Female
- 3 Other (Transgender, hermaphrodite)
- 8 (Refused)
- 9 (Don't know)

H2. How many children less than 18 years of age currently live in your household?

- 00 None
- 98 (Refused)
- 99 (Don't know)

H3. What is the highest grade or year of school you completed?

- 01 Eighth grade or less
- 02 Some high school (grades 9-11)
- 03 Grade 12 or GED certificate
(high school graduate)
- 04 Some technical school
- 05 Technical school graduate
- 06 Some college
- 07 College graduate
- 08 Postgraduate or professional degree

- 98 (Refused)
- 99 (Don't know)

H4. Are you Hispanic or Latino?

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

H5. Which of the following best describes your race? Are you...(Code all that apply)

- 01 White or Caucasian
- 02 Black or African-American
- 03 Asian
- 04 Native Hawaiian or Pacific Islander
- 05 American Indian or Alaska Native
- 06 Other,

Specify: _____

- 12 (Hispanic)
- 98 (Refused)
- 99 (Don't know)

H6. You said you were **(list categories from above in H5)**. Which ONE of these best describes your race?

- 01 White or Caucasian
- 02 Black or African-American
- 03 Asian
- 04 Native Hawaiian or other Pacific Islander
- 05 American Indian or Alaska Native
- 06 Other,

Specify: _____

- 07 None/No single category

- 12 (Hispanic)
- 98 (Refused)
- 99 (Don't know)

H7. Do you consider yourself to be white-Hispanic or black-Hispanic?

- 01 White-Hispanic
- 02 Black-Hispanic
- 03 (Hispanic/Respondent refused to discriminate)
- 04 Other (Specify)
- 98 (Refused)
- 99 (Don't know)

H8. What language do you speak when you are at home? Is it...
?

- 1 English only
- 2 Mostly English
- 3 Half English, half another language
- 4 Mostly another language, OR
- 5 Another language only

- 8 (Refused)
- 9 (Don't know)

H9. Please tell me the county in which you work?

- 510 CARSON CITY
- 001 CHURCHILL
- 003 CLARK
- 005 DOUGLAS

- 007 ELKO
- 009 ESMERALDA
- 011 EUREKA
- 013 HUMBOLDT
- 015 LANDER
- 017 LINCOLN
- 019 LYON
- 021 MINERAL
- 023 NYE
- 027 PERSHING
- 029 STOREY
- 031 WASHOE
- 033 WHITE PINE

996 Other, Specify: _____

- 997 (Not applicable/Do not work)
- 998 (Refused)
- 999 (Don't know)

H10. Please stop me when I reach the category that includes your **total household income** for last year before taxes. This would be the total income for everyone living in your household last year, not just your income.

- 01 = < \$15,000
- 02 = \$15,000 TO < \$25,000
- 03 = \$25,000 TO < \$35,000
- 04 = \$35,000 TO < \$45,000
- 05 = \$45,000 TO < \$55,000
- 06 = \$55,000 TO < \$65,000
- 06 = \$65,000 TO < \$75,000
- 07 = \$75,000 TO < \$100,000
- 08 = \$100,000 OR MORE
- 98 (Refused)
- 99 (Don't know)

H11. Not including extensions of the same number, business, fax, modem lines, or cellular phones, how many different residential telephone lines do you have in this household?

Line(s) [Range 1-10]

- 98 (Refused)
- 99 (Don't know)

H12. SEXUAL ORIENTATION: Research has shown that smoking rates and smoking-related diseases may be correlated with the personal and sexual relationships people choose. Your response will be strictly confidential. Do you consider yourself **[Read categories]**?

- 1 Heterosexual
- 2 Homosexual
- 3 Bi-sexual
- 4 Celibate/Don't have sex, or
- 5 Other (Transgender, hermaphrodite)
- 8 (Refused)
- 9 (Don't know)

H13. Thank you for your time (today/tonight). Your opinions have been very valuable. In the future, we may be re-contacting some people to ask a few additional questions. If we need to, could we have your permission to call you again to learn a bit more about your thoughts and opinions?

- 1 Yes
- 2 No (**Skip to closing**)
- 8 (Refused) (**Skip to closing**)
- 9 (Don't know) (**Skip to closing**)

H14. What is your full name? [**enter first and last name**]

H15. What is the best number to reach you? [**enter up to 2 phone numbers**]

CLOSING: That concludes the interview. Thank you very much for participating. Your opinions are important to Battelle researchers and the state of Nevada.