

Nevada Clean Indoor Air Act (NCIAA) Public Opinion Survey of Clark County, Nevada Adult Residents

Nevada Tobacco Prevention Coalition

State of Nevada **2008**

BACKGROUND: The Nevada Tobacco Prevention Coalition (NTPC), with funding from American's for Nonsmokers Rights (ANR), expressed interest in conducting a brief survey to assess attitudes and opinions of Clark County, Nevada adult residents on the recently passed Nevada Clean Indoor Air Act (NCIAA) law. The NCIAA bans smoking in most public places in Nevada. To fulfill this request Battelle conducted a brief public opinion poll survey to gather timely data on this important initiative. Battelle recently conducted a Nevada statewide Adult Tobacco Survey (ATS) in 2008 to assess attitudes, opinions, and tobacco-related behaviors of adult residents in the state and was therefore well positioned to understand the design and implementation needs to successfully conduct this public opinion survey in Clark County. Although the 2008 ATS contains data on Nevada residents' exposure to secondhand smoke, the questions regarding the NCIAA on the ATS were limited. Thus, the NCIAA public opinion survey is the first to focus specifically on the impact of the new law.

In the winter of 2008, the NCIAA survey, a Random Digit Dial (RDD) 5-minute Clark County, Nevada survey was conducted with a representative sample of adults in the County. A total of 400 adult telephone interviews were completed. The 2008 survey now serves as a baseline against which future public opinion surveys related to the NCIAA can be assessed.

This report provides a summary of important findings based on the 2008 survey data. Use of well established RDD methods permitted rapid implementation of the survey. Data for the 2008 NCIAA survey are presented below.

SELECTED HIGHLIGHTS: The majority (70%) of Clark County, Nevada adults support the NCIAA law. When asked how important it is for them to have a smoke-free environment in all workplaces and indoor places in Nevada, 61% of respondents said very important. Since smoking has been banned in restaurants and other social places in Nevada, 50% of respondents feel that going out has become more enjoyable.

The majority (81.4%) of respondents agree that all Nevada workers should be protected from exposure to secondhand smoke. Since restaurants and other social places have been made smoke-free in Nevada, 22% of respondents say they go out more frequently while 68% of respondents go out as often as before. Over one-third (37%) of respondents would like to see stronger enforcement of the law while 45% are satisfied with the current level of enforcement. Only 10% would like to see weaker enforcement.

Nearly one-fifth (19.7%) of survey respondents identified themselves as current smokers. 79.3% identified themselves as former or never smokers while 1% reported that they use other tobacco products. Sixty-eight percent of current smokers report that they were smoking the same amount of cigarettes since the new smoking ban took effect; 21% said they were smoking fewer cigarettes. Twenty-three percent of smokers said that the smoking ban has made them seriously consider quitting. For more details about survey responses please refer to Table 1.

RESPONDENT DEMOGRAPHICS: Fifty-one percent of respondents were males with nearly an equal percentage being female (49.2%). Of adults 55% were between 18-44 years of age; 32% were between 45-64 years; the remaining 14% were 65 or older years of age. Regarding education, 6% reported having less than a high school education; 94% reported having twelve or more years of education. For ethnicity, 23% reported being Hispanic or Latino; for race, 56% were white; 9% were African American; 9% Other; and the remainder of responses fell into a number of different categories or chose to not answer the question.

SAMPLE DESIGN: In the 2008 NCIAA survey, Battelle followed the same basic survey design that was used in fielding the 2008 Nevada ATS surveys. Battelle completed a total of 400 telephone interviews with adults who were residents randomly selected from across Clark County, 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). They are the preferred vendor for the CDC Behavioral Risk Factor Surveillance System (BRFSS) samples and Battelle uses these services for all 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.

A representative random sample of Clark County, Nevada household telephone numbers of sufficient size was selected to yield the required number (400 completed interviews).

DATA COLLECTION: The data collection for the survey was done using CATI technology; data collection was conducted from March 1, 2008 to March 21st, 2008. In assigning telephone 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. Survey items included questions on:

- a. Support for the NCIAA law
- b. Importance of smoke-free workplaces
- c. Dining out enjoyable since the NCIAA
- d. Secondhand Smoke Exposure and protection of Nevada workers
- e. Dining out more frequently since the NCIAA
- f. Level of enforcement of NCIAA
- g. Current smokers, consumption, and quitting
- 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 Clark County, Nevada sample of 400 adult interviews.

Table 1. Summary of Results of Clark County NCIAA Poll

Support for Nevada Clean Indoor Act	Support	Against	Neutral
Overall	70%	20%	9%
<i>Non-Smokers</i>	77%	12%	9%
<i>Smokers (Current)</i>	37%	51%	11%

Importance of Smoke-Free Workplaces and Indoor Environments	Very Important	Somewhat Important	Not Important at All
Overall	61%	25%	13%
<i>Non-Smokers</i>	70%	23%	6%
<i>Smokers (Current)</i>	22%	38%	39%

Smoking Ban Impact on Enjoyment when Going Out	More Enjoyable	Less Enjoyable	No Different
Overall	50%	11%	38%
<i>Non-Smokers</i>	58%	4%	38%
<i>Smokers (Current)</i>	19%	40%	38%

Smoking Ban Impact on Frequency of Going Out	More Frequently	Less Frequently	No Different
Overall	22%	9%	68%
<i>Non-Smokers</i>	25%	4%	69%
<i>Smokers (Current)</i>	10%	31%	59%

All Nevada Workers Should Be Protected from SHS	Agree	Disagree	Neutral
Overall	81%	9%	8%
<i>Non-Smokers</i>	86%	6%	7%
<i>Smokers (Current)</i>	60%	24%	14%

Enforcement of the Smoking Ban	Stronger Enforcement	Weaker Enforcement	Satisfied with Current Enforcement
Overall	37%	10%	45%
<i>Non-Smokers</i>	44%	4%	45%
<i>Smokers (Current)</i>	10%	38%	43%

Bans Impact on Smokers' Behavior	
<i>Thought seriously about quitting</i>	23%
<i>Smoke Fewer Cigarettes</i>	21%

Table 2. Respondent Demographics

Respondent Demographics	%
Smoking Status	
Current Smoker	20%
Former Smoker	34%
Never Smoked	45%
Gender	
Male	51%
Female	49%
Race/Ethnicity	
White/Non-Hispanic	56%
Black/Non-Hispanic	9%
Hispanic	23%
Age	
18-24	11%
25-34	22%
35-44	21%
45-54	18%
55-64	14%
≥ 65	13%
Level of Education	
Less than High School	6%
High School Diploma/GED or More	94%

Survey Instrument
Nevada Clean Indoor Air Act (NCIAA) Public Opinion
Survey of Clark County

Clark County Public Opinion Survey

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)**

[RECORD, BUT DO NOT ASK, GENDER:]

Male..... 1
Female..... 2

Are you 18 or older?

- Yes 1
- No 2
- DK
- REF

Do you live in Clark County?

- Yes 1
- No 2
- DK
- REF

1. Recently, a law went into effect that bans smoking in most workplaces and indoor public places in Nevada, including offices, restaurants, bars, grocery stores and convenient stores. Would you say that you support or are against this law?
 - Support1
 - Against2
 - Neutral.....3

2. How important is it to you to have a smoke-free environment in all workplaces and indoor public places in Nevada? Is it very important, somewhat important, or not at

all important?

- Very important1
- Somewhat important2
- Not at all important3

3. Since smoking has been banned in restaurants and other social places in Nevada, would you say that going out has become a more enjoyable experience, a less enjoyable experience, or has it made no difference to you?

- More enjoyable.....1
- Less enjoyable.....2
- No difference.....3

4. Would you say that you would agree or disagree that all Nevada workers should be protected from exposure to secondhand smoke in the workplace?

- Agree1
- Disagree.....2
- Neutral.....3

5. Since restaurants and other social places have been made smoke-free in Nevada, would you say that you go out more frequently, less frequently, or about as often as before?

- More frequently.....1
- Less frequently.....2
- As often as before.....3

6. The local and state health departments in Nevada are responsible for enforcing the smoking ban. Would you like to see stronger enforcement of the law, weaker enforcement of the law, or are you currently satisfied with how the law is being enforced?

- Stronger enforcement1
- Weaker enforcement2
- Satisfied with current enforcement3
- Don't know about enforcement.....4

THANK YOU. THE FEW REMAINING QUESTIONS ARE FOR STATISTICAL PURPOSES ONLY.

8. Which of the following best describes your use of tobacco products: I'm a current smoker; a former smoker; or I've never been a smoker.

- Current smoker1 **[ASK Q.9]**
- Former smoker2 **[SKIP TO Q.11]**
- Never smoker3 **[SKIP TO Q.11]**
- Smokeless or other tobacco user4 **[SKIP TO Q.11]**
- Refused.....5 **[SKIP TO Q.11]**

[ASK Q.9 ONLY IF Q.8=1]

9. Since the new smoking ban took effect, are you smoking more cigarettes, fewer cigarettes, or about the same number of cigarettes per day?
- More cigarettes1
 - Fewer cigarettes.....2
 - About the same number of cigarettes3

[ASK Q.10 ONLY IF Q.8=1]

10. Has the smoking ban caused you to think seriously about quitting smoking?
- Yes.....1
 - No2

[RESUME ASKING EVERYBODY]

11. What is your age? **[CODE ACTUAL AGE. REFUSED=99]** _____

12. What was the last level of schooling you completed?
- less than high school graduate.....1
 - high school graduate.....2
 - some college.....3
 - college graduate.....4
 - post-graduate5
 - na6

13. Are you black, white, Hispanic, Asian, Native American or some other race?
- black1
 - white2
 - Hispanic.....3
 - Asian.....4
 - Native American5
 - other.....6
 - ref7

14. What is your zip code? _____

THANKS FOR YOUR PARTICIPATION.