



# **Second Hand Smoke Research Summary**

**Prepared for:**



**September 11, 2014**



- **Objectives & Methodology**
- **Executive Summary**
- **Detailed Findings  
(in the order of survey questions)**
- **Interviewee Demographics**



# Objectives And Methodology

## ● Objectives

- Overall. assess public opinion related to second hand smoke and related laws, among smokers and non-smokers in four Northern Kentucky counties (Boone, Campbell, Kenton and Grant).
- Analyze the feedback both overall and by smokers vs. non-smokers and demographics/geography.

## ● Actionability

- Provide the health department with data on community opinions on a potential smoke-free law, to assist in communications programs emphasizing the support of the law and addressing the objections to it.
- A key goal of the research is to let the community know that, based on their opinions, the law is what they want, not just what the government or other organizations want.



- **Specific issues researched:**

- Smoking habits, currently and in the past (including smokeless tobacco and e-cigarettes/vaping devices)
- Experience with stopping smoking
- Information on smoking in the workplace
- Opinions on the harmfulness of second hand smoke
- Personal/Family history of diseases that could be affected by smoke
- Restaurant habits/preferences relating to smoking
- Awareness of Kenton County smoke-free law
- Opinions on allowing smoking at workplaces, restaurants, bars
- Opinions on potential Kentucky smoke-free law, and unaided reasons for being in favor of or against it
- Effect of being smoke-free laws on future frequency of visiting restaurants, bars
- Interviewee demographics

- 800 completed telephone interviews
- Conducted July 21 through August 12
- Among a random sample of households from lists of registered voters in each of four counties (Boone, Campbell, Grant, Kenton)
- 25% of the lists were cell phones.
- To encourage participation, publicity about the study, was placed in community newspapers and social media prior to the interviewing.
- All participants were re-screened for being registered voters and a resident of one of the counties (with a quota of 200 per county, at least 40% males, and a spread of age segments)



- **The total sample's error range is plus or minus 3.5% at the 95% confidence level (the standard level of the research industry)**
  - **This means that were the study to be replicated, the results would fall within 3 to 4 percentage points of those reported here, 19 out of 20 times.**
  - **For comparisons within a single question, approximately 7 points of difference are necessary for statistical significance.**
  - **For comparisons between two questions in this study, approximately 5 points of difference are necessary for statistical significance.**
  - **Cross-tabulations of the data by demographics and other break-outs of the data are noted when there is significance at the 95% confidence level.**



# Executive Summary





## ● Major conclusions from the research:

- The research among 800 northern Kentucky registered voters in four counties shows strong opinions against second hand smoke and in favor of a potential law for smoke-free office buildings, restaurants and bars in Kentucky.
- 65% are in favor of such a law (50% strongly), compared to 25% in opposition (16% strongly), with volunteered reasons for being in favor emphasizing second hand smoke and physical/medical issues, while reasons for being opposed are primarily freedom/rights-based.
- A similar level (66%) finds second hand smoke very harmful to one's health and another 26% say it is somewhat harmful, versus 5% not at all harmful.
- Only 5% prefer restaurants that allow smoking, compared to 73% preferring those that don't allow smoking (22% say it doesn't matter).
- Only 1% say that smoking indoors should always be allowed at workplaces, 3% for restaurants and 18% for bars/clubs. (compared to 70%, 66% and 37%, respectively, saying it should never be allowed).
- A decent portion (22%) indicates going to a restaurant in Ohio at least sometimes, because it offers a smoke-free environment.



## ● Major Conclusions (continued)

- If there were a smoke-free law, 31% say their frequency of going to Kentucky restaurants would increase, 7% say it would decrease.
- For the most part, opinions in this research regarding smoke-free places are even stronger among the following demographic segments: females, higher education, higher income, younger, and in Kenton County (where there is already some smoke-free legislation).
- And even a good percentage of current smokers believe second hand smoke is harmful, think indoor smoking should not be allowed, and are in favor of smoke-free legislation.

## ● Indicated Actions

- These findings should provide community leaders with support for pursuing a smoke-free law.
- The research data should be used to demonstrate to the public that this is something that the vast majority wants.
- The research also can show that a smoke-free law should be good, not bad, for northern Kentucky restaurants and related businesses.



## ● Smoking Usage

- 15% of the total sample currently smokes tobacco products on a daily basis, and another 27% smoked on a daily basis in the past.
- Current daily tobacco smoking is at above-average levels for those with lower income and lower education levels.
- 2% of the total sample currently smokes tobacco on less than a daily basis, and another 8% smoked less than daily in the past (49% have never smoked).
- Usage of smokeless tobacco and electronic cigarettes is at much lower levels (2% daily currently, 3% in the past; 1-2% less than daily currently, 5% in the past).

## ● Quitting Smoking

- Among current tobacco users, 58% say they were advised to quit by a healthcare provider, and 37% have tried to quit (both stronger among females than males).
- The most used method for trying to quit is just stopping (69%), followed by electronic cigarettes (37%) and a nicotine patch (31%), and then Chantix (15%) and nicotine gum (11%), from an aided question presenting these methods.
- Only 2% noted using a quit line when it was mentioned.
- 33% say they are aware of a quit line (stronger among those under age 45).



## ● Smoking At Home/Work

- **14%** of the total sample indicates that someone smokes tobacco in their home daily, with another **1%** each for weekly, monthly and less than monthly (**82%** never have tobacco smoking in their home).
- **3%** of the total sample indicates that someone smokes an electronic cigarette in their home daily, with another **2%** or less each for weekly, monthly and less than monthly (**92%** never have e-cigarette smoking in their home).
- **1%** of those who work indoors indicate that smoking is always allowed anywhere, with another **9%** noting that it's allowed at some times or in some places.
- Among those who work indoors, **9%** say someone smoked tobacco indoors at their workplace in the past month, **13%** for electronic cigarettes.



## ● Opinions of Second Hand Smoke

- 66% of the total sample indicates that breathing smoke from other people's cigarettes/tobacco products is very harmful to one's health, 26% somewhat harmful, and 5% not at all harmful (3% don't know).
- Opinions of very harmful increase to 79% among those who have never smoked (vs. 32% for current smokers), and 73-75% among females, those under age 45, college graduates and those with \$50,000+ annual household income.
- 18% of the total sample thinks that e-cigarettes are very harmful to one's health, 35% somewhat harmful, and 7% not at all harmful (40% don't know).
- 15% of the total sample feels that breathing vapor from other people's electronic cigarettes or vaping devices is very harmful to one's health, 25% somewhat harmful, and 13% not at all harmful (45% don't know).

## ● Health Conditions

- 54% of the total sample have themselves or another family member with a condition that could be affected by smoke or second hand smoke.
- This is led by a heart condition or asthma each at 28%, followed by cancer, C.O.P.D or a lung condition at 16-19% each, and emphysema at 10%



## ● Restaurant Habits/Opinions

- 5% of the total sample prefers restaurants that allow smoking, 73% prefer those that do not allow smoking, and 22% say it doesn't matter.
- 87% of those who have never smoked prefer a restaurant that does not allow smoking, compared to 32% of current smokers. The usual demographics follow (higher income and education prefer non-smoking).
- 22% of the total sample at least sometimes go to a restaurant or bar in Ohio because it is a smoke-free environment (3% always, 7% mostly, 12% sometimes), 20% rarely and 57% never (87% never if a current smoker vs. 47% if never smoked and 57% if a former smoker).

## ● Awareness of Kenton County Smoke-free Law

- 56% of the total sample indicates being aware that Kenton County has a smoke-free law but with exemptions for some bars and restaurants.
- This increases to 72% in Kenton County (and 63% if a college graduate).



## ● Allowing Smoking Indoors

- At workplaces, 1% say that smoking indoors should always be allowed 27% say it should be allowed only at some times or some places, and 70% say it should never be allowed (2% don't know).
- At restaurants, 3% say that smoking indoors should always be allowed 29% say it should be allowed only at some times or some places, and 66% say it should never be allowed (2% don't know).
- At bars or clubs, 18% say that smoking indoors should always be allowed 40% say it should be allowed only at some times or some places, and 37% say it should never be allowed (6% don't know).
- As seen previously, those more in favor of smoking tend to be males, of lower education and income, and (of course) current smokers.
- Those opposed to smoking skew the opposite—females, higher education and income, and who have never smoked.



## ● **Opinion On Potential Smoke-free Law in Kentucky**

- When presented with the fact that smoking is prohibited in office buildings, restaurants and bars in Ohio and 23 other states, 65% of the total sample indicates being in favor of this type of smoke-free law in Kentucky (50% strongly in favor).
- 25% oppose this (16% strongly), with 9% having no opinion or a “don’t know” response.
- Being strongly in favor increases to 80% among those who have never smoked (and is still 25% for current smokers), and is above average for females, those with higher income, the more highly-educated and in Kenton County.
- Interestingly, those considering themselves liberal and conservative show no difference in their support of this potential smoke-free law.
- Unaided reasons for being in favor of the law focus on two categories of responses: second-hand smoke (noted by 44%, e.g., not wanting to be exposed); and physical/medical issues (42%, e.g., being harmful to one’s health). At the next level are 19% volunteering some social-related issue (e.g., the smell, including on clothes/hair).





## ● **Opinion On Potential Smoke-free Law in Kentucky (continued)**

- **Unaided reasons for being opposed to the law focus primarily on freedom/rights-related issues (noted by 82%, including having the right to smoke, too much government, and it should be the business's decision). There are 10-12% each volunteering reasons related to allowing it in some places, Kentucky's tobacco industry, and personal reasons (i.e., they smoke).**
- **Reasons for being in favor relating to second-hand smoke receive more mention among females, younger, more highly educated and higher income interviewees; relating to physical/medical issues among females and older people (and both are above-average in Kenton county).**
- **Reasons for being opposed due to freedom/rights issues are even stronger among males, older people, those with less education and in Grant County.**



## ● Effect of Smoke-free Law on Restaurant/Bar Frequency

- 31% of the total sample indicates that if all restaurants in Kentucky were smoke-free, their frequency of going there would increase (vs. 7% saying it would decrease, for 62% it would stay the same).
- 17% say if all bars in Kentucky were smoke-free, their frequency of going there would increase (vs. 8% saying it would decrease, for 74% it would stay the same).
- The same demographic skews as for other questions apply here, with increased frequency at a significantly higher level for females, higher incomes and those who have never smoked.
- For perspective, restaurant frequency would decrease for 32% of current smokers (who represent 17% of the total sample) meaning that frequency would decrease for 5% of the total sample.
- This compares to frequency increasing for 24% of those who have never smoked (who represent 49% of the total sample) meaning that frequency would increase for 12% of the total sample.
- Among former smokers (34% of the total sample), frequency would increase for 14% (5% of the total) and decrease for 3% (1% of the total).



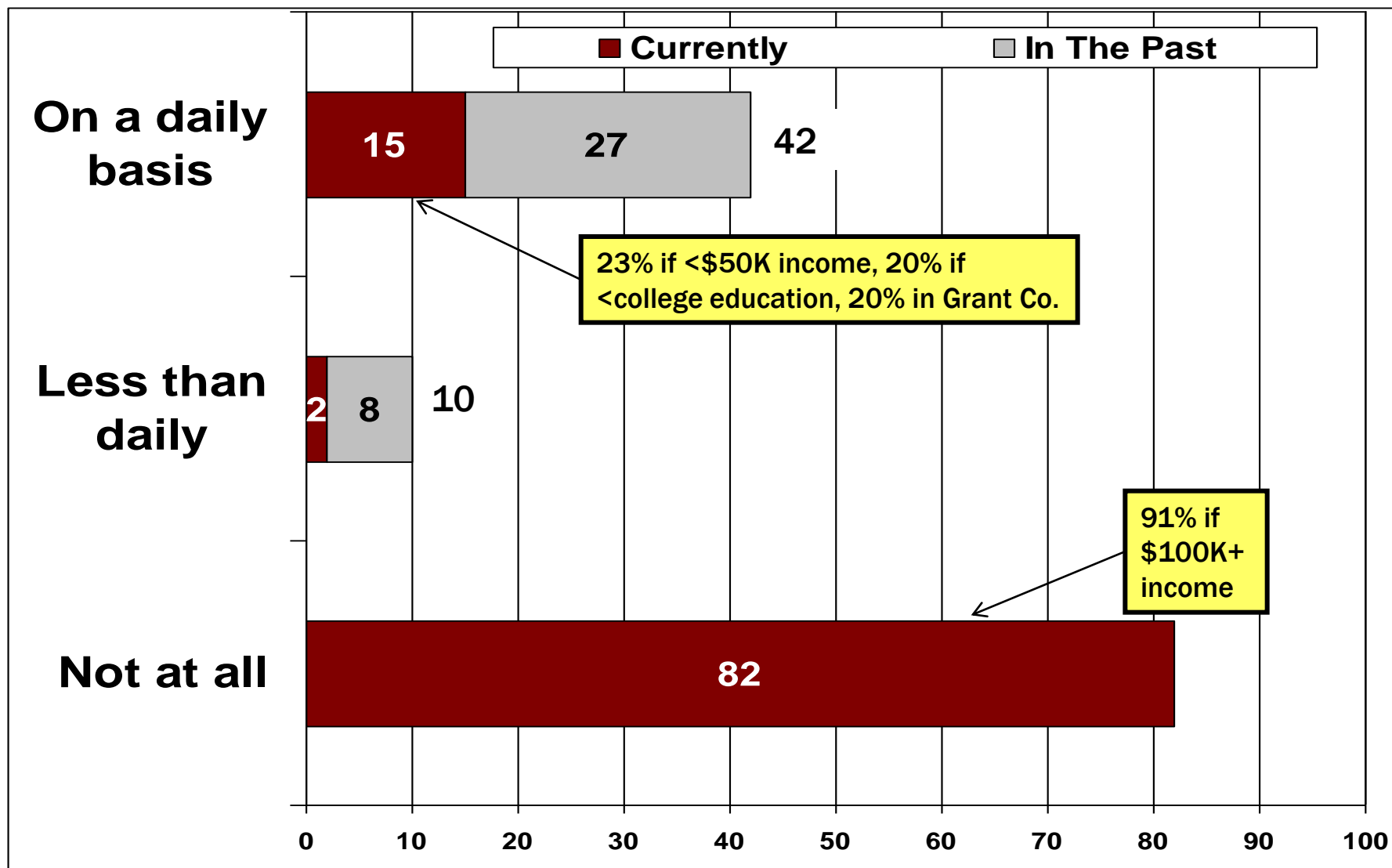
# **Detailed Findings**

## **(In the approximate order of survey questions)**

# Tobacco/Smoking Usage (%)



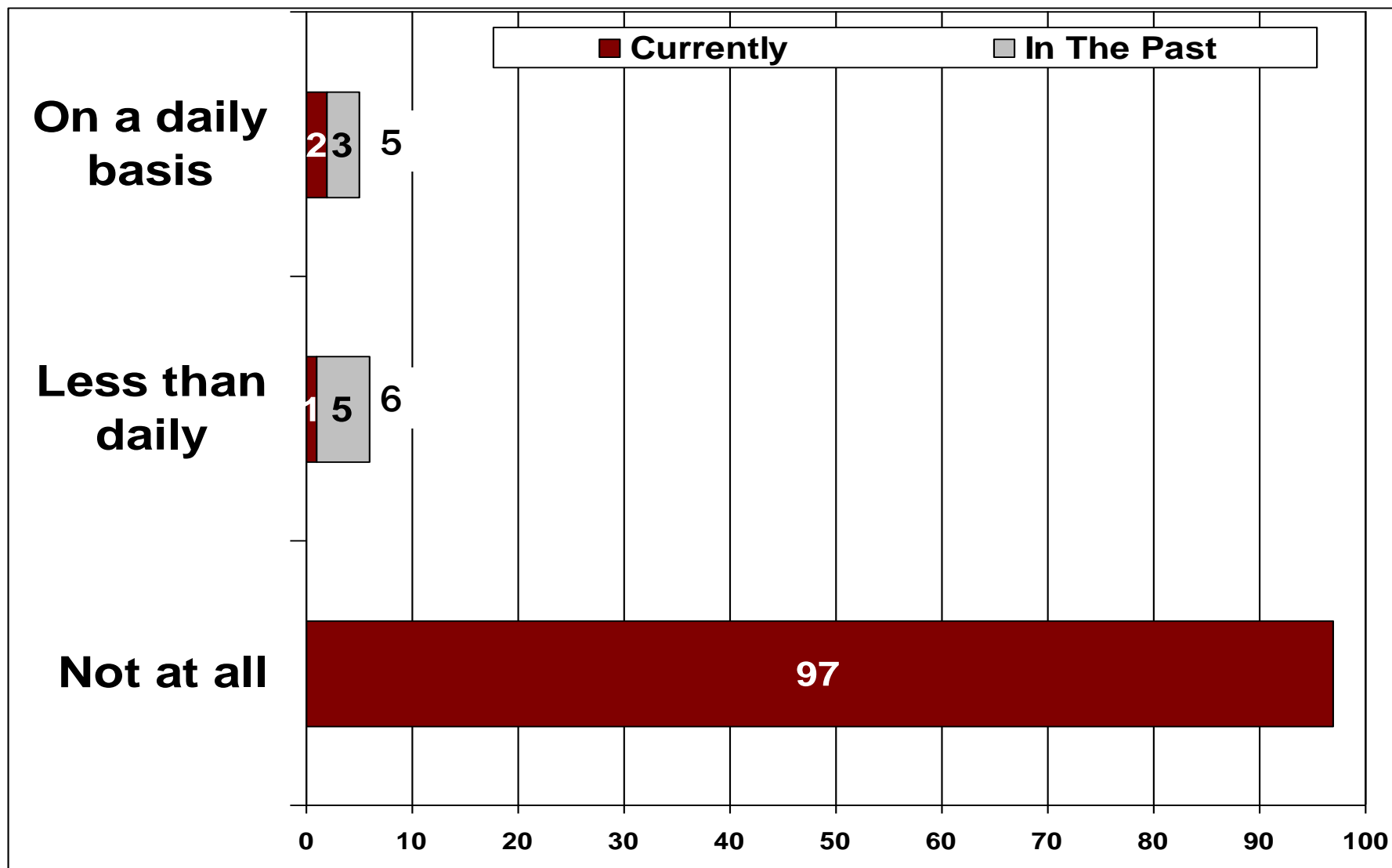
Do you currently smoke tobacco, including cigarettes, cigars or pipes but NOT e-cigarettes...? In the past, have you smoked tobacco...?



# Smokeless Tobacco Usage (%)

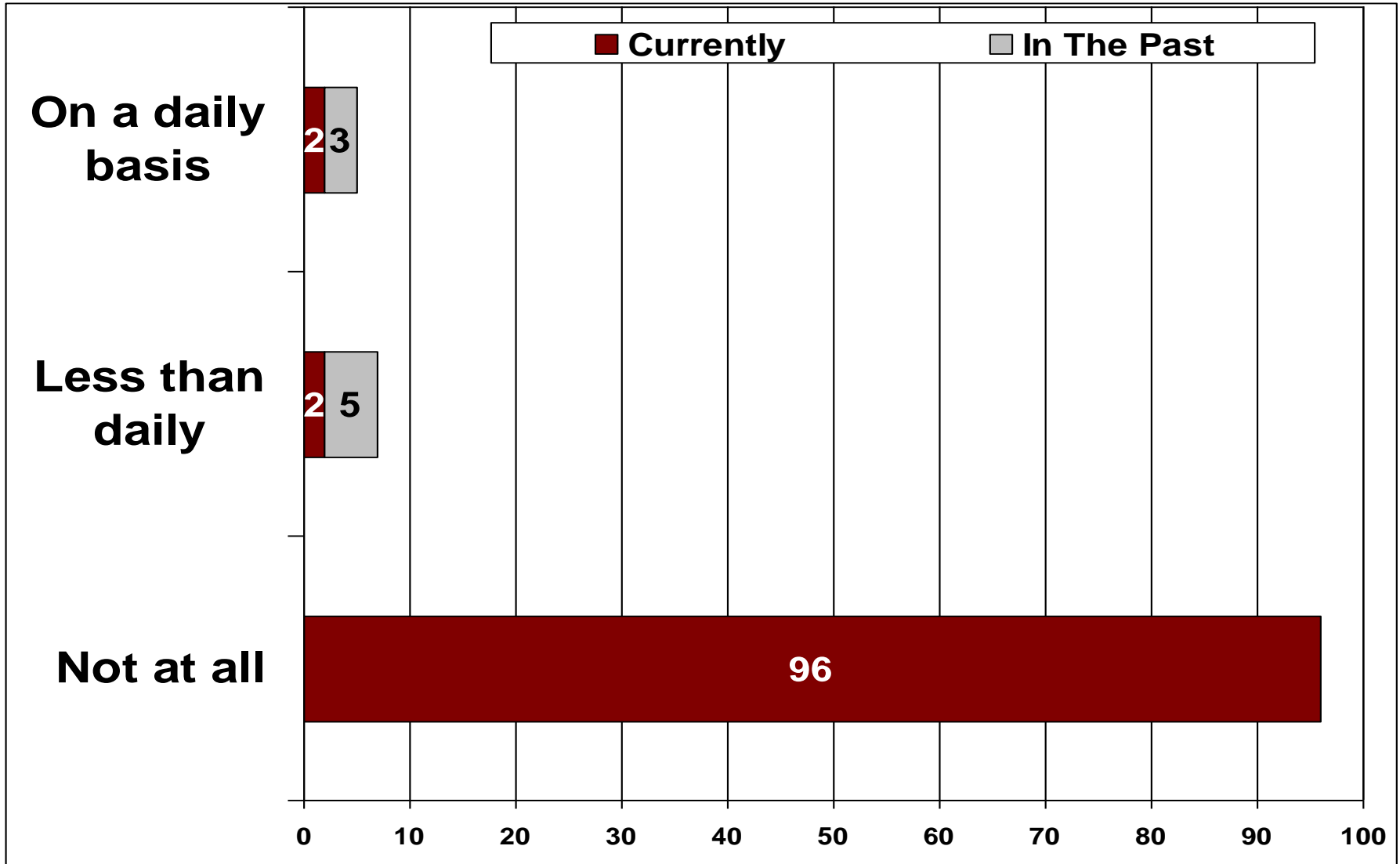


Do you use smokeless tobacco...? In the past, have you used smokeless tobacco...?



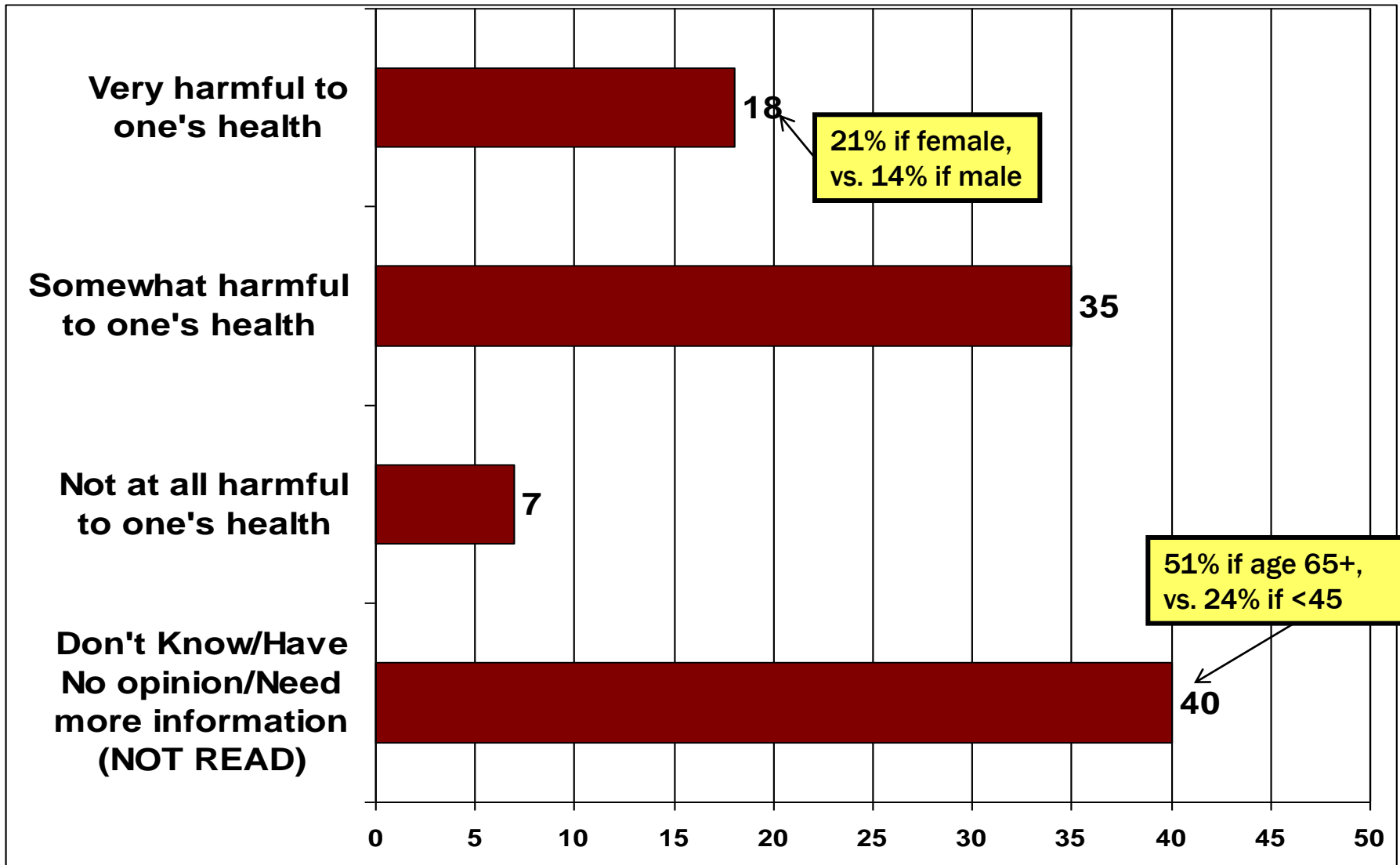
# E-Cigarettes Usage (%)

Do you use an electronic cigarette or vaping device...? In the past, have you used an electronic cigarette or vaping device...?



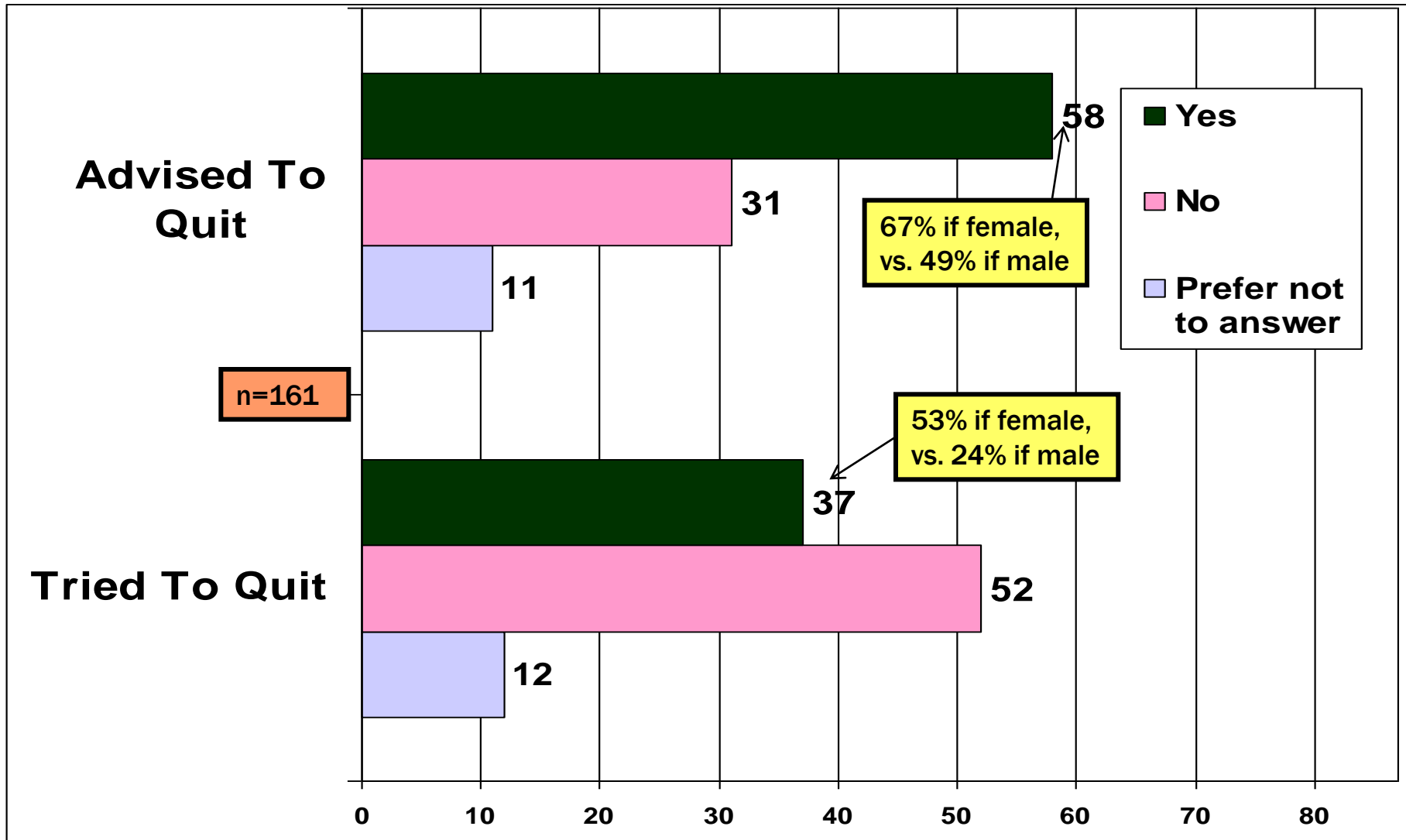
# Opinion of e-Cigarettes (%)

Do you think that electronic cigarettes are...?



# Quitting Smoking (%–Users Only)

During any visit to a healthcare provider in the last 12 months, were you advised to quit smoking tobacco or to quit using other tobacco products? During the past 12 months have you tried to stop smoking or stop using other tobacco products?

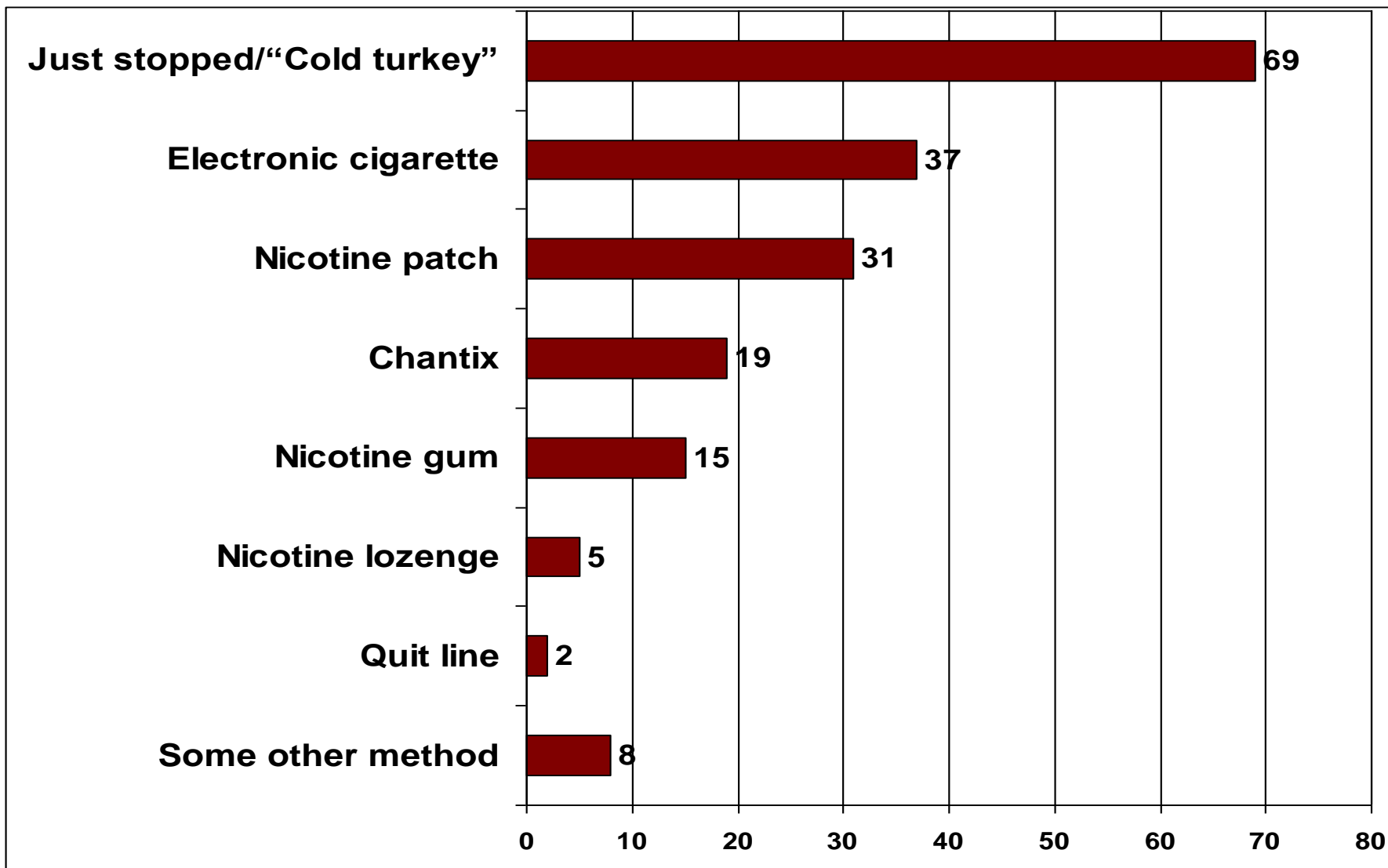




# Methods of Stopping (%–Tried To Quit)

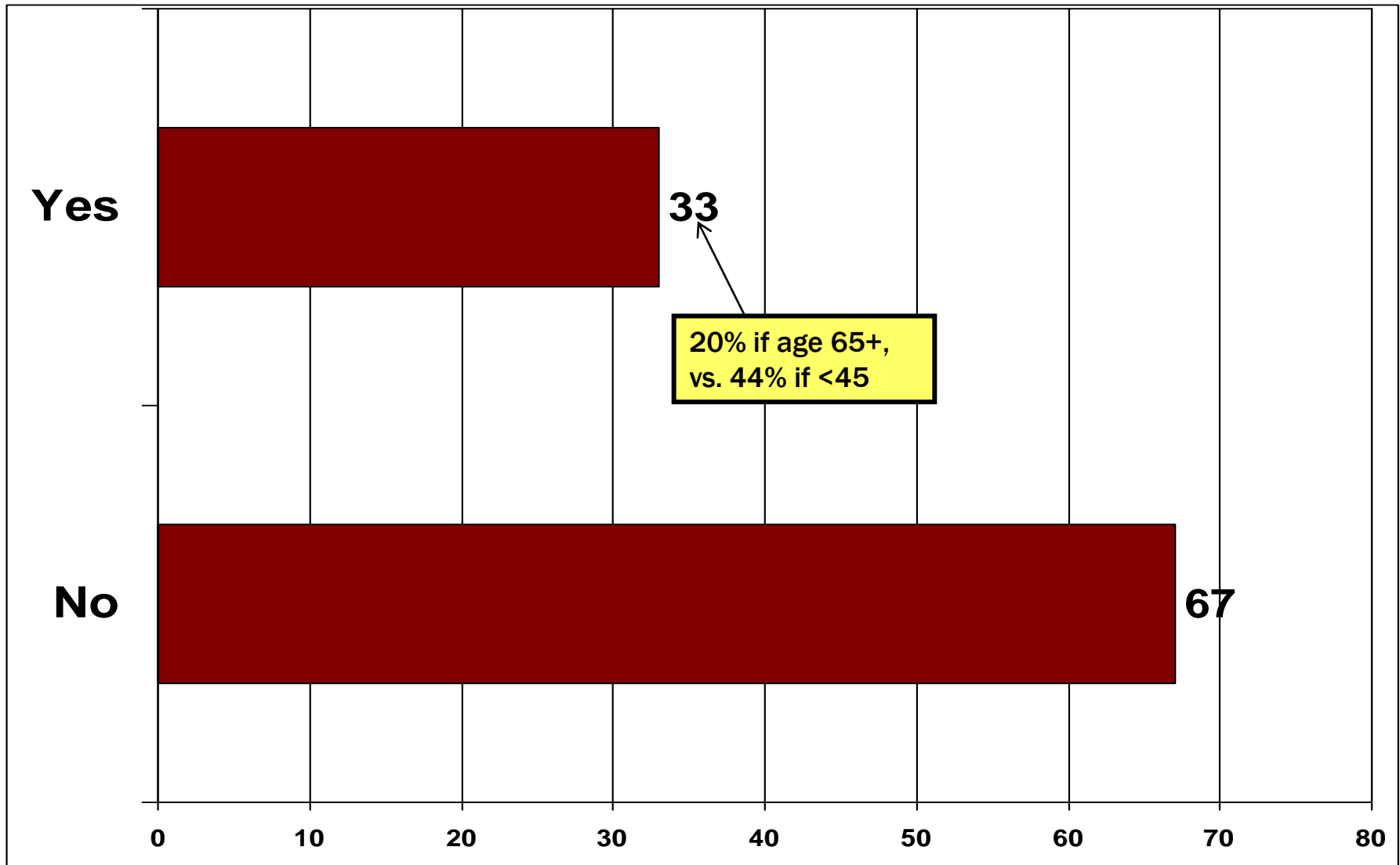
Which of the following methods and/or medications did you use to try and stop smoking or stop using other tobacco products?

n=59



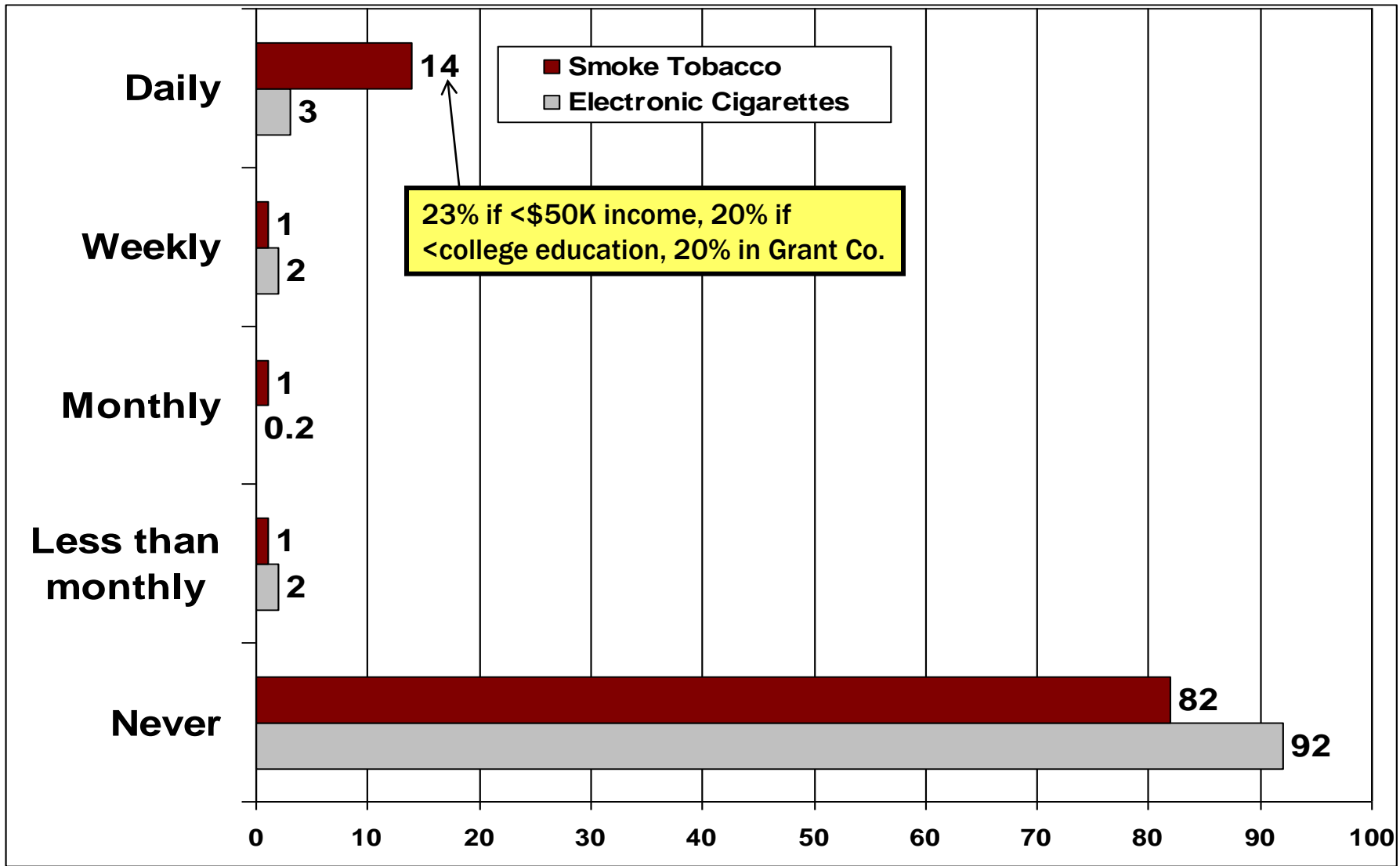
# Quit Line Awareness (%)

A telephone quit line is a free telephone based service that connects people who smoke cigarettes or use other tobacco products with someone who can help them quit. Are you aware of any telephone quit line services that are available to help people quit using tobacco?



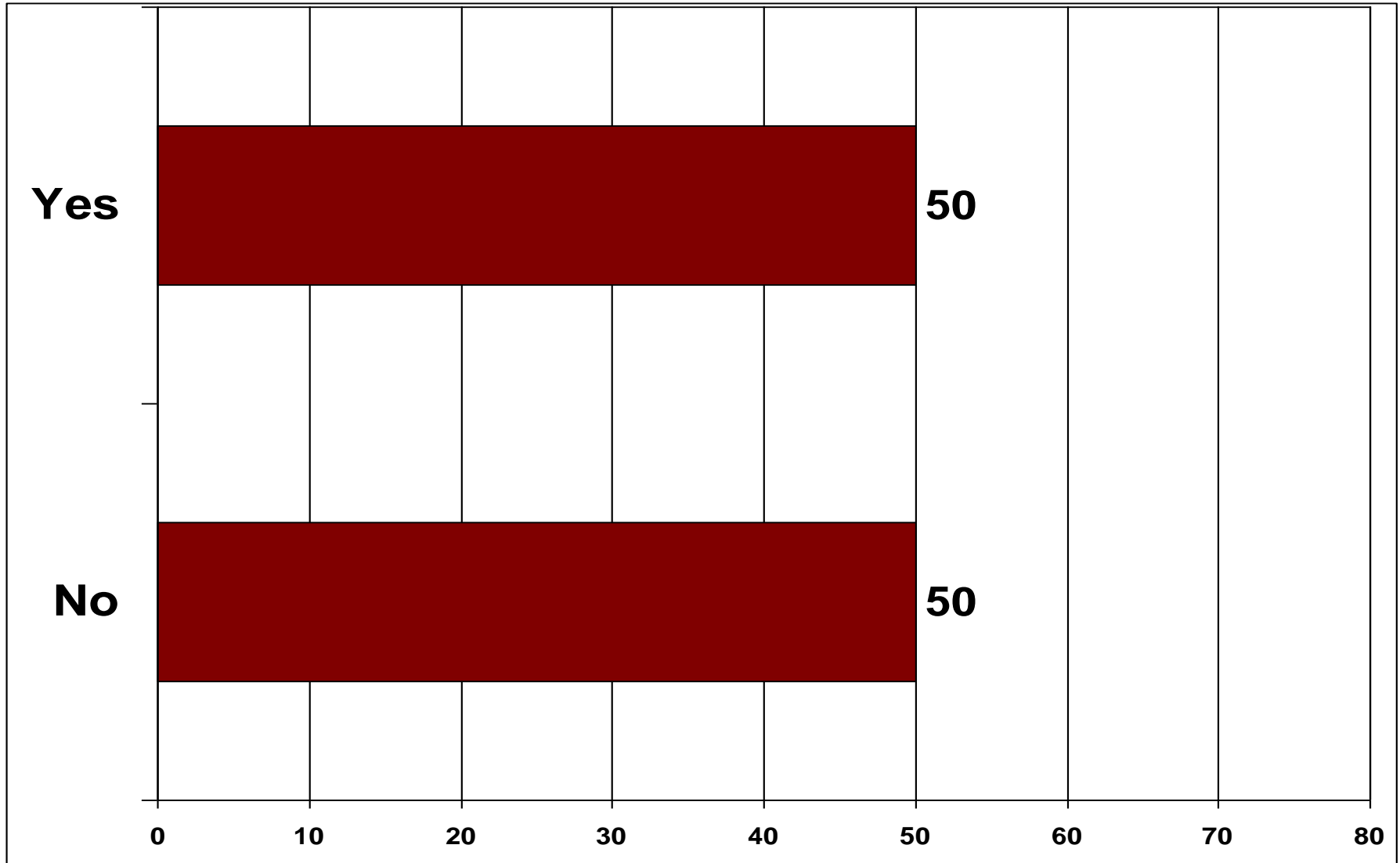
# In-home Usage Frequency (%)

About how often does anyone smoke tobacco, not including electronic cigarettes or vaping devices, inside your home? About how often does anyone use an electronic cigarette inside your home?



# Employment (%)

Are you currently employed, either working for yourself or someone else, and either full time or part time?

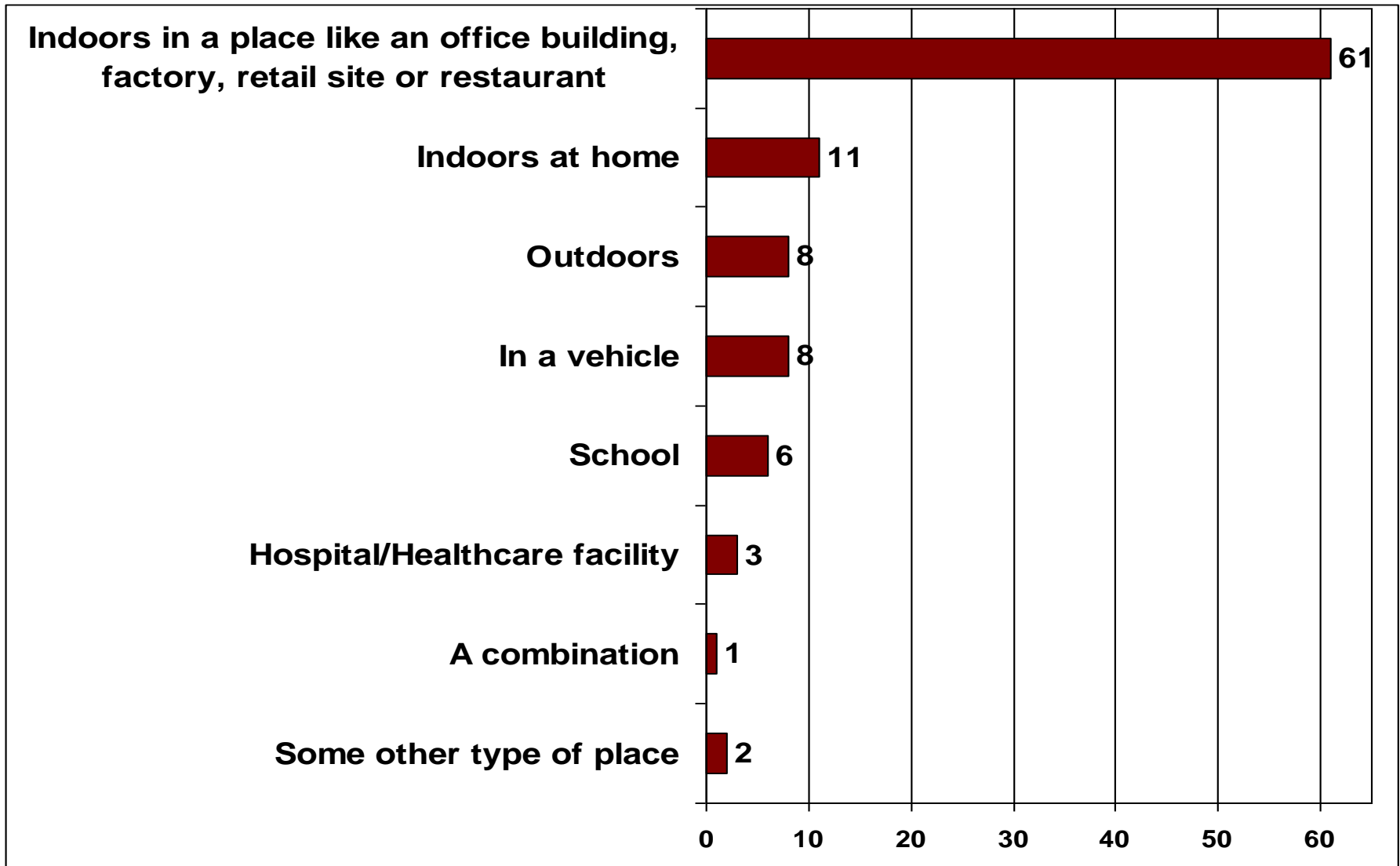


# Work Location (% of Employed)



Which of the following best describes the place where you work most of the time?

n=407

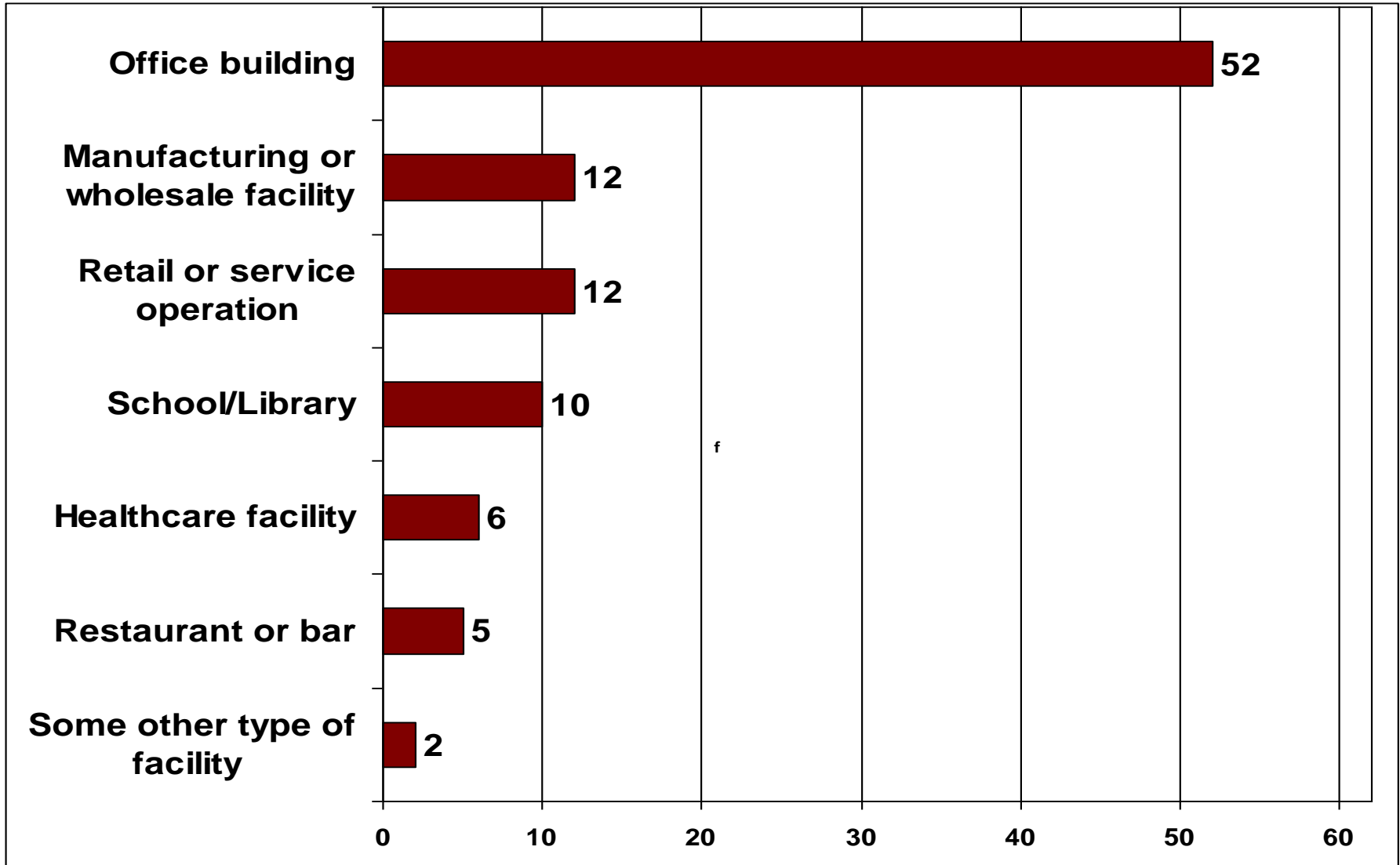


# Indoor Work Location (% Work Indoors)



Which of the following best describes your specific workplace?

n=250

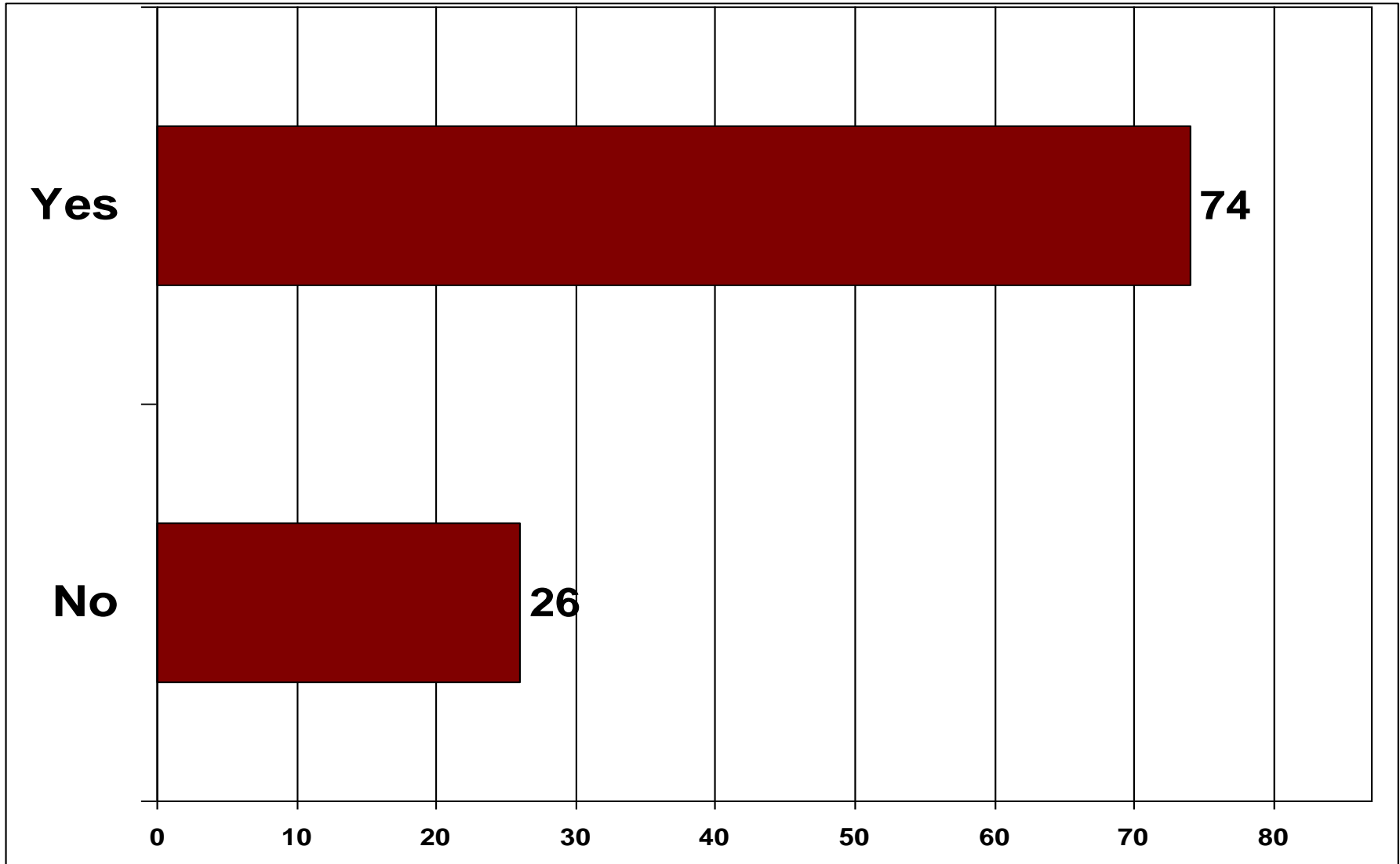


# Work In Kentucky (% Work Indoors)



Is your main place of work in Kentucky?

n=304

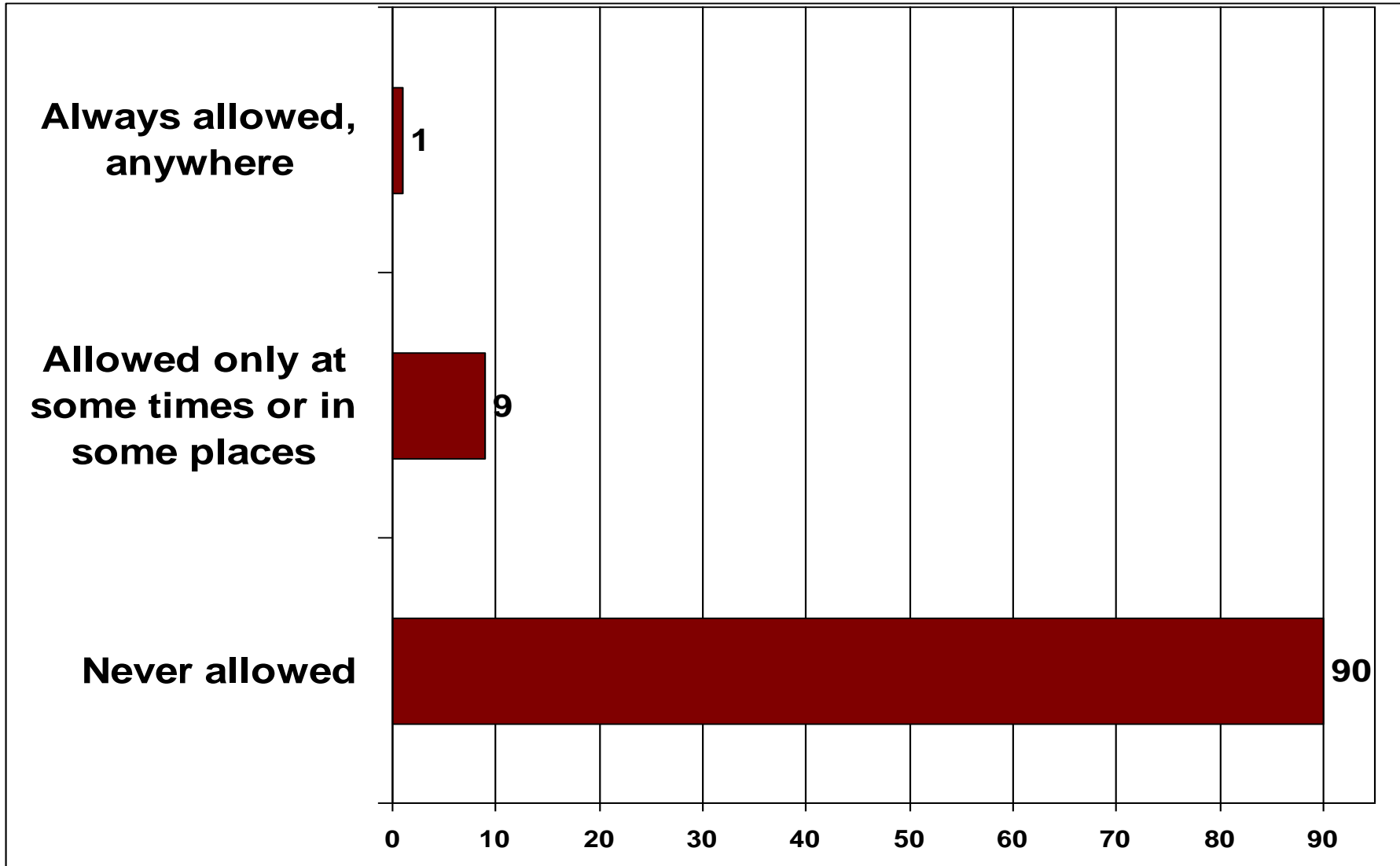


# Smoking Allowed At Work (% Work Indoors In Kentucky)



At your workplace is smoking indoors...?

N=185



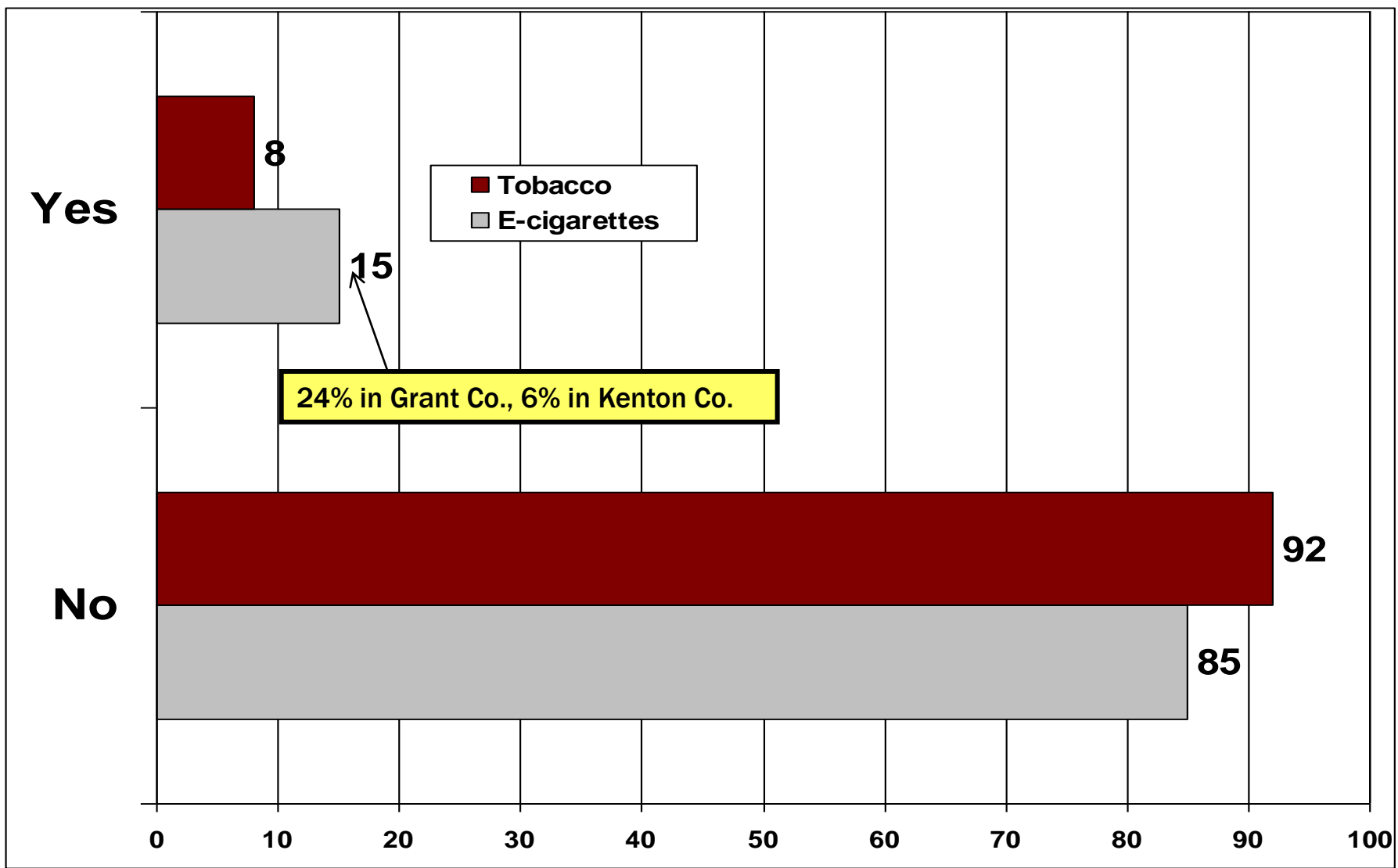


# Usage At Work (% Work Indoors in Ky.)



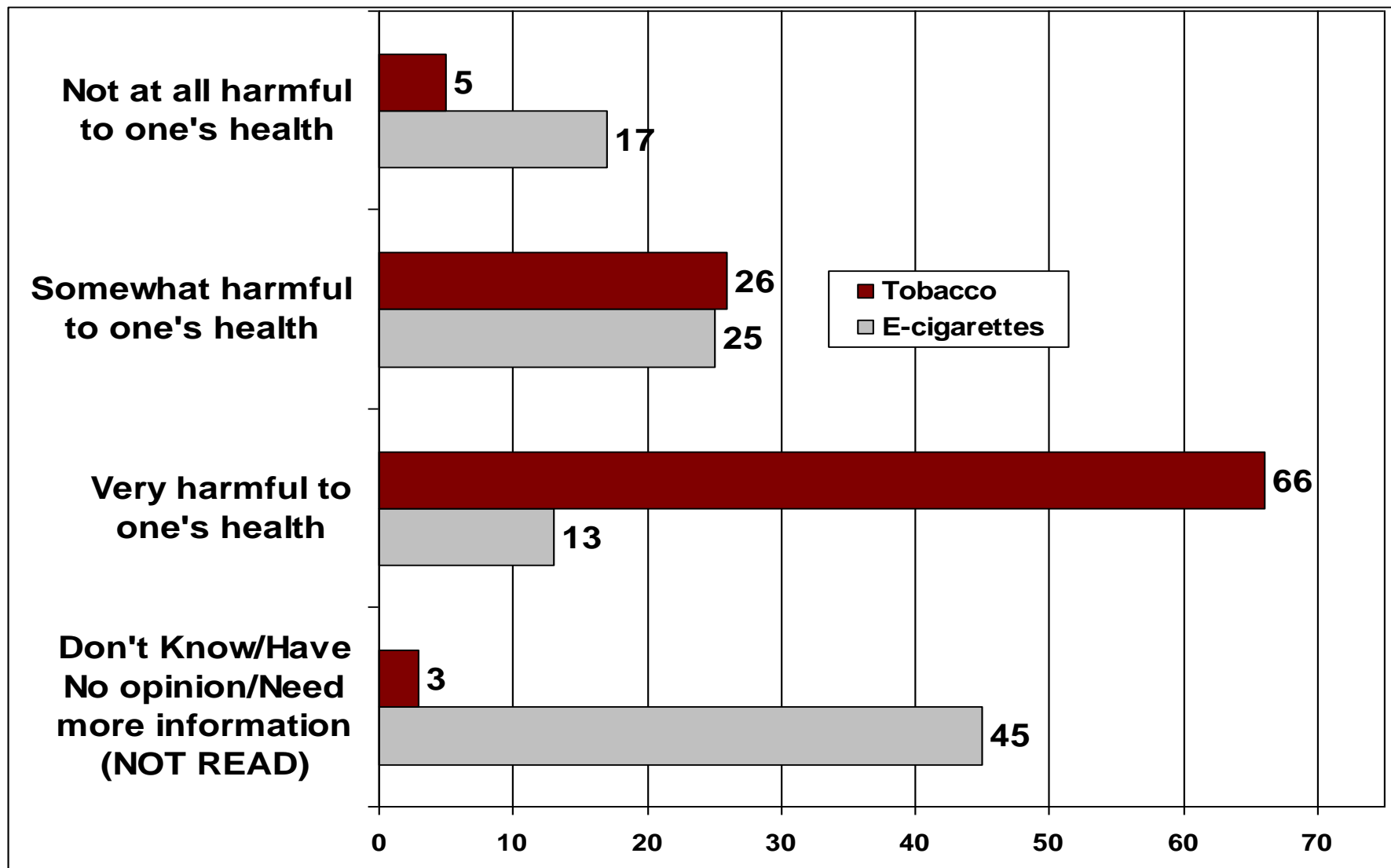
During the past 30 days did anyone smoke tobacco products in indoor areas where you work? During the past 30 days did anyone use electronic cigarettes or vaping devices in indoor areas where you work?

n=185

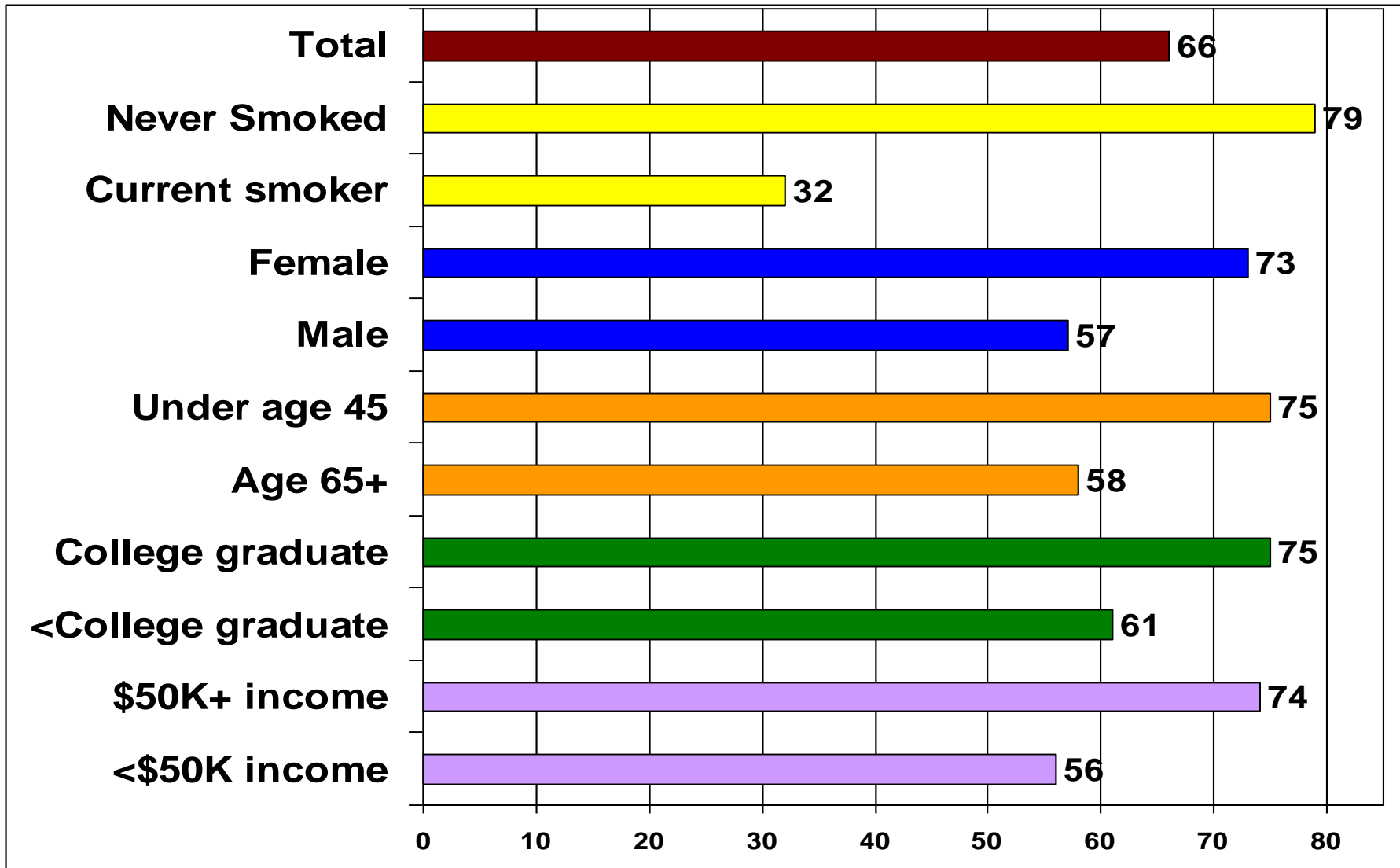


# Opinion of Second Hand Smoke (%)

Do you think that breathing smoke from other people's cigarettes or from other tobacco products is...? Do you think that breathing the vapor from other people's electronic cigarettes or vaping devices is...?

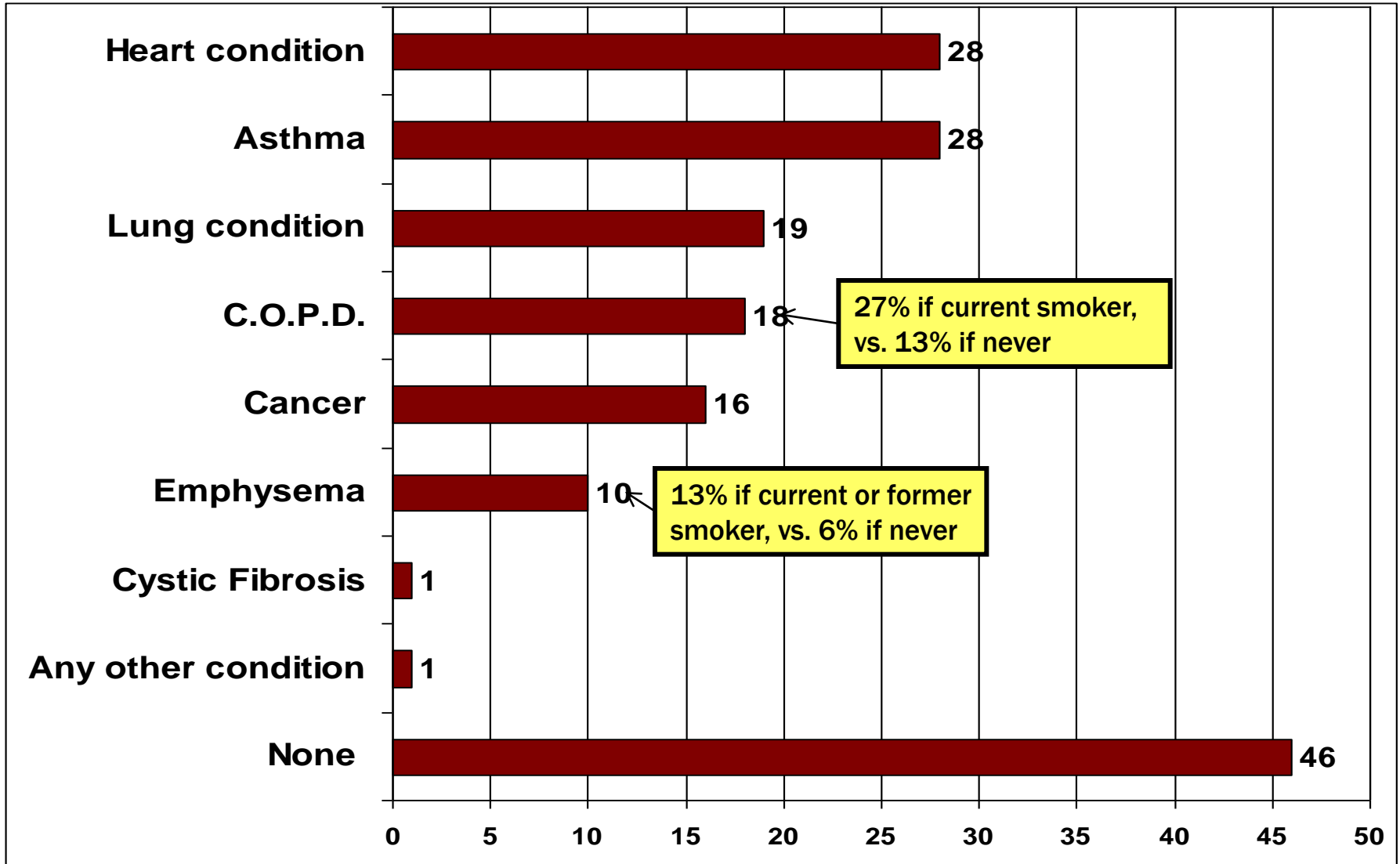


# Consider Second Hand Tobacco Smoke Very Harmful, By Demographics(%)



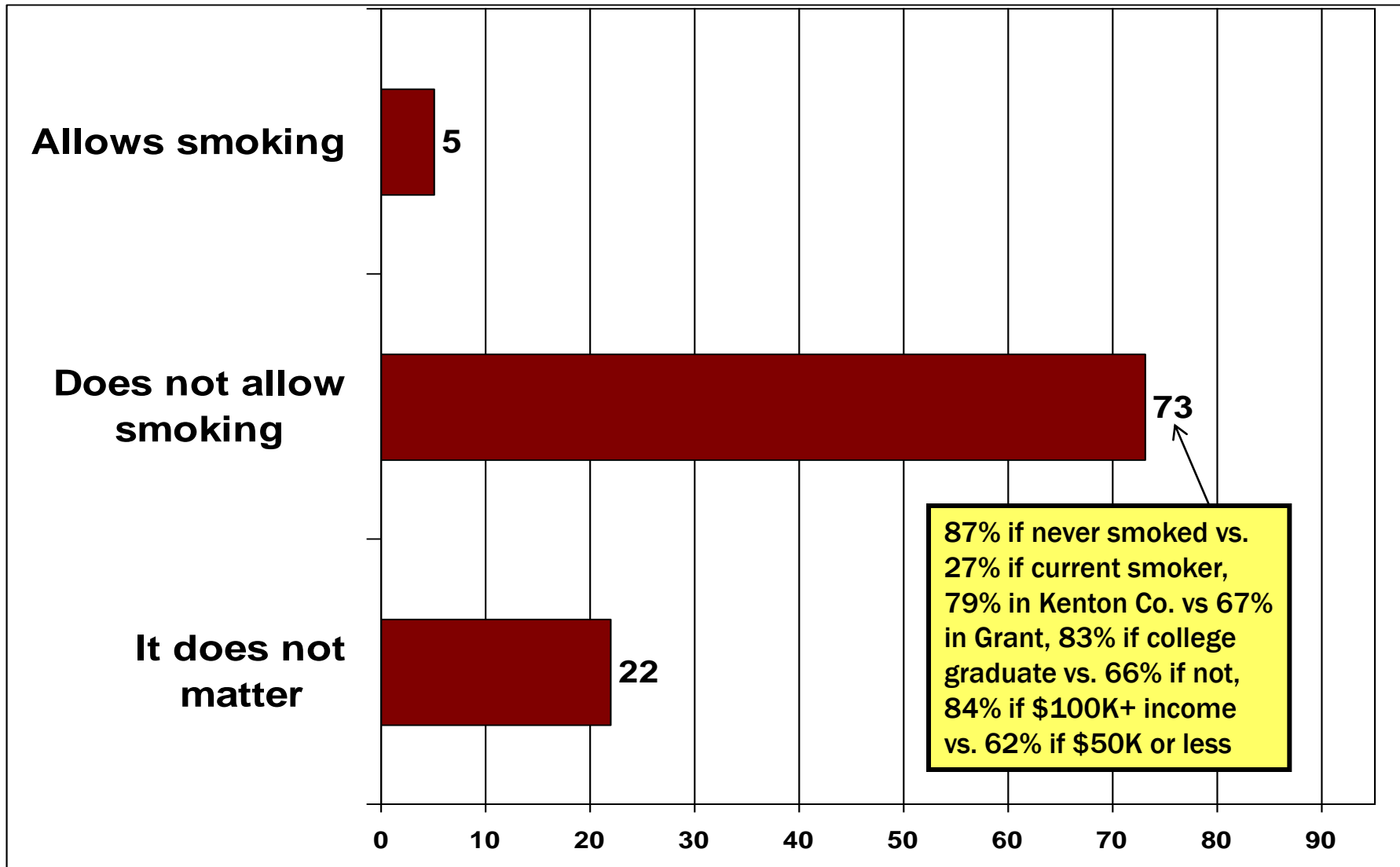
# Health Conditions (%)

Do you or any member of your family have any of the following health conditions that could be affected by smoke or second hand smoke?



# Restaurant Preference (%)

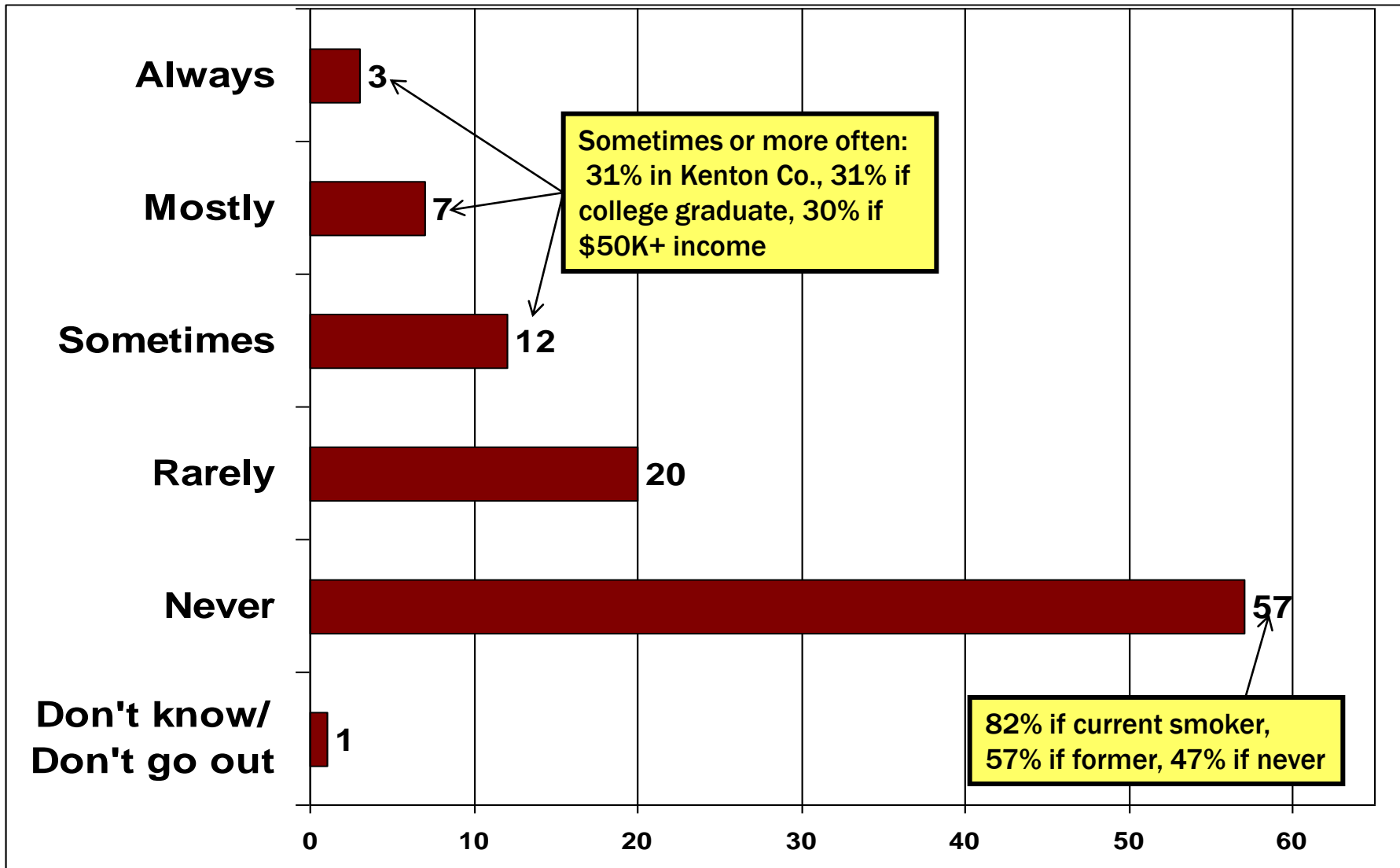
If you were going out to a restaurant tomorrow night, would you prefer a place that...?



# Go To Smoke-free Restaurant In Ohio (%)



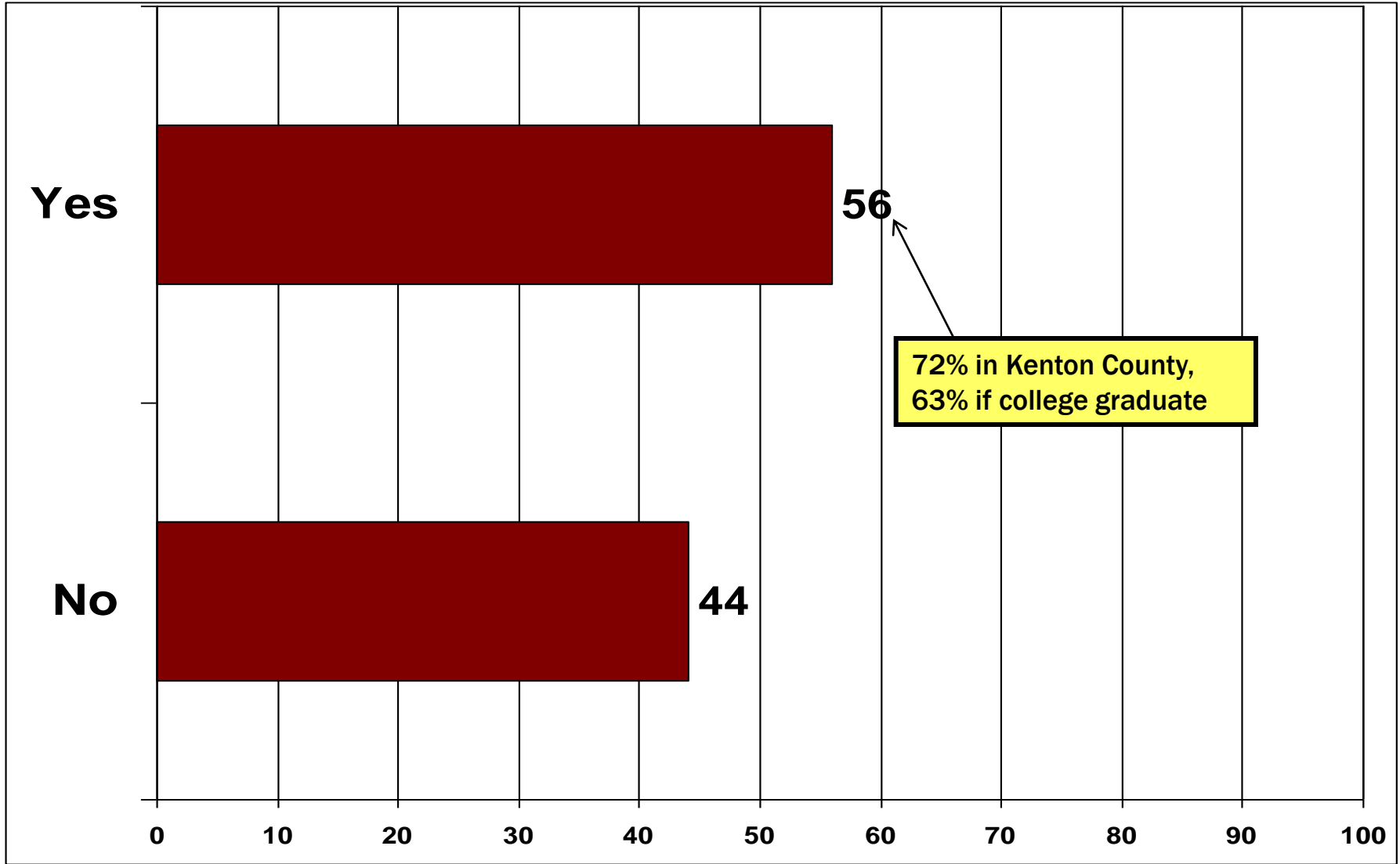
How often do you go to a restaurant or bar in Ohio, specifically because it is a smoke-free environment?



# Aware of Kenton Co. Smoke-free Law (%)



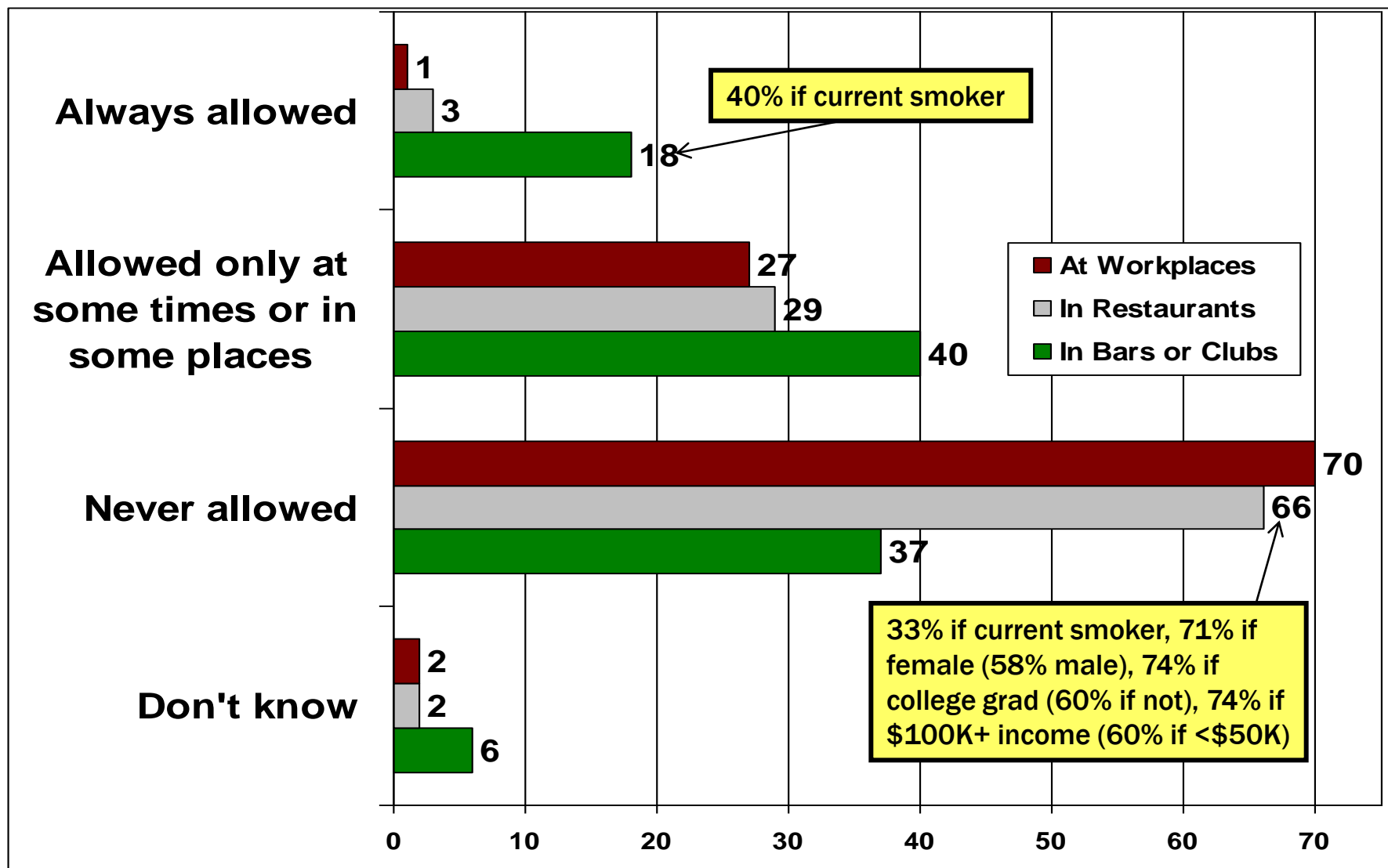
Before today, were you aware that Kenton County has a smoke-free law but with exemptions for bars and some restaurants?



# Allowing Smoking Indoors (%)



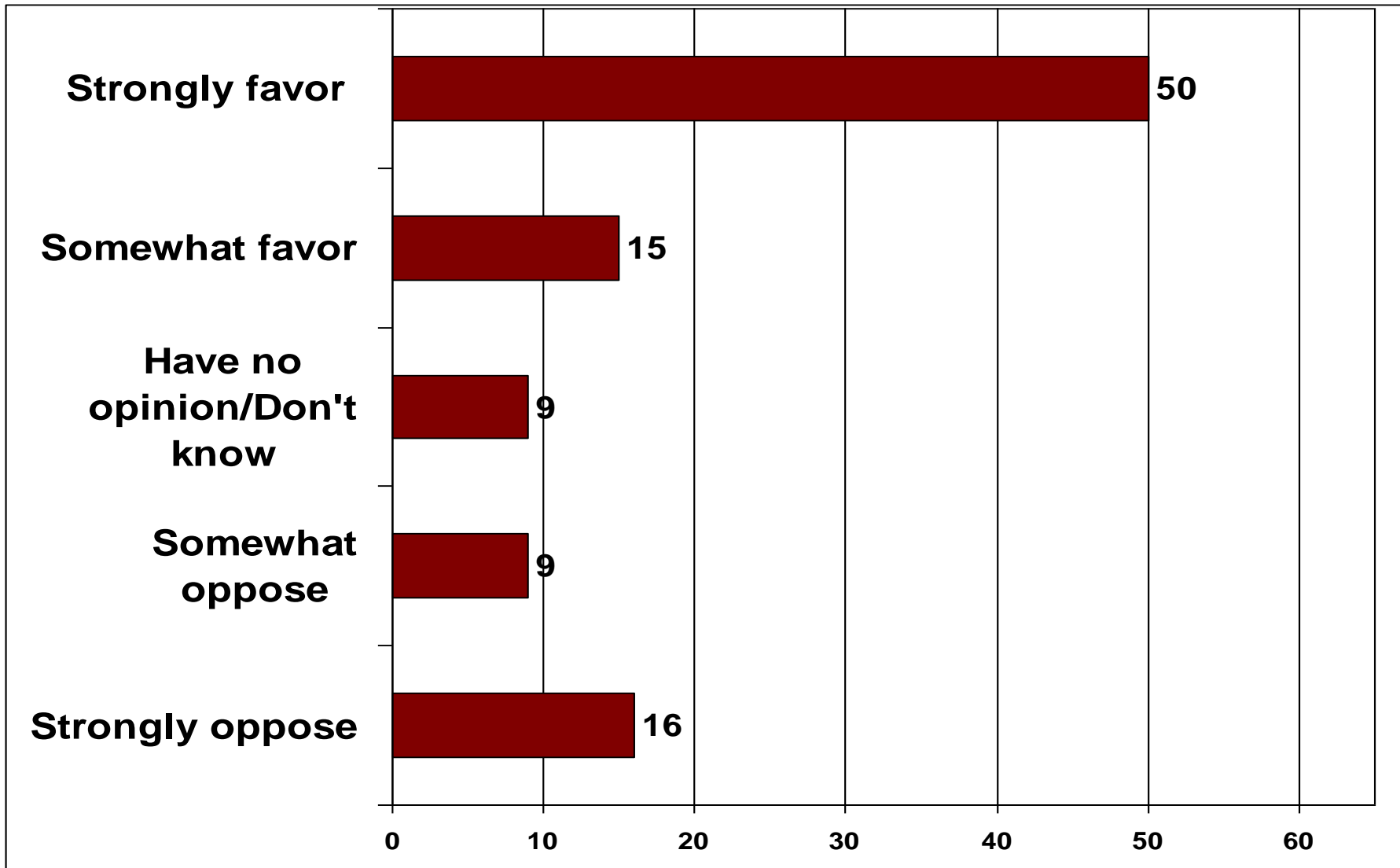
At workplaces, do you think smoking indoors should be...? Should smoking indoors in restaurants be...? Should smoking indoors in bars or clubs be...?



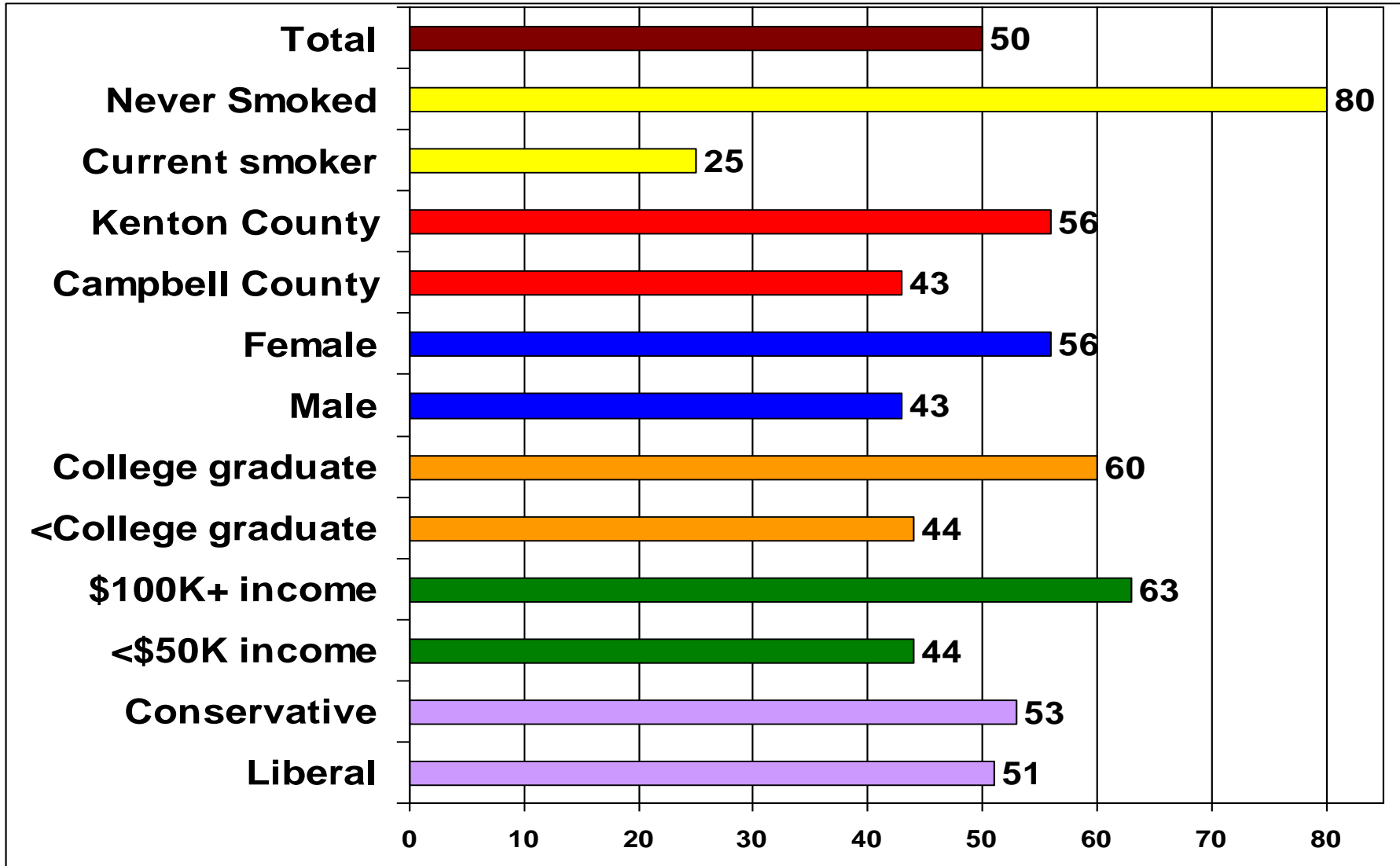


# Opinion on Smoke-free Law(%)

As you may know, smoking is prohibited in office buildings, restaurants and bars in Ohio and 23 other states. Smoking is still allowed in parts of Kentucky, including Northern Kentucky. How strongly would you favor or oppose the same kind of smoke-free law in Kentucky as there is in these other states?



# Strongly In Favor of Smoke-Free Law, By Demographics(%)

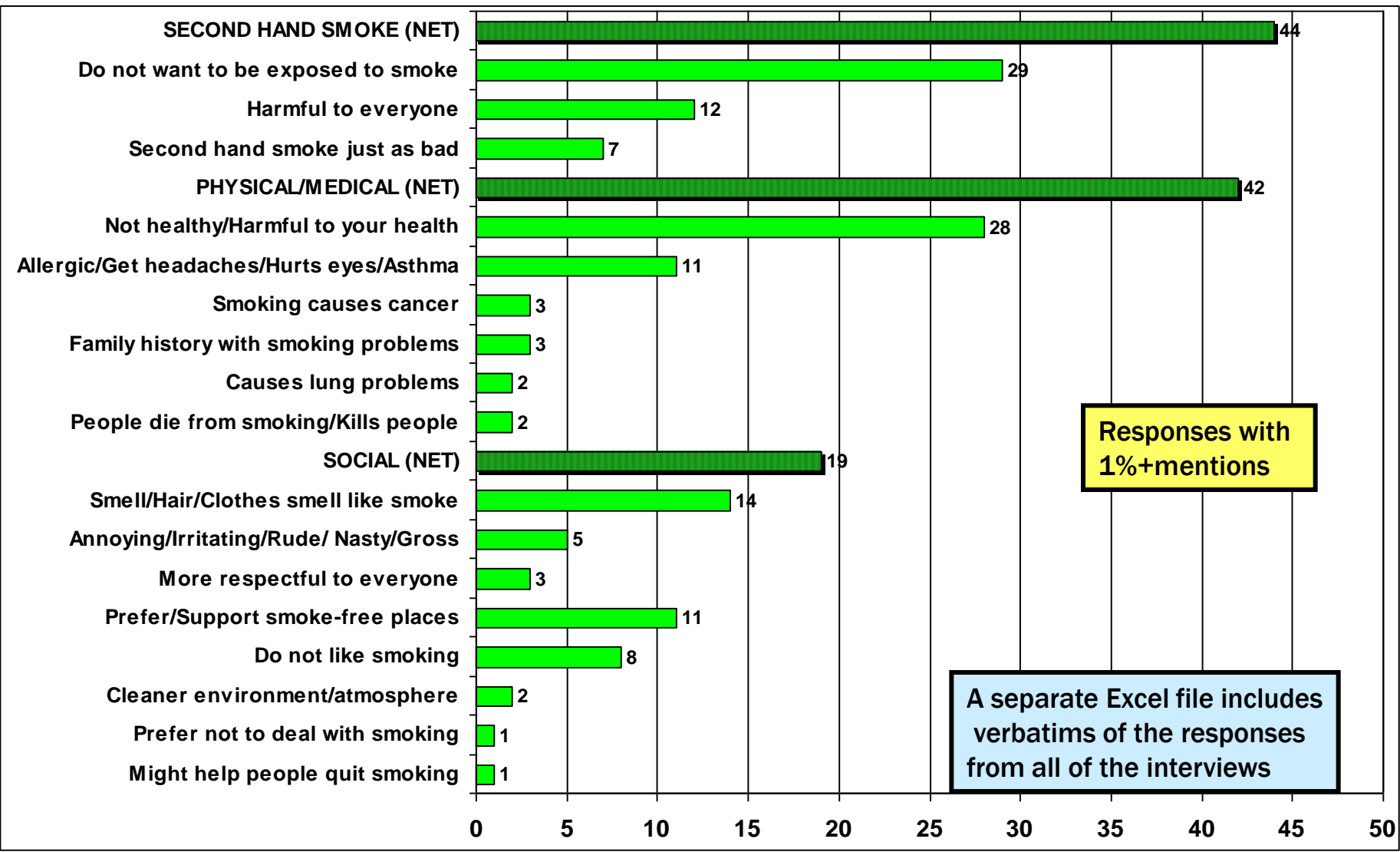


# (Unaided) Reasons For Being In Favor (%)

Why do you say that? Why else? Any other reasons?



n=527



Responses with 1%+mentions

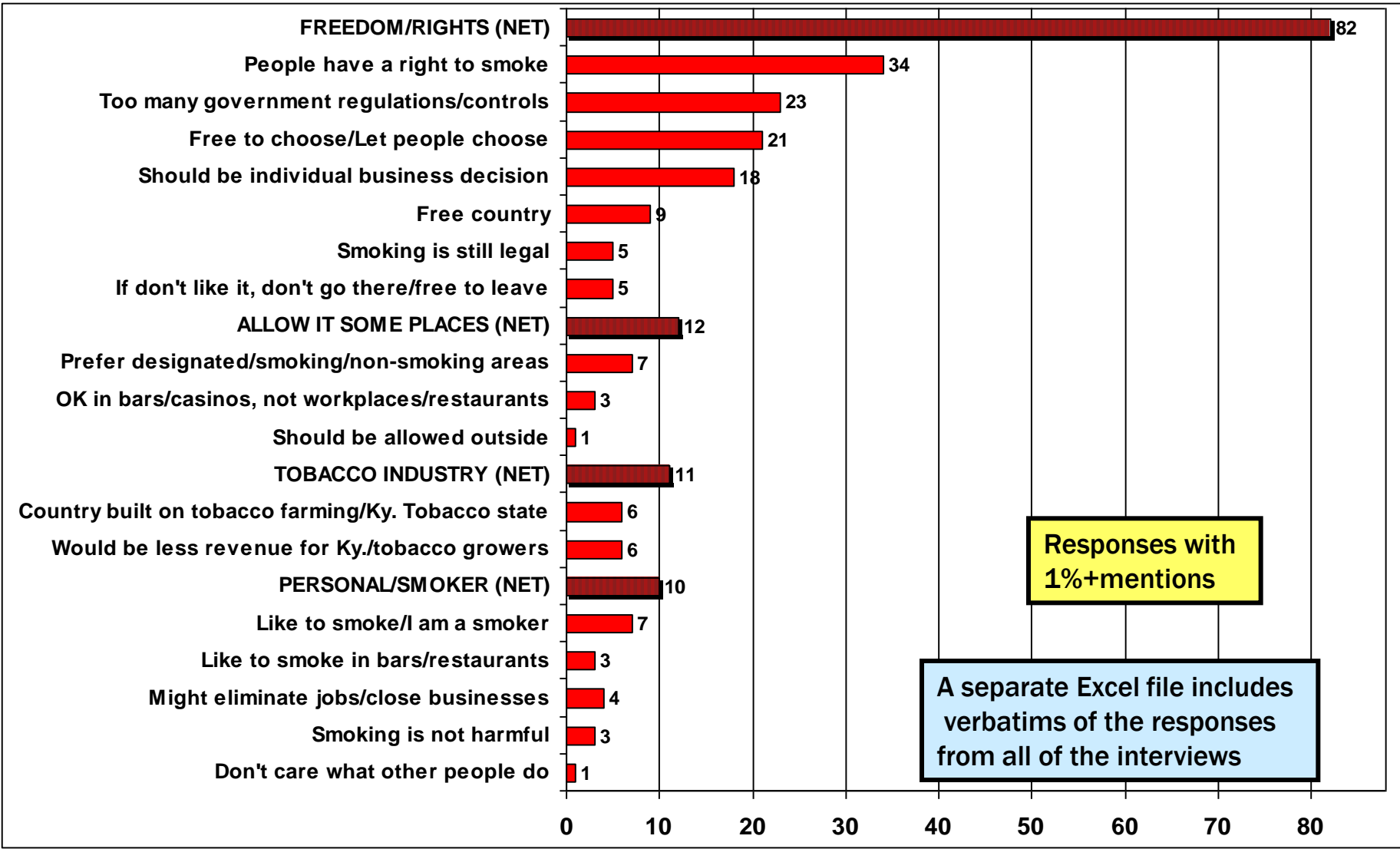
A separate Excel file includes verbatims of the responses from all of the interviews



# (Unaided) Reasons For Being Opposed (%)

Why do you say that? Why else? Any other reasons?

n=204



Responses with 1%+mentions

A separate Excel file includes verbatims of the responses from all of the interviews

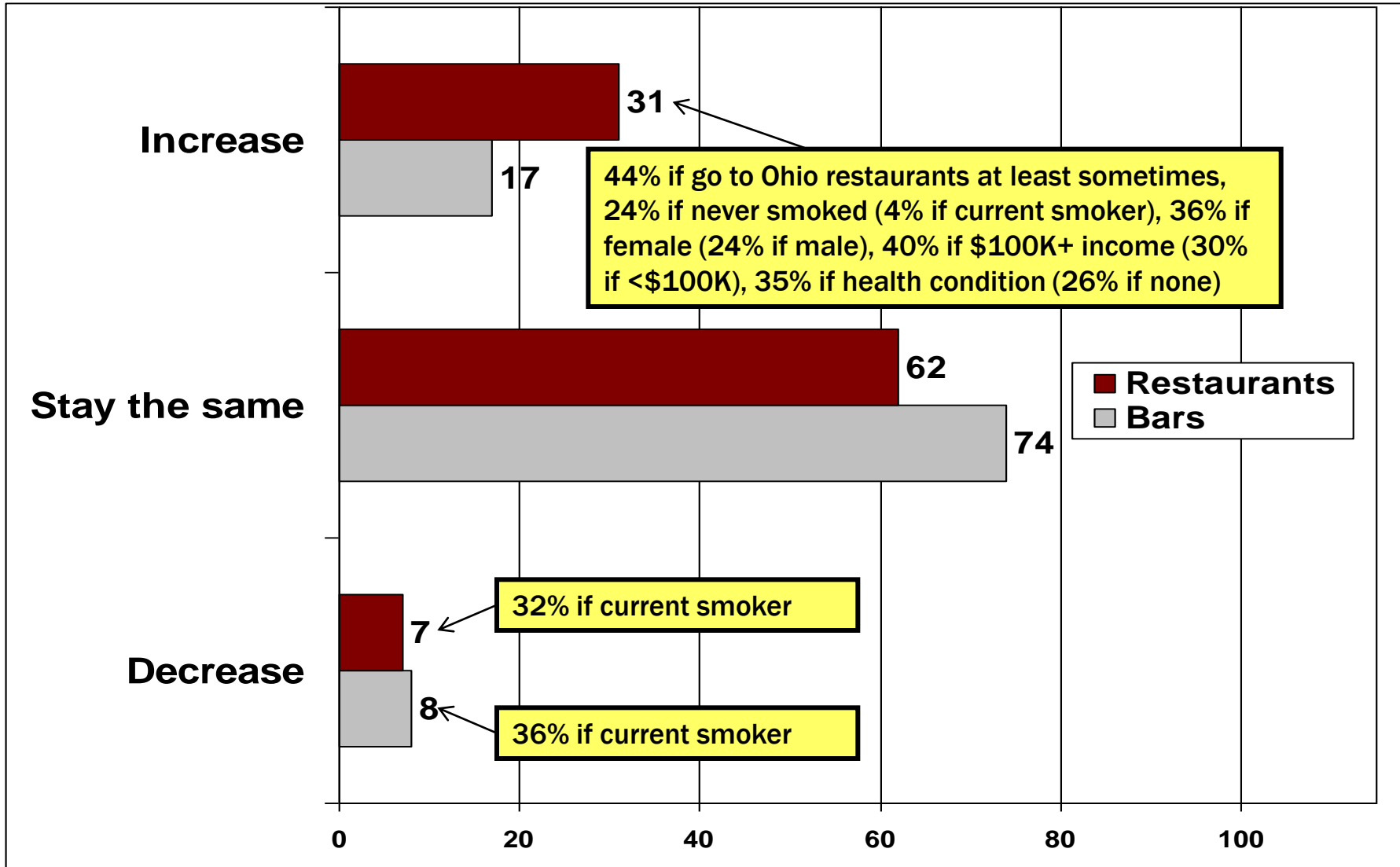
# Key Demographics For Reasons In Favor or Opposed To Law



- ◆ **Reasons for being in favor are above average among:**
  - **Second-hand Smoke:** Kenton County, females, under age 45, higher income and education
  - **Physical/Medical:** Kenton County, females, over age 45
  - **Social:** Boone & Kenton counties,
  
- ◆ **Reasons for being opposed are above average among:**
  - **Freedom/Rights:** Grant county, males, over age 45, lower education
  - **Allow It Some Places:** Lower income
  - **Tobacco Farming:** Grant county
  - **Personal/Smoker:** Under age 65

# Change in Restaurant/Bar Frequency (%)

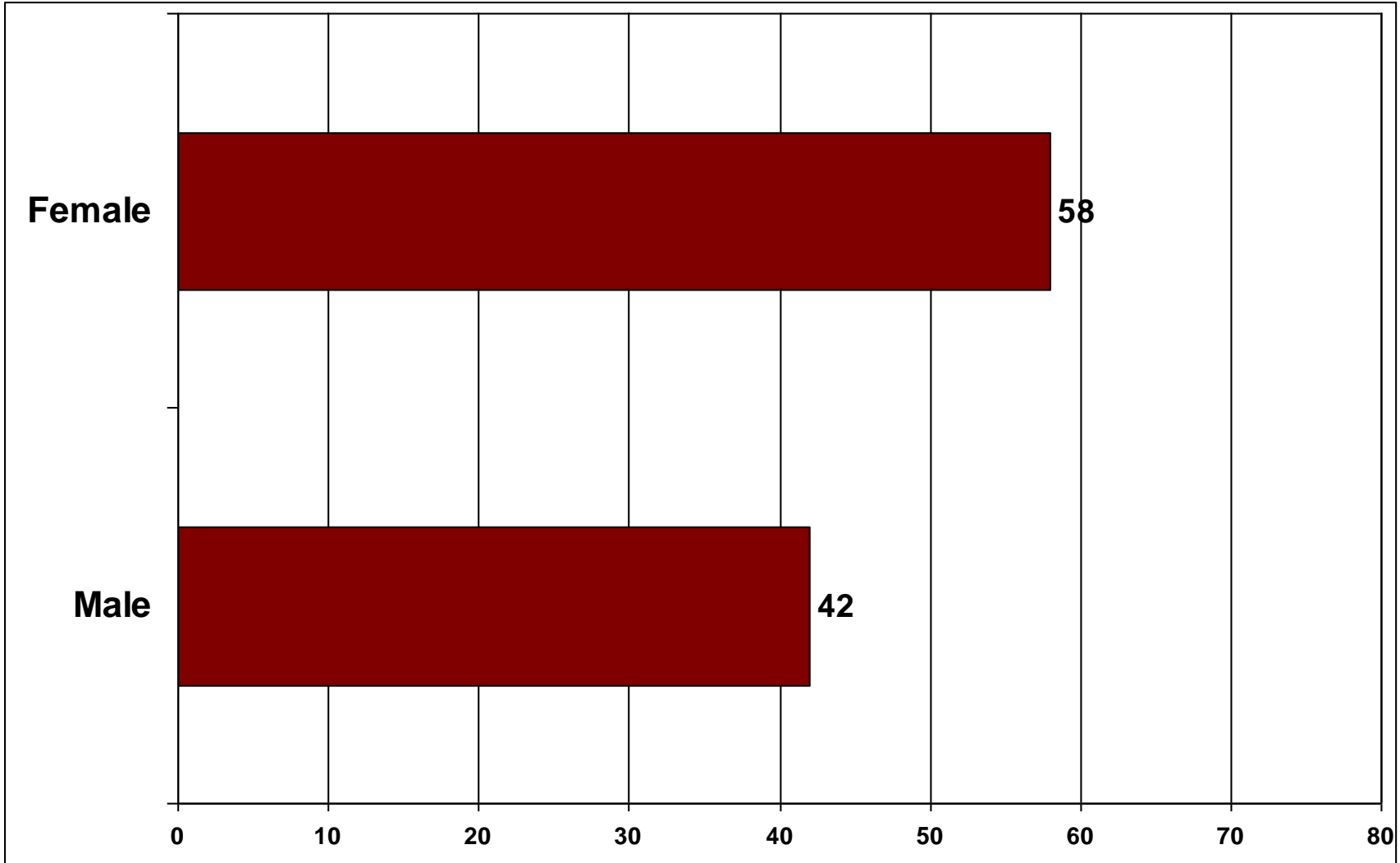
If all restaurants in Kentucky were smoke-free, would your frequency of going there...? If all bars in Kentucky were smoke-free, would your frequency of going there...?



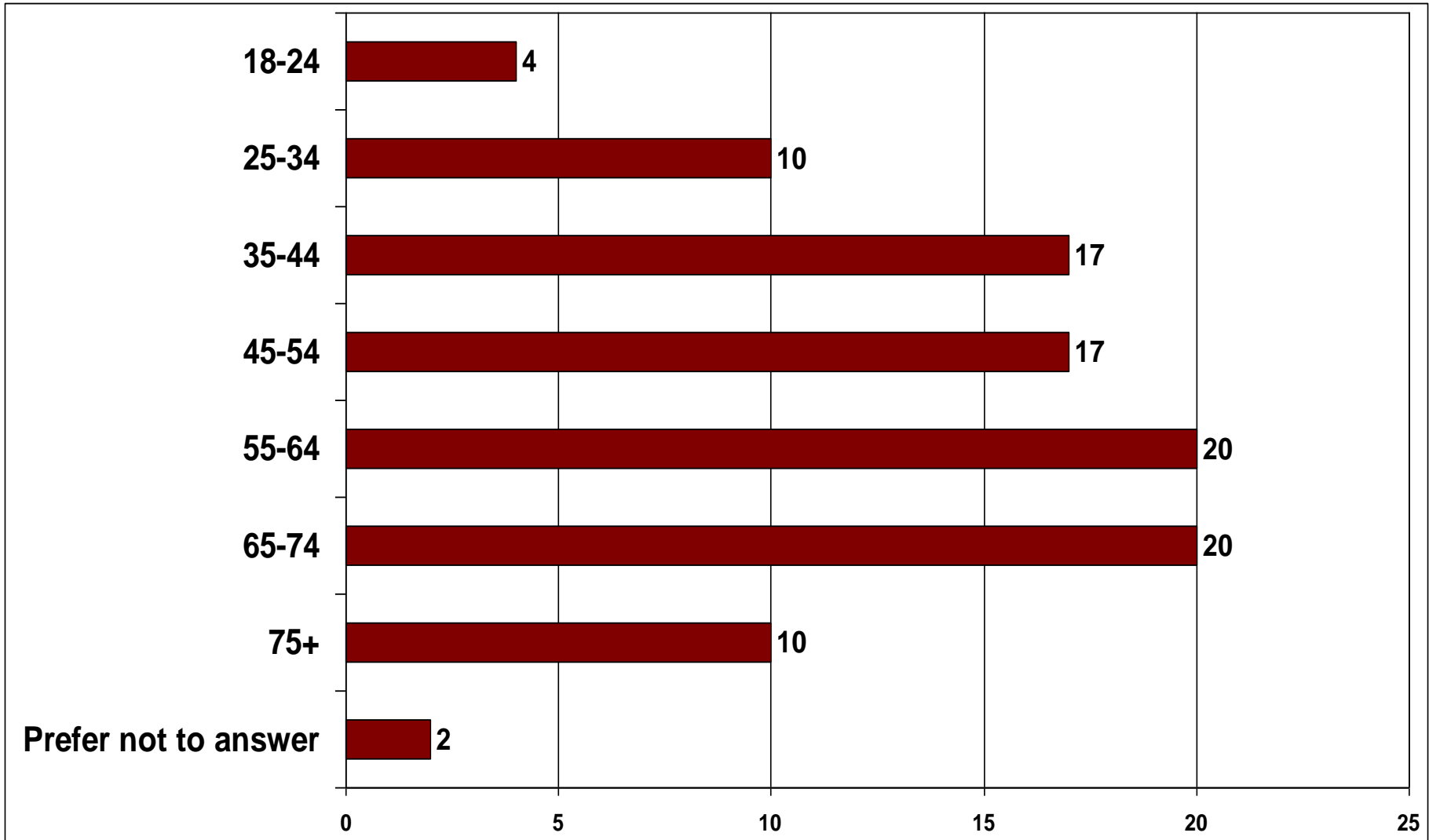


# Interviewee Demographics

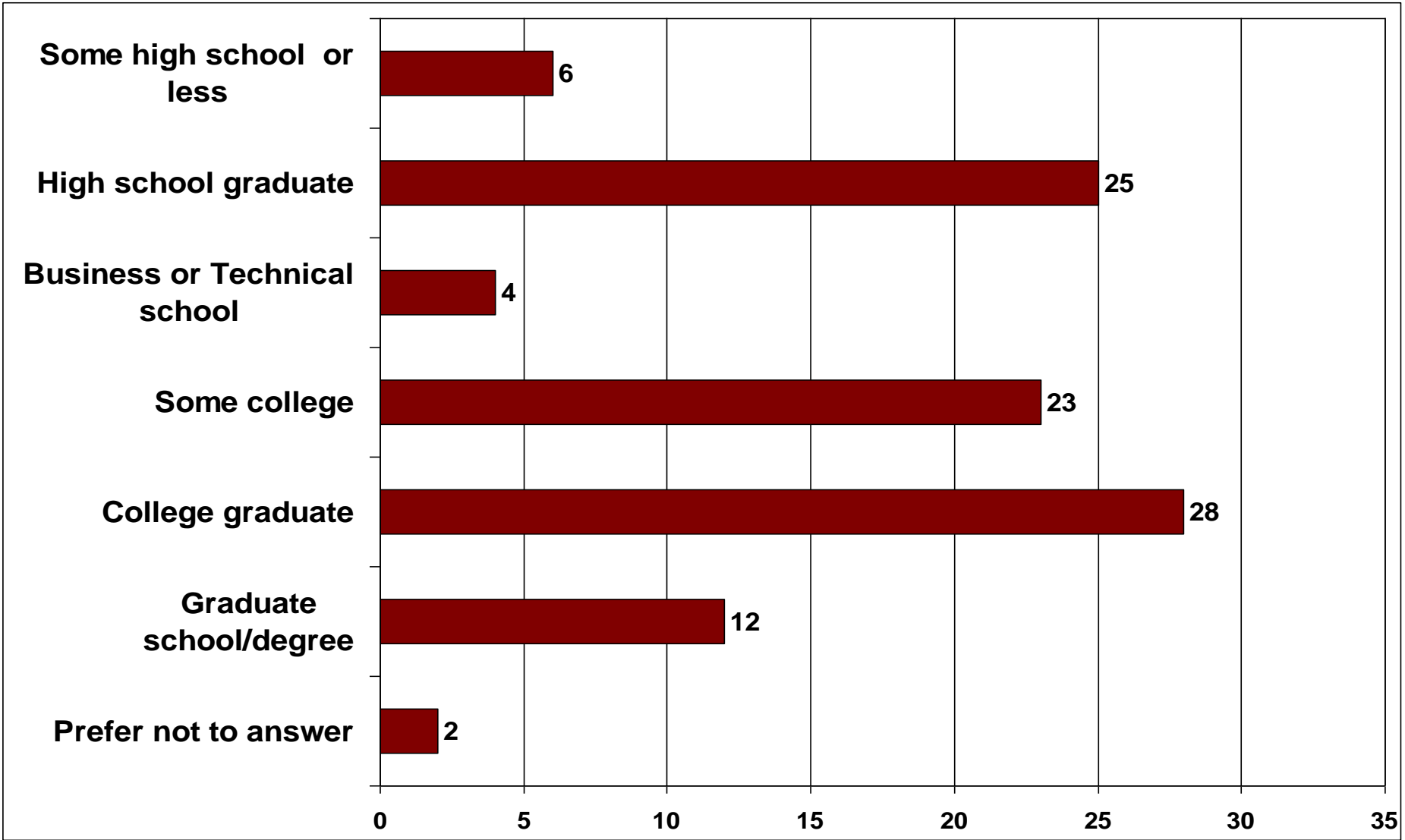
# Gender (%)



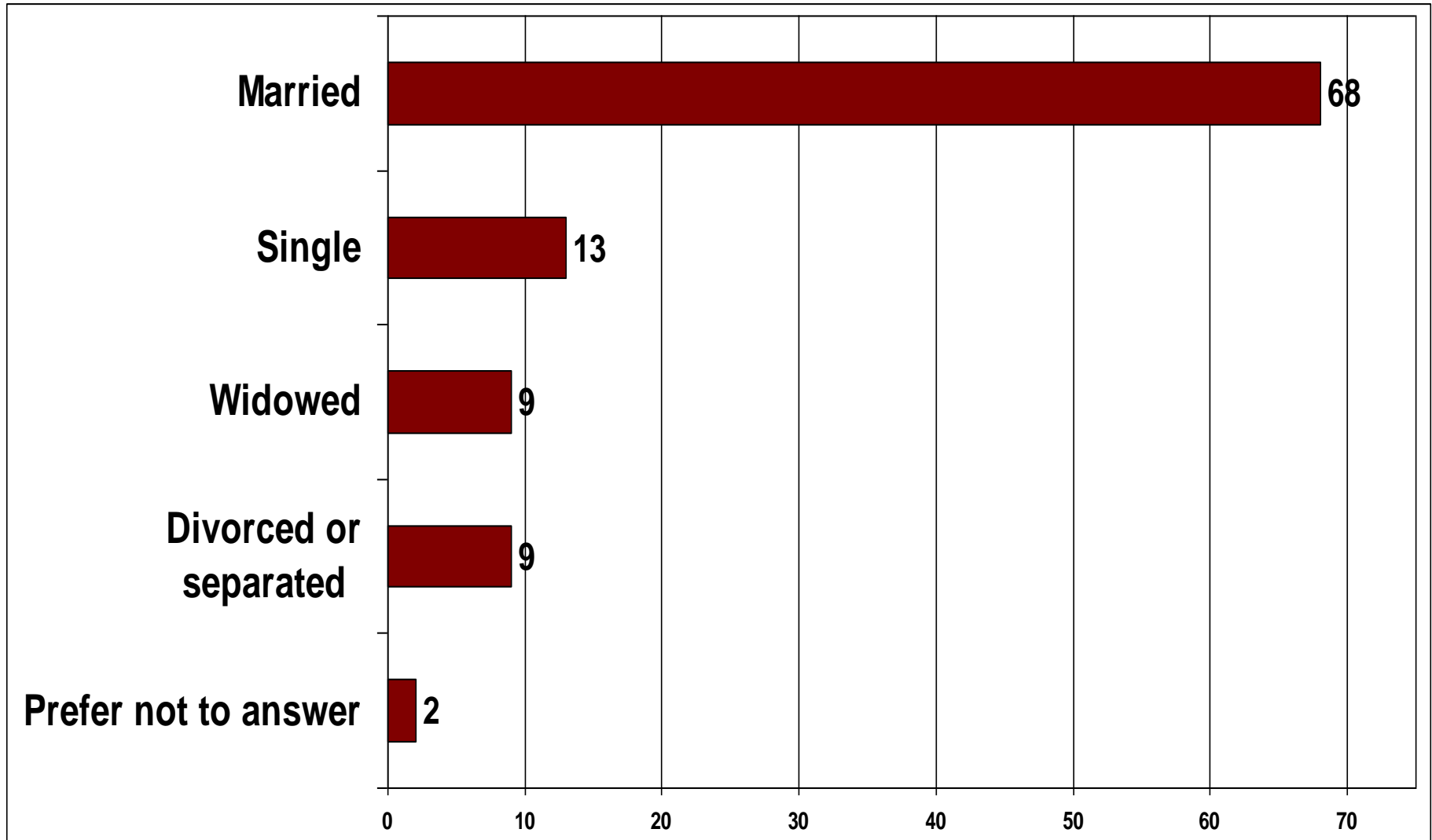




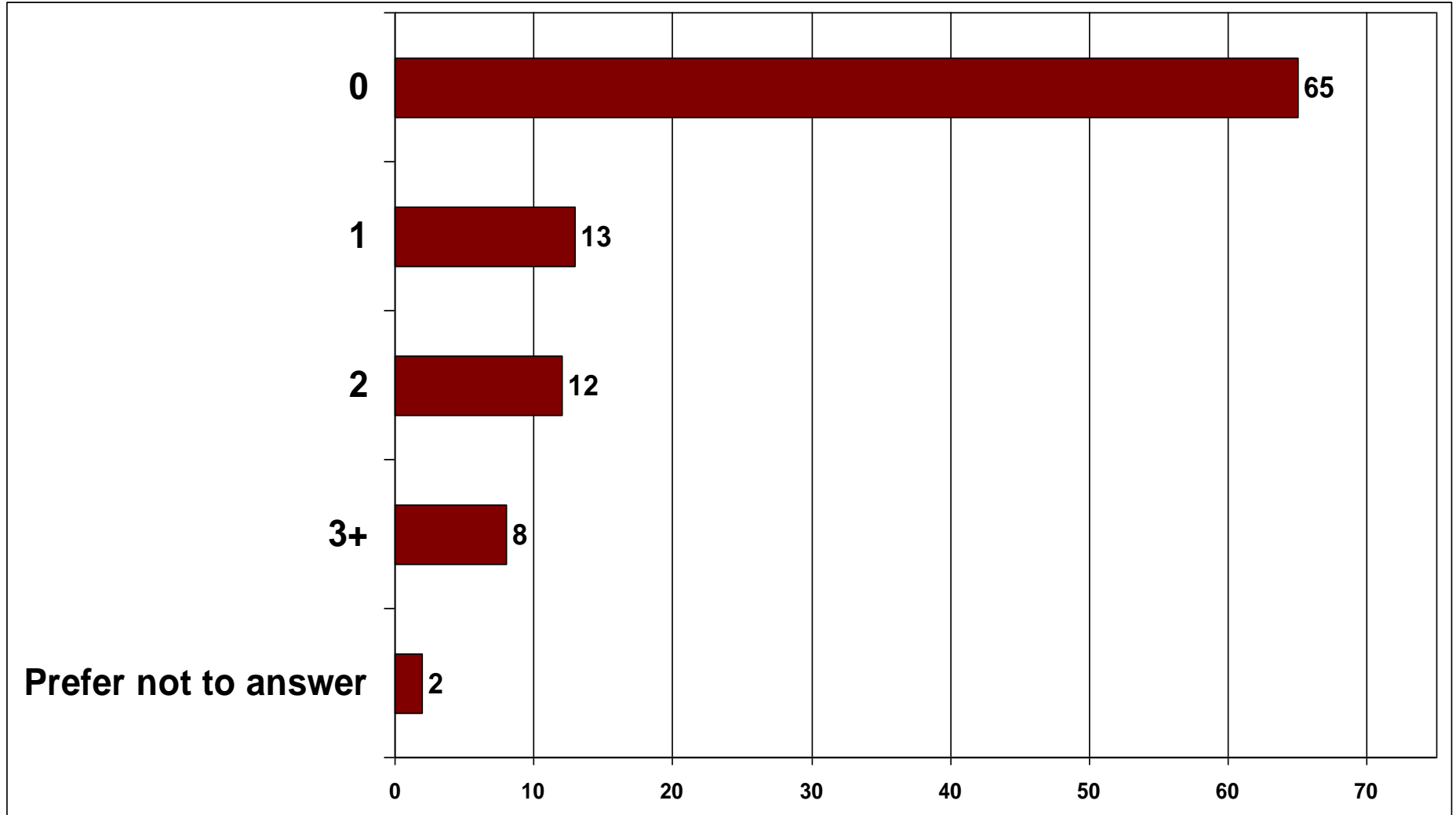
# Education (%)



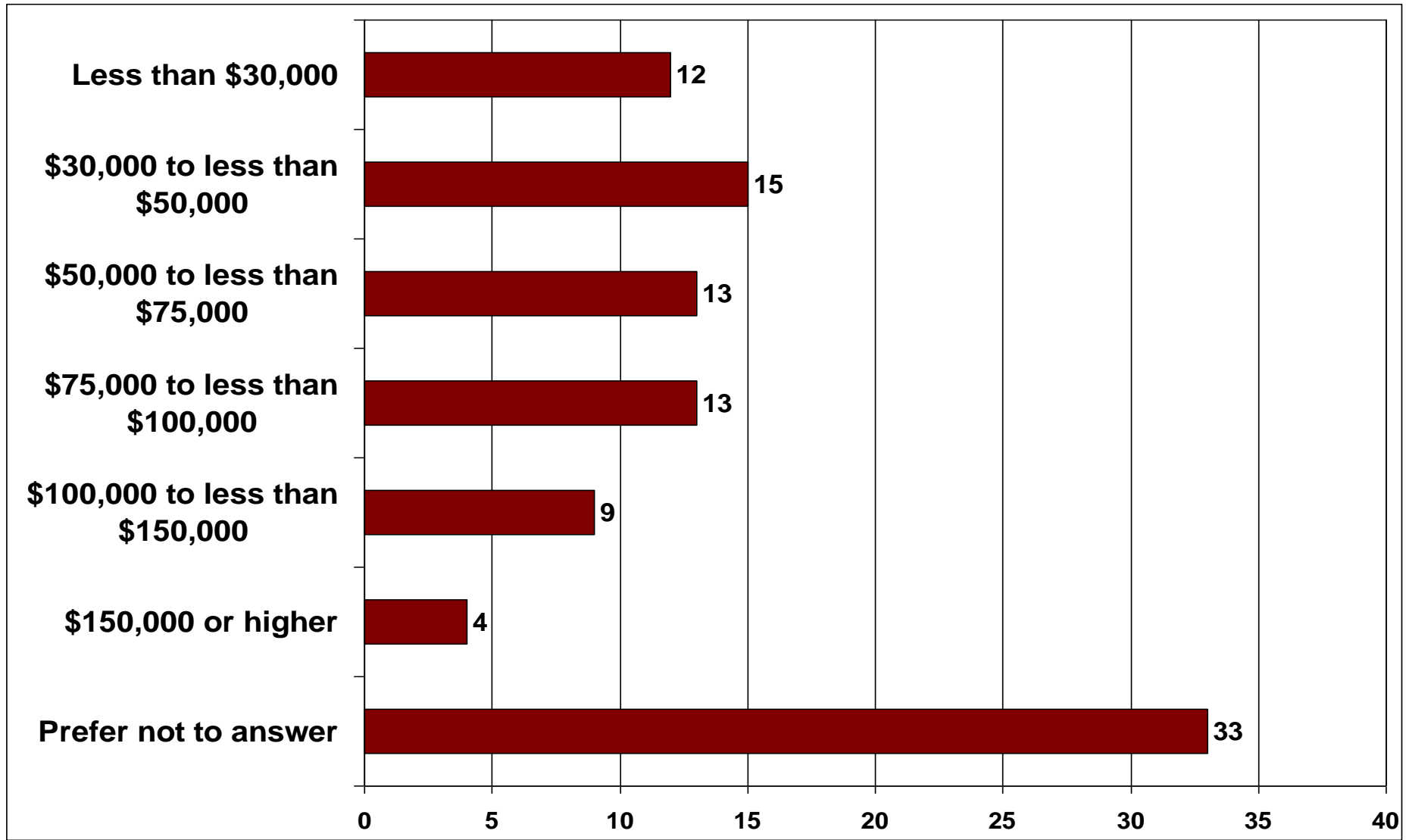
# Marital Status (%)



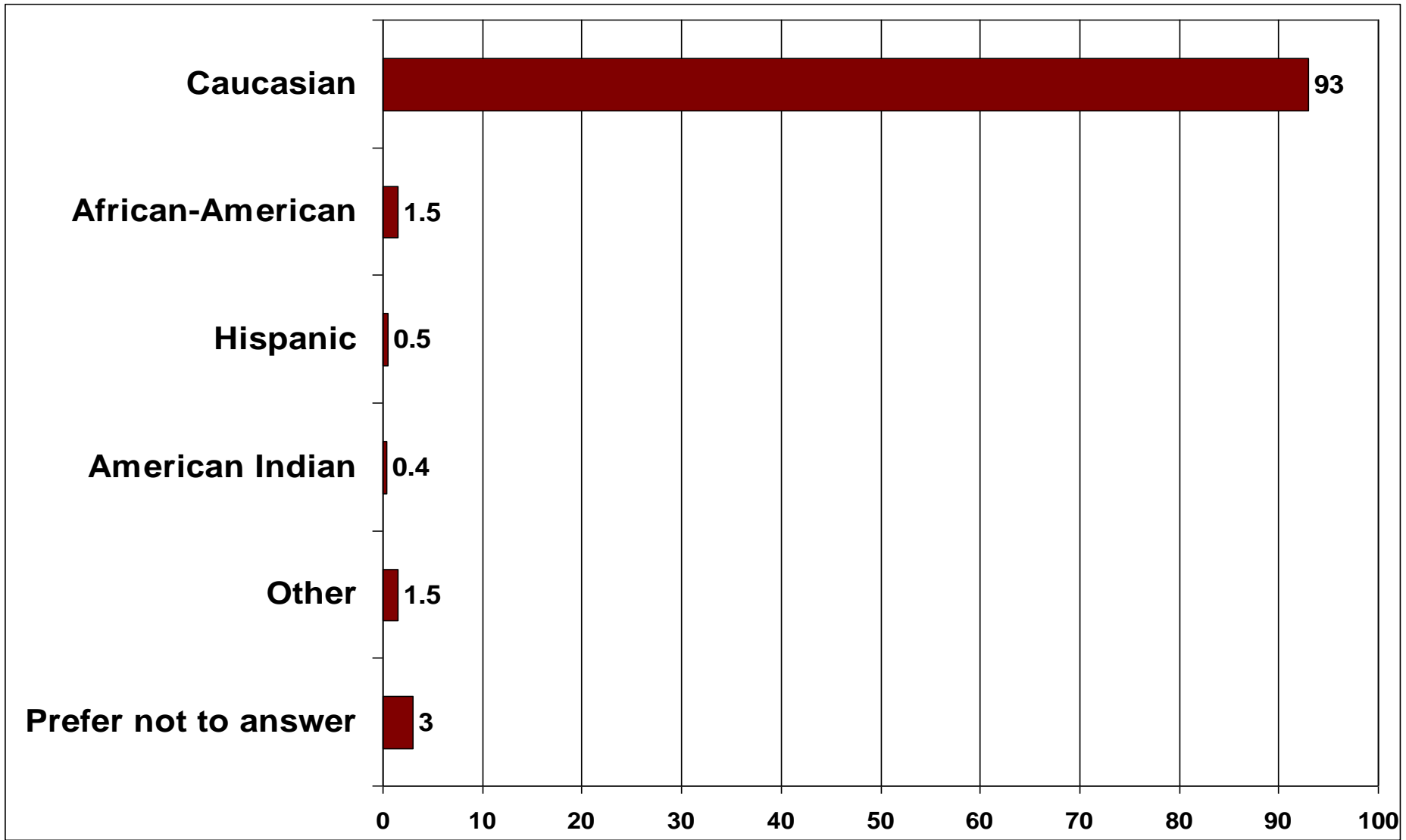
# Number Of Children At Home Age 18 or Under (%)



# Household Income Before Taxes (%)

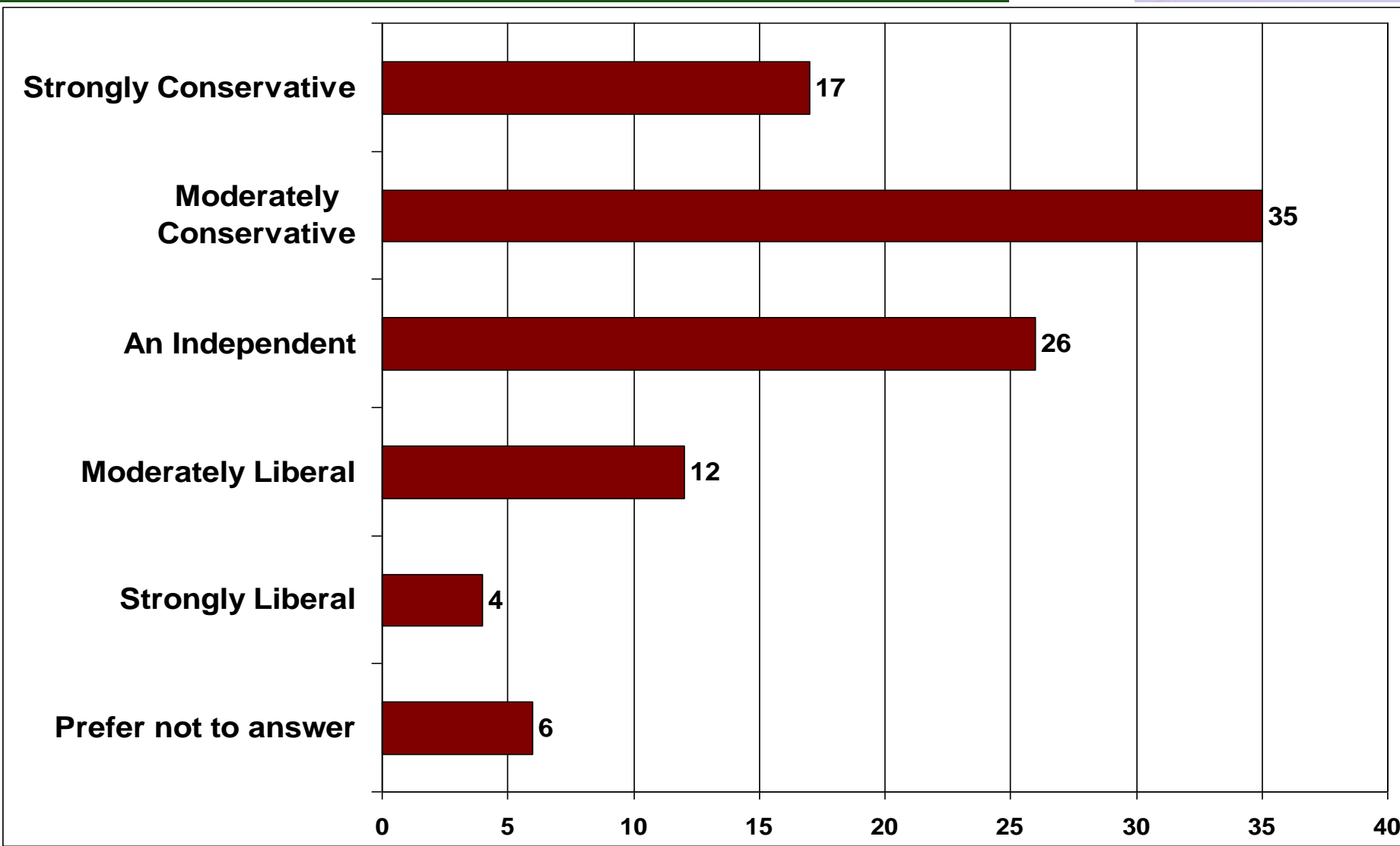


# Ethnic Origin or Race (%)

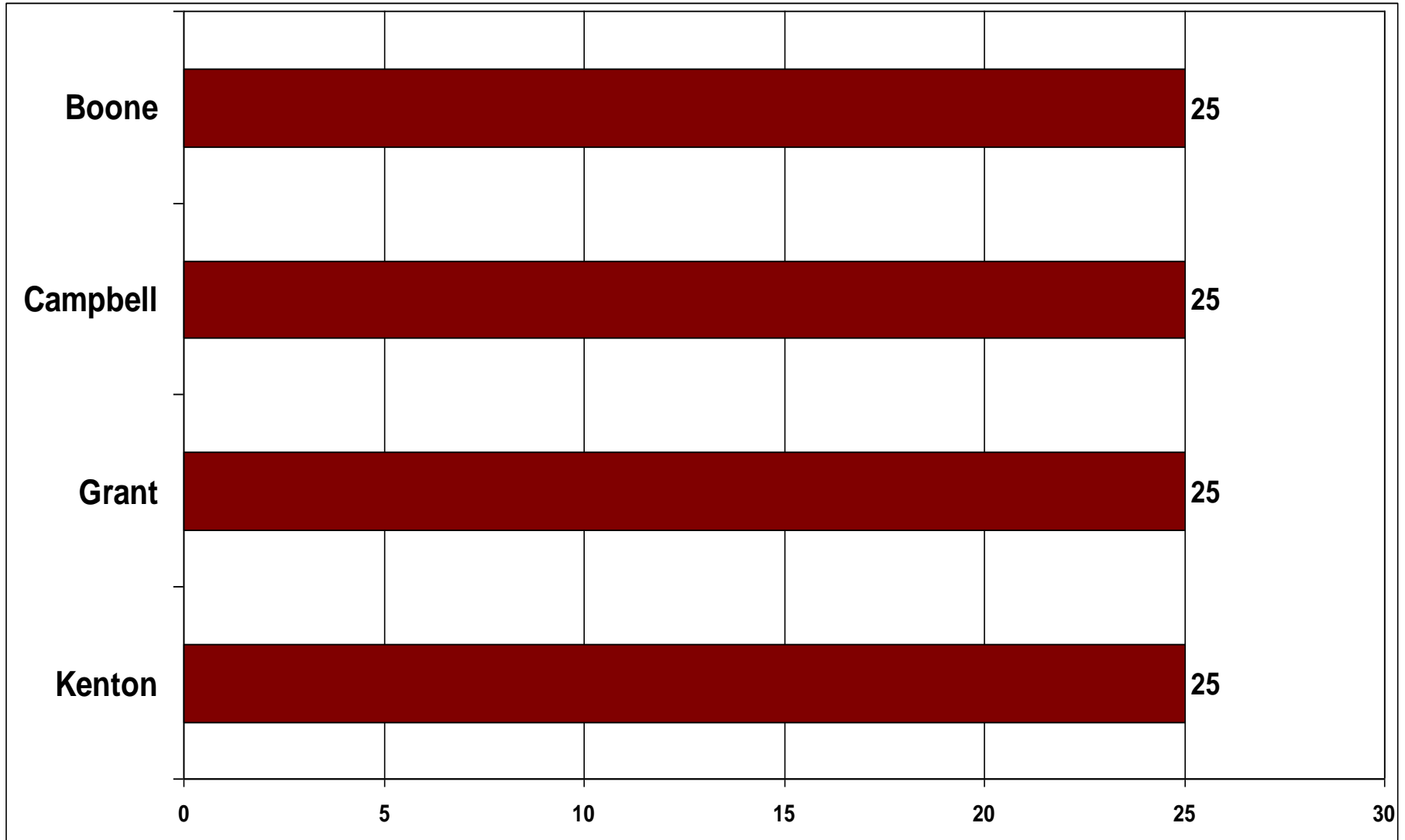


# Political Leaning (%)

Would you consider yourself...?



# County (%)







**If there are any questions or comments about this research,  
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