

RESIDENT ATTITUDE STUDY

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Prepared For

Southwest Interdisciplinary Research Center
Arizona State University

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INTRODUCTION

This study was commissioned by the Southwest Interdisciplinary Research Center at Arizona State University and conducted by Behavior Research Center, Inc. (BRC). The purpose of the study was to measure attitudes of Arizona residents toward smoking in cars with children present and toward smoking in public parks.

This report is based on 710 interviews conducted with adult heads of households throughout Arizona as part of BRC's quarterly ConsumerTrack™ study. All interviewing was conducted in April 2014 by professional interviewers at BRC's state-of-the-art Computer Assisted Telephone Interviewing (CATI) facility, where each interviewer worked under the direct supervision of BRC supervisory personnel. Interviews were randomly monitored for quality assurance purposes.

When analyzing the results from this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, simply stated, is the difference between the results that are obtained from a sample and those that would be obtained by surveying the entire population under consideration. The overall sampling error for this study at the 95 percent confidence interval is approximately +/-3.8%.

Behavior Research Center has presented all of the data germane to the basic research purposes of this project. However, if Southwest Interdisciplinary Research Center requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER

STUDY FINDINGS

SMOKING HISTORY

Fifteen percent of respondents in this study admit they currently smoke cigarettes, while another three in ten (30%) are former smokers. Over half (54%) indicate they have never smoked cigarettes.

TABLE 1

“And again on the subject of tobacco use, when it comes to smoking cigarettes, which of the following best describes you: a current smoker, a former smoker or you have never smoked cigarettes?”

	Current Smoker	Former Smoker	Never Smoked	Not Sure/ Refused
Total	15%	30%	54%	1%
<u>GENDER</u>				
Male	18	32	49	1
Female	12	28	59	1
<u>AGE</u>				
Under 35	16	24	59	1
35 to 54	17	29	54	0
55+	12	37	49	2
<u>COUNTY</u>				
Maricopa	17	29	53	1
Pima	9	27	63	1
Rural	16	33	50	1
<u>ETHNICITY</u>				
Caucasian	15	34	50	1
Hispanic	19	20	61	0
Other	10	23	67	0
<u>CHILDREN IN HOUSEHOLD</u>				
Yes	19	21	60	*
No	12	38	49	1

*Indicates less than ½ of one percent

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## SMOKING IN VEHICLES WITH CHILDREN PRESENT

Even among current smokers, eight in ten (80%) do not smoke in a car with children present and only one percent do not roll the window down when smoking in a car with children.

TABLE 2

### Among Current Smokers

“In general, when smoking in a vehicle with children present, do you roll your window all the way down, roll it halfway down, roll it down slightly or not roll your window down? If you never smoke in the car with children present, please say so.”

N = 108

|                                           |          |
|-------------------------------------------|----------|
| Roll window all the way down              | 13%      |
| Roll window halfway down                  | 2        |
| Roll window down slightly                 | 1        |
| Do not roll the window down               | 1        |
| Varies                                    | 2        |
| Do not smoke in car with children present | 80       |
| Not sure/refused                          | <u>1</u> |
|                                           | 100%     |

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Among all respondents, 86 percent indicate smoking is never allowed in a vehicle when children are present, while just three percent indicate smoking is always allowed in the vehicle, even with children present.

TABLE 3

ALL RESPONDENTS

“In vehicles you and your family drive, is smoking always allowed in them, sometimes allowed in them or never allowed in them?”

Always allowed	3%
Sometimes allowed	9
Varies	1
Never allowed	86
Not sure/refused	<u>1</u>
	100%

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## SUPPORT FOR A LAW BANNING SMOKING IN A CAR WITH CHILDREN PRESENT

Over seven in ten (72%) would support a law banning smoking in a vehicle with children under 18 years of age present. Support is strongest among women, younger adults, among Hispanics and among those with children in the household.

TABLE 4

*“In general, would you strongly support, support, oppose or strongly oppose a law that banned smoking in cars when children under 18 are among the passengers?”*

|                              | Strongly Support | Support | Oppose | Strongly Oppose | Not Sure | Net Support/<br>Oppose |
|------------------------------|------------------|---------|--------|-----------------|----------|------------------------|
| Total                        | 42%              | 30%     | 13%    | 7%              | 8%       | <b>+52</b>             |
| <u>GENDER</u>                |                  |         |        |                 |          |                        |
| Male                         | 38               | 28      | 16     | 11              | 7        | <b>+39</b>             |
| Female                       | 45               | 32      | 10     | 4               | 9        | <b>+63</b>             |
| <u>AGE</u>                   |                  |         |        |                 |          |                        |
| Under 35                     | 43               | 36      | 8      | 8               | 5        | <b>+63</b>             |
| 35 to 54                     | 44               | 26      | 9      | 10              | 11       | <b>+51</b>             |
| 55+                          | 38               | 28      | 21     | 6               | 7        | <b>+39</b>             |
| <u>COUNTY</u>                |                  |         |        |                 |          |                        |
| Maricopa                     | 42               | 29      | 12     | 8               | 9        | <b>+51</b>             |
| Pima                         | 41               | 34      | 13     | 3               | 9        | <b>+59</b>             |
| Rural                        | 40               | 30      | 15     | 10              | 5        | <b>+45</b>             |
| <u>ETHNICITY</u>             |                  |         |        |                 |          |                        |
| Caucasian                    | 37               | 32      | 14     | 9               | 8        | <b>+46</b>             |
| Hispanic                     | 63               | 23      | 10     | 3               | 1        | <b>+73</b>             |
| Other                        | 30               | 31      | 9      | 10              | 20       | <b>+42</b>             |
| <u>CHILDREN IN HOUSEHOLD</u> |                  |         |        |                 |          |                        |
| Yes                          | 51               | 31      | 8      | 6               | 4        | <b>+68</b>             |
| No                           | 34               | 29      | 17     | 9               | 11       | <b>+37</b>             |
| ~~~~~                        |                  |         |        |                 |          |                        |

Those who indicate opposition to a law banning smoking in a vehicle with children present were asked why they do so. Almost six in ten (57%) consider it government interference. Others feel it would be unenforceable (17%) and that it is a personal choice (12%).

TABLE 5

Among Those Opposing a Law Banning  
Smoking in Cars with Children Present

*“As specifically as possible, why would you oppose a law banning smoking in cars where children are present?” (DO NOT READ LIST; RECORD ALL MENTIONS)*

N = 145

|                               |     |
|-------------------------------|-----|
| None of government's business | 57% |
| Unenforceable                 | 17  |
| It's a personal choice        | 12  |
| Non-responsive                | 11  |
| Not sure/refused              | 6   |

Total exceeds 100% due to multiple responses

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We then asked those who oppose a smoking ban in vehicles with children under 18 present if they would support a ban if the children were under 16, under 13 and under 8. As may be seen in Table 6 support increases only minimally if the age is reduced. In fact, dropping the age of the affected child from 18 to 8 increases the level of support only two points, from 72 to 74 percent.

TABLE 6

Among Those Opposing a Law Banning
Smoking in Cars with Children Present

“And would you strongly support, support, oppose or strongly oppose prohibiting smoking in vehicles when children under age 16 are present?”

“How about when children under age 13 are present?” (READ ANSWER CODES (EXCEPT NS) AGAIN IF NECESSARY)

“How about when children under age 8 are present?” (READ ANSWER CODES (EXCEPT NS) AGAIN IF NECESSARY)

N = 145

CHILDREN IN CAR:

	<u>Under 16</u>	<u>Under 13</u>	<u>Under 8</u>
Strongly support	3%	5%	6%
Support	<u>7</u>	<u>8</u>	<u>9</u>
Total support	10%	13%	15%

Note: Data are cumulative. Overall support for a law banning smoking in cars with children present rises from 72 to 74 percent if an age limit of eight is included.

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## SECOND-HAND SMOKE

Only five percent feel that there is no harm to an individual from breathing smoke from other people's cigarettes, and half (51%) feel that second-hand smoke causes a lot of harm. Women and minorities feel most strongly that second-hand smoke is harmful.

TABLE 7

*"In general, do you think breathing smoke from other people's cigarettes or other tobacco products causes no harm, a little harm, some harm or a lot of harm to your health?"*

|                              | No Harm | A Little Harm | Some Harm | A Lot of Harm | Not Sure/Refused |
|------------------------------|---------|---------------|-----------|---------------|------------------|
| Total                        | 5%      | 10%           | 30%       | 51%           | 4%               |
| <u>GENDER</u>                |         |               |           |               |                  |
| Male                         | 6       | 13            | 31        | 45            | 5                |
| Female                       | 4       | 6             | 29        | 58            | 3                |
| <u>AGE</u>                   |         |               |           |               |                  |
| Under 35                     | 2       | 10            | 34        | 52            | 2                |
| 35 to 54                     | 5       | 11            | 29        | 52            | 3                |
| 55+                          | 7       | 8             | 28        | 51            | 6                |
| <u>COUNTY</u>                |         |               |           |               |                  |
| Maricopa                     | 5       | 10            | 33        | 50            | 2                |
| Pima                         | 5       | 9             | 25        | 57            | 4                |
| Rural                        | 5       | 10            | 29        | 50            | 6                |
| <u>ETHNICITY</u>             |         |               |           |               |                  |
| Caucasian                    | 5       | 11            | 34        | 46            | 4                |
| Hispanic                     | 2       | 10            | 29        | 58            | 1                |
| Other                        | 10      | 2             | 17        | 71            | 0                |
| <u>CHILDREN IN HOUSEHOLD</u> |         |               |           |               |                  |
| Yes                          | 4       | 9             | 25        | 60            | 2                |
| No                           | 6       | 10            | 35        | 44            | 5                |

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SMOKING IN PUBLIC PARKS

Eight in ten feel that smoking should be allowed in public parks, but a majority of those feel it should be confined to designated areas. Just 15 percent feel smoking should be allowed in parks without restriction.

TABLE 8

“Now I'd like to focus on public city, county or state parks. Do you think smoking in such parks should be allowed without restriction, permitted only in designated areas or not be allowed at all?”

	Allowed Without Restriction	Permitted in Designated Areas	Not be Allowed at All	Not Sure/ Refused
Total	15%	65%	18%	2%
<u>GENDER</u>				
Male	21	58	19	2
Female	9	71	18	2
<u>AGE</u>				
Under 35	11	70	18	1
35 to 54	16	66	18	0
55+	17	59	20	4
<u>COUNTY</u>				
Maricopa	16	66	16	2
Pima	15	57	26	2
Rural	14	65	21	*
<u>ETHNICITY</u>				
Caucasian	17	64	16	3
Hispanic	8	64	28	*
Other	17	70	13	*
<u>CHILDREN IN HOUSEHOLD</u>				
Yes	12	67	21	*
No	18	63	16	3

*Indicates less than 1/2 of one percent

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Finally, we asked respondents whether they would support a smoke-free policy in each of eight specific kinds of public recreational spaces. Strong support for a smoke-free policy is expressed for public playgrounds, concession areas and athletic fields and bleachers. Respondents are more divided in other areas and a minority would support a smoke-free policy on public golf courses.

TABLE 9

*“To be more specific, would you support a smoke-free policy for each of the following kinds of public spaces?” (READ EACH; ROTATE SEQUENCE)*

|                                                                             | Yes | No  | Not<br>Sure |
|-----------------------------------------------------------------------------|-----|-----|-------------|
| Public playgrounds                                                          | 69% | 29% | 2%          |
| Concession areas where food<br>and other items are available<br>to purchase | 67  | 31  | 2           |
| Athletic fields and bleachers                                               | 66  | 32  | 2           |
| Skateboard or bike parks                                                    | 61  | 36  | 3           |
| Picnic areas, pavilions and<br>ramadas                                      | 60  | 37  | 3           |
| At major events held in parks                                               | 57  | 39  | 4           |
| Hiking trails                                                               | 51  | 44  | 5           |
| Public golf courses                                                         | 42  | 51  | 7           |

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