

# **Second-Hand Smoke Survey Final Report**

**Prepared by**

**Madison Department of Public Health for the  
Tobacco-Free Dane County Coalition, Inc.**

**December 2003**

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## I. Executive Summary

In December 2003, Madison Department of Public Health, acting for the Tobacco-Free Dane County Coalition, Inc, contracted with Gene Kroupa & Associates(GKA) to survey Madison residents on their knowledge base and opinions about exposure to second-hand smoke.

This survey found that a majority of Madison residents are non-smokers. When asked about their personal tobacco use, **85% reported being a non-smoker**, including those that have never smoked and those that have successfully quit. After asking about smoking by others in the household, the survey found that tobacco was not used by anyone in 76% of Madison households.

The **health hazards of second-hand smoke are well understood** by Madison residents. Over half of those surveyed reported second-hand smoke to be a serious health hazard while another 31% considered it to be a moderate health hazard. Less than 2% of respondents reported that second-hand smoke posed no human health hazard. As expected, these percentages varied with the respondent's smoking status.

Madison residents think exposure to second-hand smoke is a health hazard, and that **all workers should be protected from it in the workplace. They are particularly concerned about employees of bars, taverns and bowling alleys.** Bartenders and waitpersons in bars and taverns were considered to be at greatest risk with 76% of all respondents considering second-hand smoke to be a serious health hazard for these workers.

When asked about the smoking policies within their own homes, most Madison residents have chosen to prohibit smoking in their home. In this survey, **87% of Madison homes are smoke-free**. This increased to 91% in homes that include one or more child. Even in households that include at least one smoker, smoking is prohibited within the residence in 52% of all these households and 58% of those households with children.

**Almost all Madison workplaces are now smoke-free.** Very few residents (less than 6%) said they are exposed to tobacco smoke indoors while at work.

This survey found that a majority (76%) of **Madison residents support making restaurants smoke-free immediately.**

**Almost half (48%) of Madison residents support making bars smoke free immediately.** While nearly six in 10 persons who have never smoked would support this action, less than one-half of former smokers and only 7% of smokers would support it. Women (55%) are more likely than men (41%) to support this action.

Almost **half of Madison residents reported avoiding bars (49%) and restaurants (41%) in the past year** because of second-hand smoke.

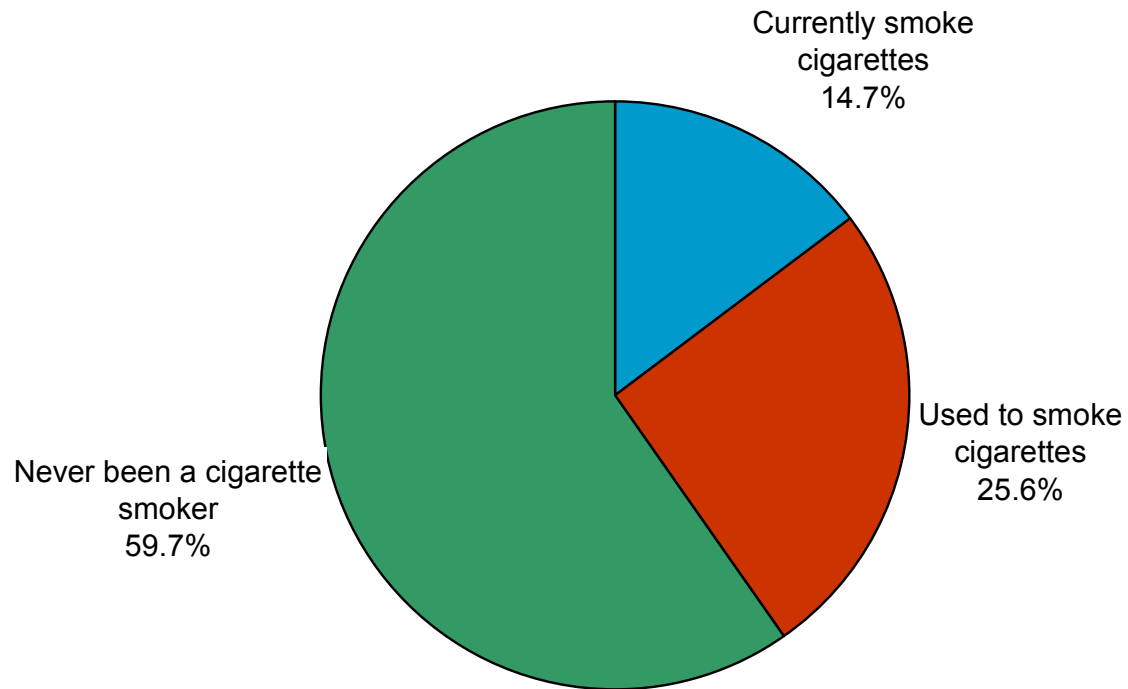
## Methodology

The questionnaire for this survey was developed by the MDPH with input from GKA. The stratified random sample of households was designed to provide a representative cross-section of the adult population ages 18 and older in the Madison zip codes. Respondents were asked to confirm that they are City of Madison residents. The sample was split 51% female and 49% male. The maximum sampling error is  $\pm 5\%$  at the 95% confidence level. All interviewing was done December 8-9, 2003 from the GKA supervised telephone bank in Madison. Only fully completed interviews were retained for analysis purposes. The analysis included frequency tabulations, crosstabulations and analysis of variance, plus calculation of means and medians where appropriate. A new variable was created to show the incidence (24%) of households that have anyone who smokes. Also, zip codes were combined to create four areas of the City of Madison for comparison purposes. A copy of the questionnaire and the data tables are included in the Appendix of this report. We have provided the client with a data set and variable listing if further analysis is desired.

## II. Results

The results presented below are based on our analysis of the data provided by 408 Madison residents. Unless otherwise indicated, the percentages reported below are based on the responses from respondents who provided a definite answer and do not reflect individuals who said "don't know" or otherwise did not supply an answer because the question did not apply to them. Key statistically significant results ( $p \leq 0.05$ ) for each variable by the demographics are listed. Keep in mind that the significance level does not describe the strength of the relationship between variables. Measures of association, or effect size, such as Phi and Cramer's V in the crosstabulation tables and Eta<sup>2</sup> in the ANOVA tables, can be used to determine the strength of each particular relationship. These figures can be found in the data tables section. For the data analyzed in these surveys, most tests show a weak or moderate measure of association.

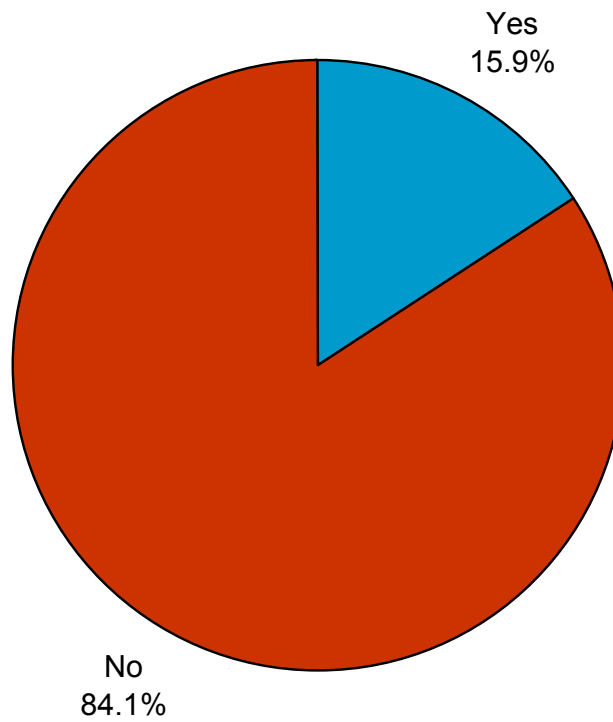
**Chart 1: Use of Tobacco Products by Respondents**



**Q1. Which of the following best describes your use of tobacco products:**

- Six in 10 (60%) have never been a cigarette smoker, 26% used to smoke cigarettes but have quit, and 15% currently smoke cigarettes.
  - Nearly two-thirds of respondents less than age 45 said they have never been a cigarette smoker, compared with about one-half of those ages 45 or older. Additionally, another 51% of those ages 65 or older said they used to smoke but have quit, and only one respondent (2%) in that age group currently smokes cigarettes. The proportion who currently smoke does not vary considerably by other age groups.
  - Those who have quit smoking are older on average than are those who currently smoke and those who have never been smokers. The mean age of those who currently smoke is 37.0 and the mean age of those who have never been a smoker is 39.6, while the mean age of former smokers is 48.8.
  - Respondents with a high school education or less (20%) or some college or trade school (21%) are more likely than college graduates (11%) or post-graduates (9%) to currently smoke and are less likely to have never been a smoker (49% and 53% vs. 69% and 63% respectively).
  - East (22%) and Downtown (20%) residents are more likely than Far West (8%) and Near West (6%) residents to currently smoke. Far West (76%) residents are the most likely to have never been a smoker, followed by Near West (63%), Downtown (60%) and East (49%) residents.

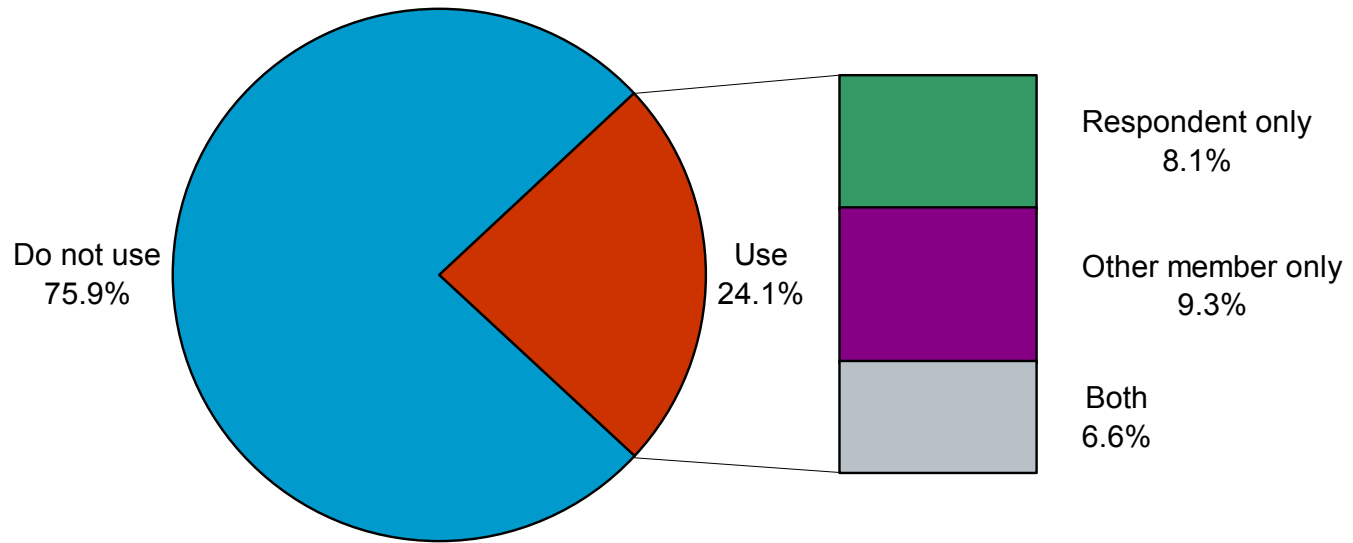
**Chart 2a: Other Household Member Smokes Tobacco Products**



## **Q2. Does anyone else in your household smoke tobacco products?**

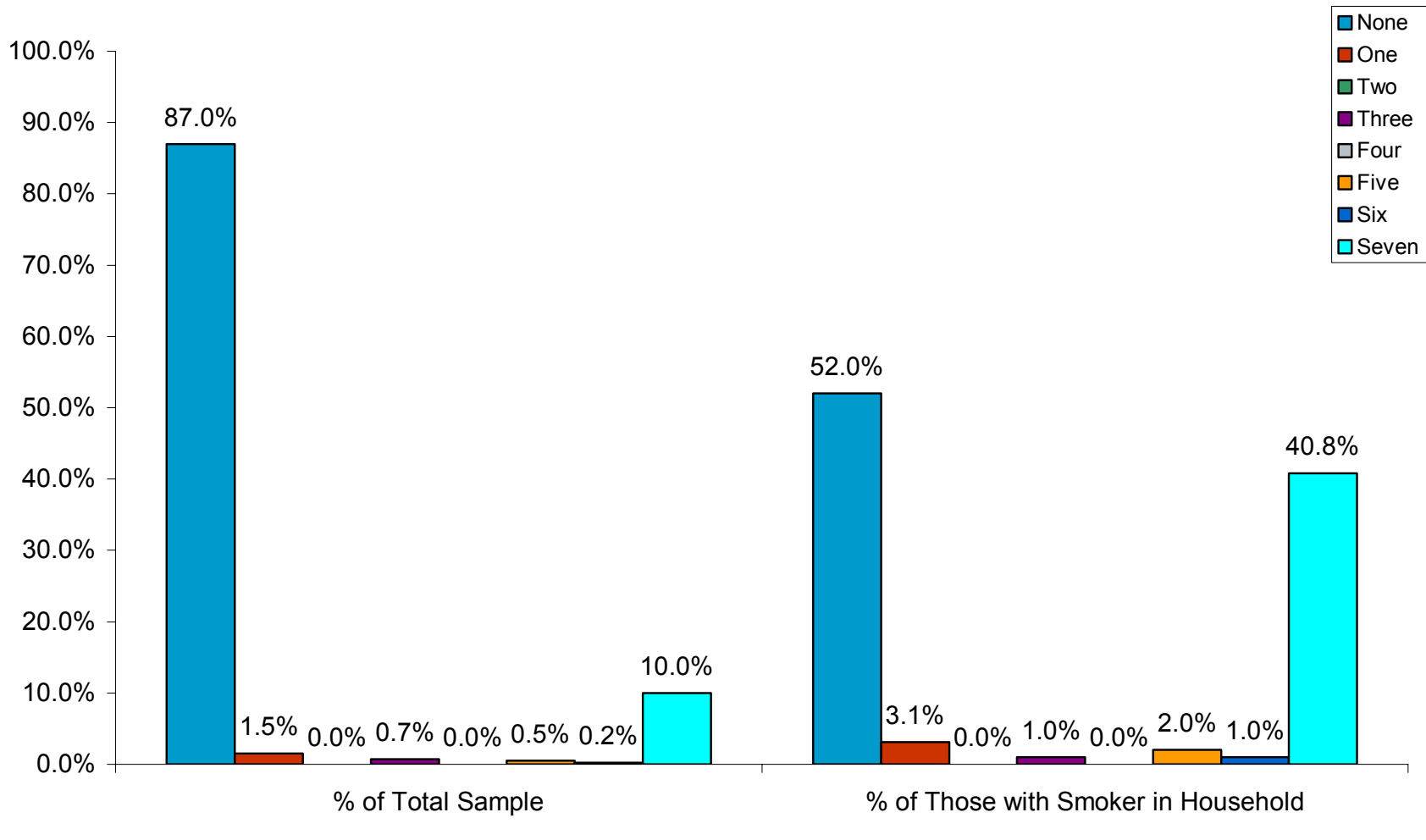
- About 16% indicated that another household member smokes tobacco products.
  - Not surprisingly, those who currently smoke (45%) were more likely than those who have never been a smoker (12%) and former smokers (10%) to indicate that someone else in the household smokes tobacco products.
  - Respondents ages 18-24 (31%) were more likely than older respondents to indicate that someone else in the household uses tobacco products.
  - Those with a high school education or less (27%) or some college or trade school (28%) were more likely than college graduates (9%) and post-graduates (4%) to indicate that someone else in the household smokes tobacco products.
  - Downtown (28%) residents were the most likely to indicate that someone else in the household smokes, followed by East (16%), Near West (10%) and Far West (6%) residents.

### Chart 2b: Household Tobacco Usage



- About three-fourths (76%) indicated that no one in the household smokes tobacco products, while 24% of households have at least one smoker, whether that be the respondent or a household member or both. When looking at individual and household member usage of tobacco products, 8% indicated they smoke but a household member does not (or there is no other household member), 9% indicated that a household member smokes but they do not, and 7% said both they and a household member smokes.
  - Respondents ages 18-24 (36%) were the most likely to indicate that someone in the household smokes, followed by those ages 45-54 (30%), 35-44 (25%), 25-34 (20%), 55-64 (19%) or 65 or older (6%).
  - Those with a high school education or less (36%) or some college or trade school (38%) were more likely than college graduates (15%) and post-graduates (12%) to indicate that someone in the household uses tobacco products.
  - Downtown (37%) residents were the most likely to indicate that someone in the household smokes, followed by East (28%), Far West (14%) and Near West (13%) residents.

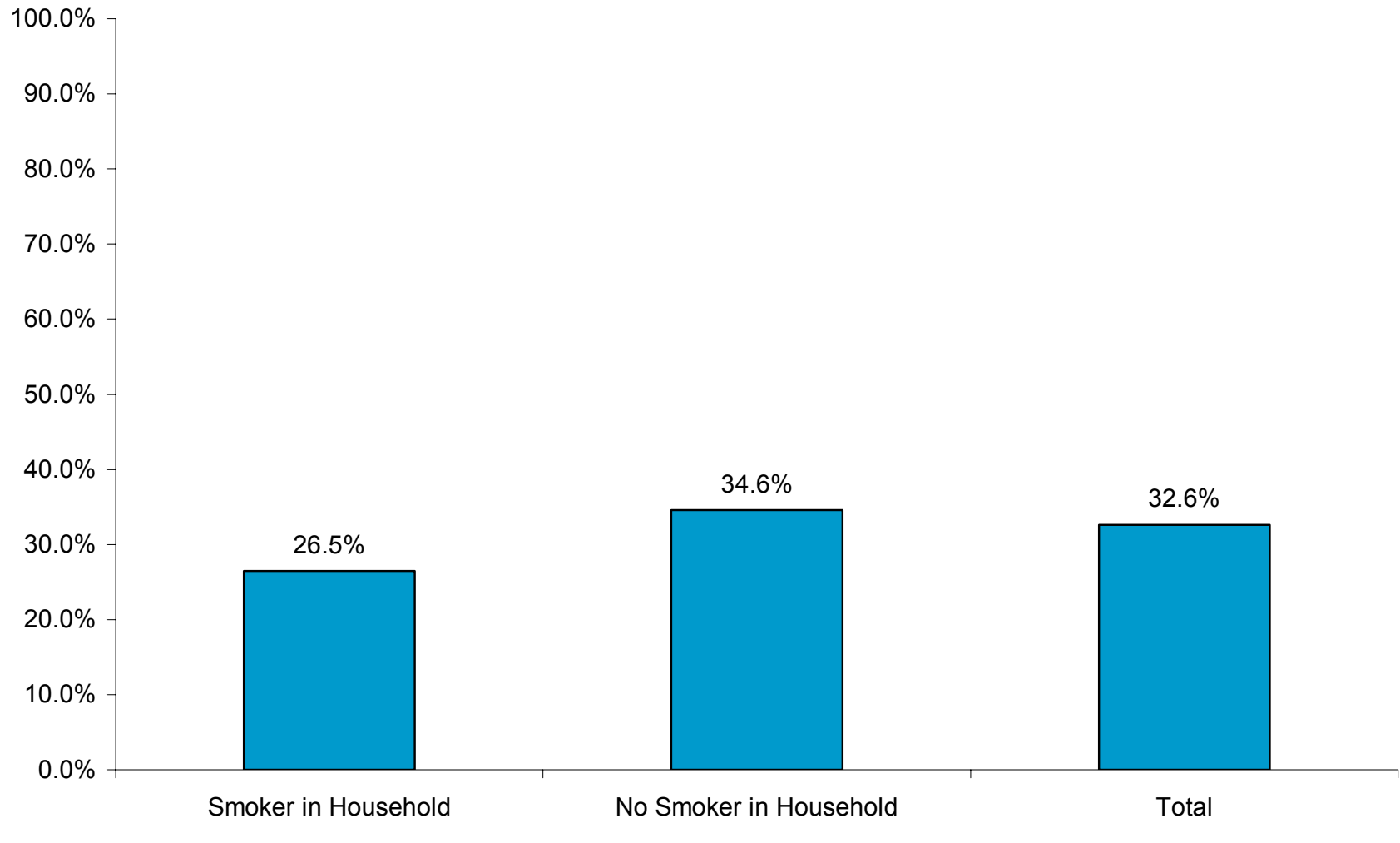
**Chart 3: Number of Days Per Week Tobacco Is Smoked in Residence**



**Q3. On average, about how many days per week is there tobacco smoking anywhere inside your residence?**

- Nearly nine in 10 (87%) said tobacco smoking does not occur in the residence, while 10% said it occurs 7 days per week on average. Of those who indicated that smoking does occur in the household at least one day per week, the mean number of days given is 6.0 and the median number of days given is 7.0.
  - More than one-half (52%) of those with a smoker in the household said that smoking does not occur within the residence, while 48% said it does occur one or more days per week on average.
  - Those with a high school education or less (20%) or some college or trade school (20%) were more likely than college graduates (8%) and post-graduates (6%) to indicate that smoking occurs in the residence at least one day per week on average.
  - East (19%) and Downtown (17%) residents were more likely than Near West (8%) and Far West (2%) residents to indicate that smoking occurs in the residence at least one day per week on average.
  - Males were more likely than females to indicate that smoking occurs at least one day per week in the residence (17% vs. 10%).

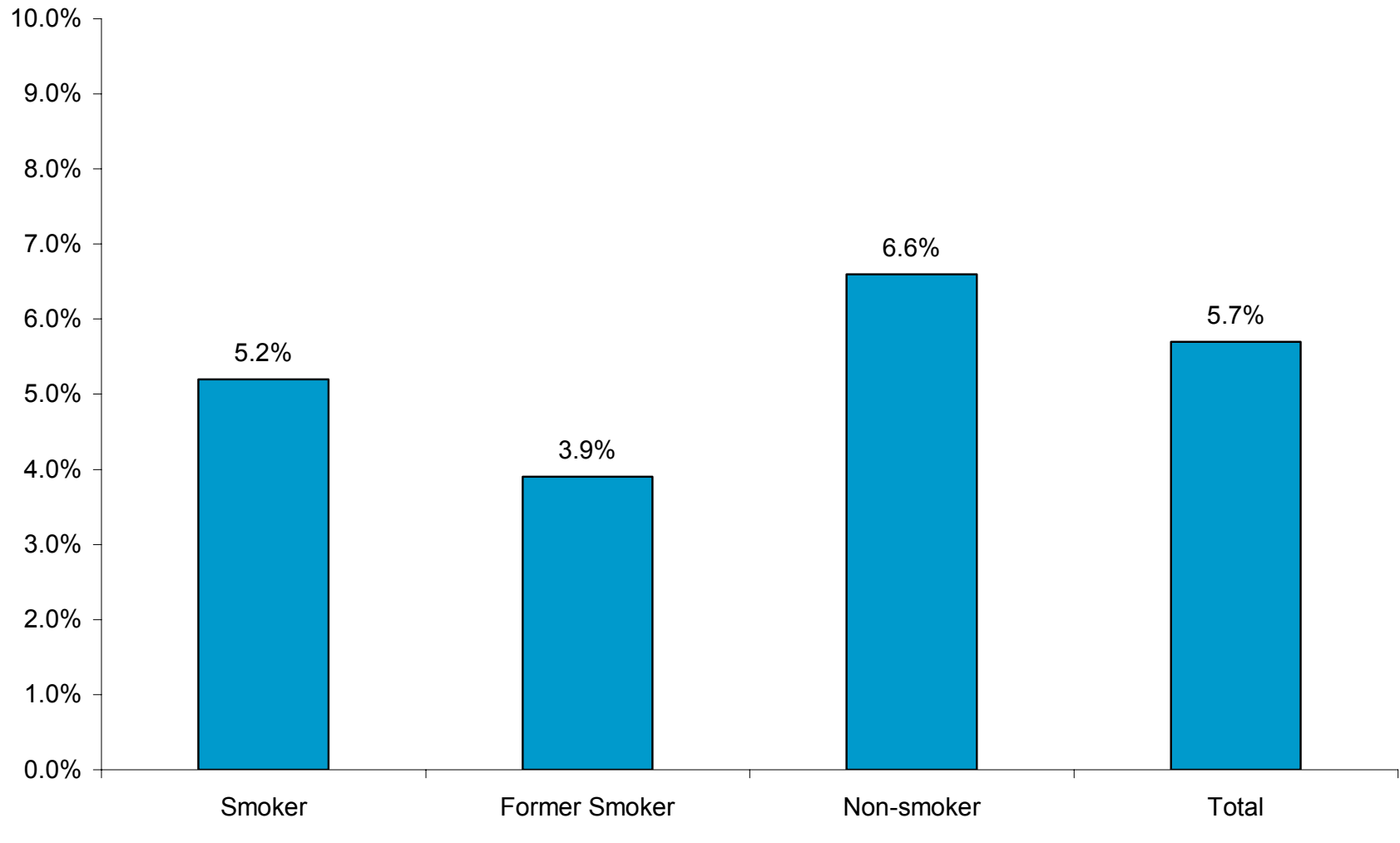
### Chart 4: Have Children in the Home



#### **Q4. Are there children in your home?**

- One-third (33%) indicated there are children in the home.
  - More than one-fourth (27%) of those with a smoker in the household and 35% of those with no smoker in the household said there are children living in the home. The difference is not statistically significant.
  - Respondents ages 35-44 (62%) are the most likely to have children in the home, followed by those ages 45-54 (45%), 25-34 (39%), 55-64 (24%), 18-24 (11%) or 65 or older (2%).
  - Far West (58%) residents are the most likely to have children in the home, followed by East City (42%), Near West (28%) and Downtown (15%) residents.
  - Females are more likely than males to have children living in their home (40% vs. 25%).

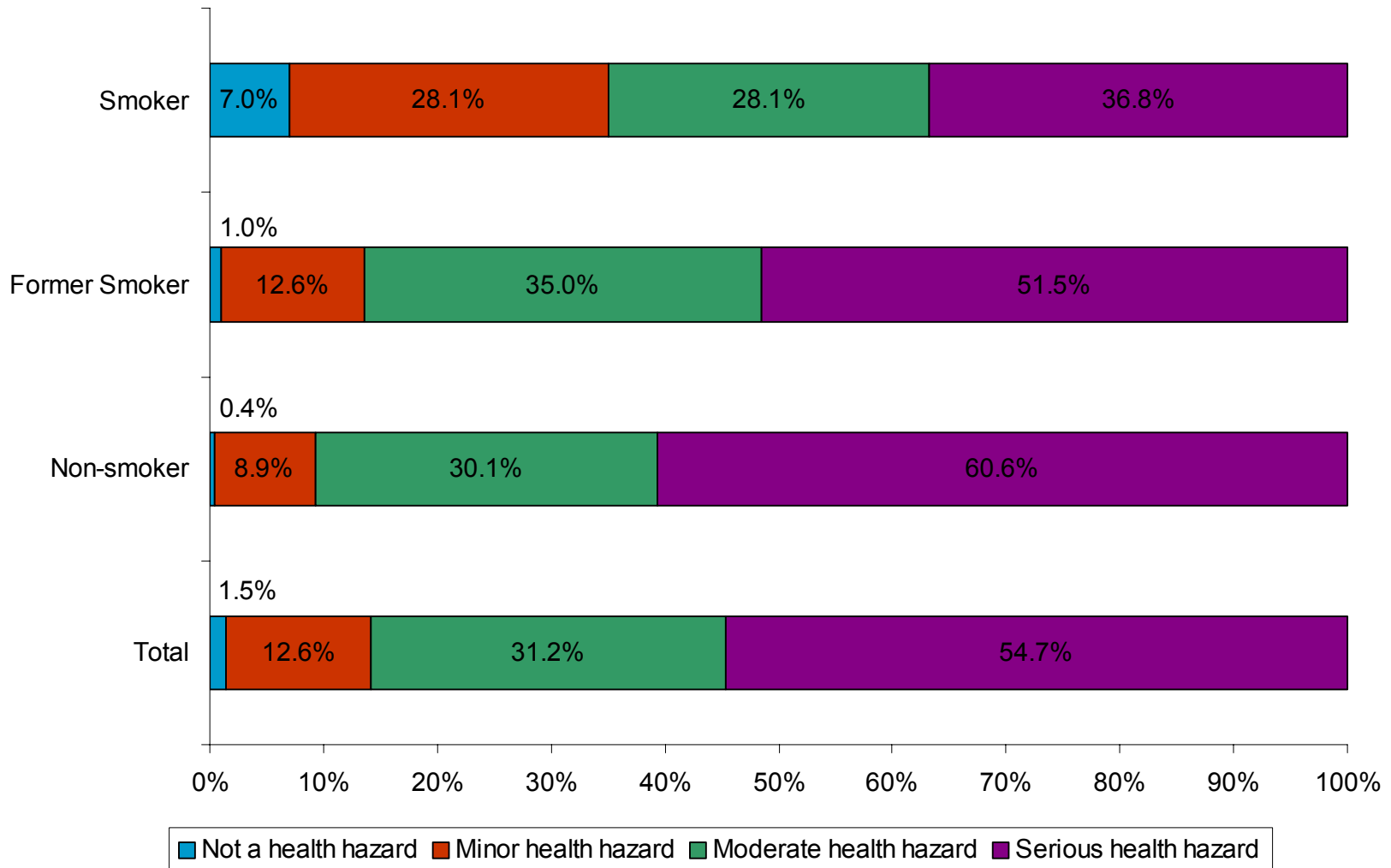
**Chart 5: Exposed to Tobacco Smoke Indoors While at Work**



**Q5. Are you exposed to tobacco smoke indoors while at work?**

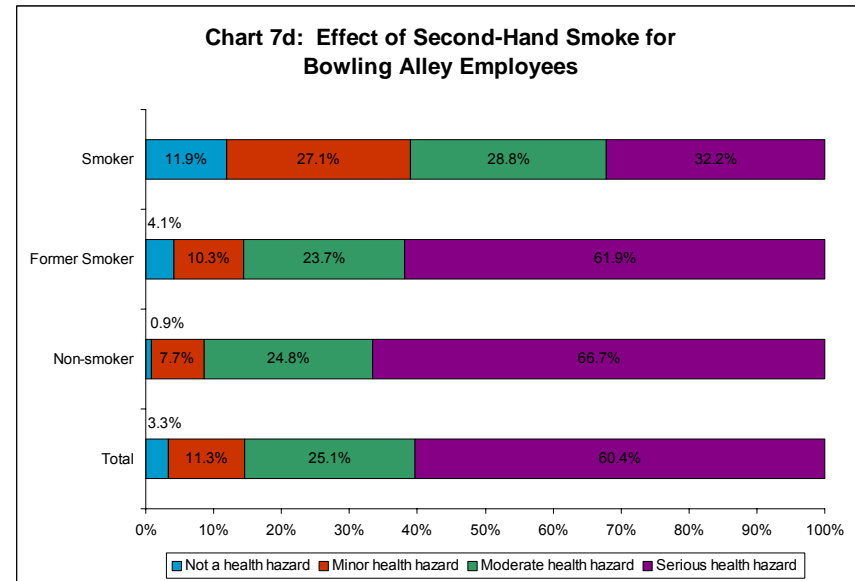
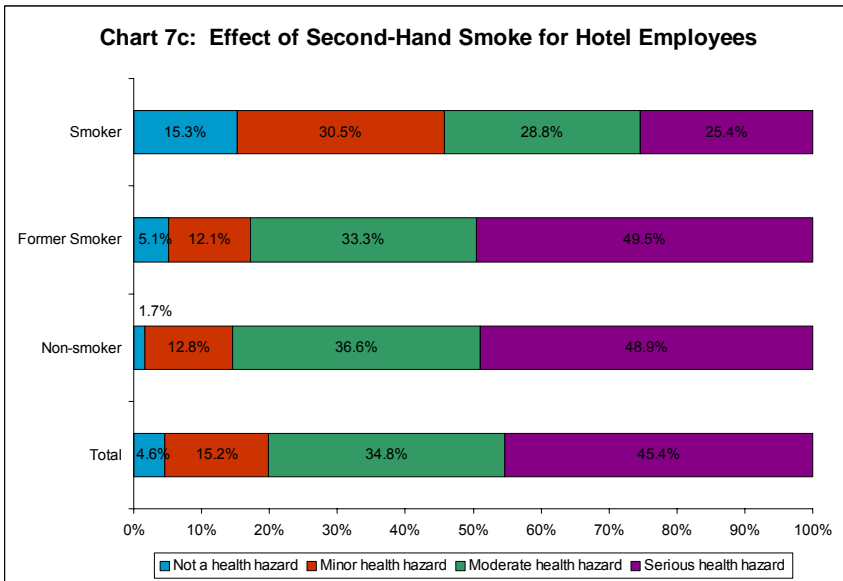
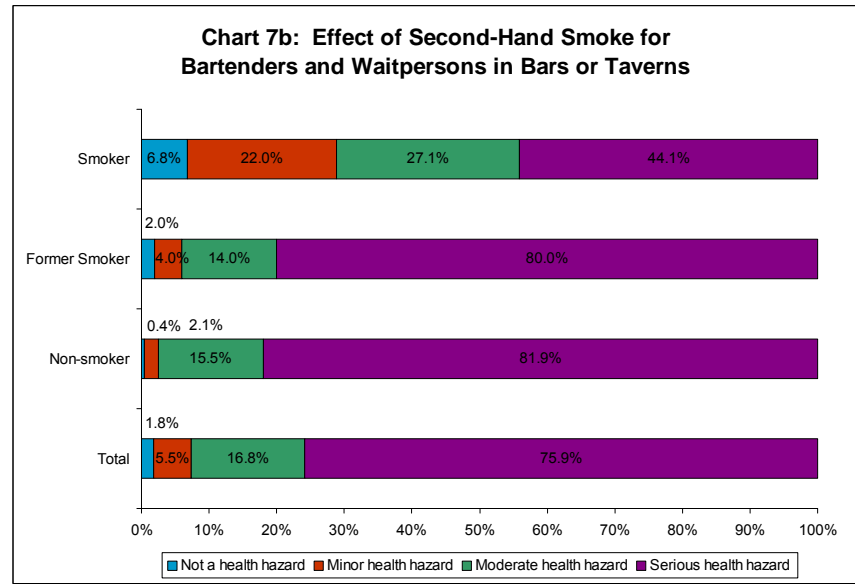
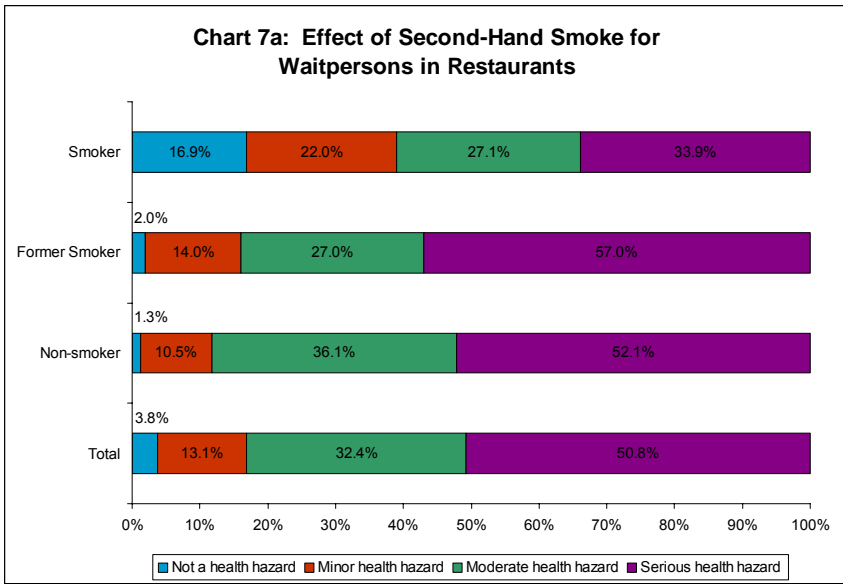
- Less than 6% are exposed to tobacco smoke indoors while at work.
  - Those with a household member who smokes are more likely than those without a household member who smokes to be exposed to tobacco smoke indoors while at work (17% vs. 4%). There is no significant difference by respondents' personal tobacco use.

**Chart 6: Exposure to Second-Hand Smoke as a Health Hazard**



**Q6. In general, do you feel that exposure to second-hand smoke is a:**

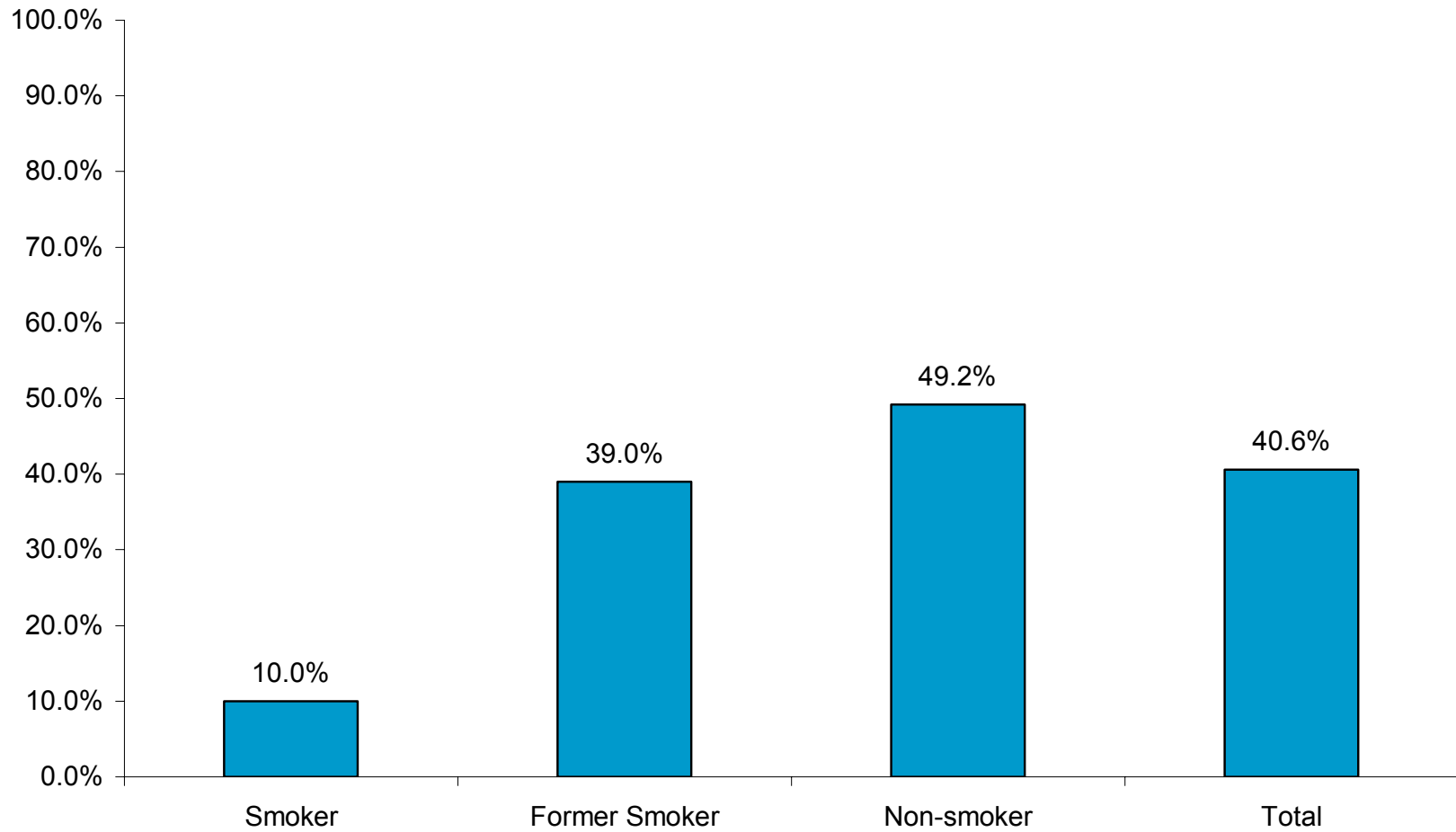
- Over one-half (54%) feel that exposure to second-hand smoke is a serious health hazard, 31% feel it is a moderate health hazard, 13% feel it is a minor health hazard, and 2% feel it is not a health hazard at all.
  - While most current smokers (37%) do feel that exposure is a serious health hazard, still another 28% feel it is a moderate health hazard and 28% think it is a minor health hazard. They are less likely than former smokers (52%) and those who have never been a smoker (61%) to feel it is a serious health hazard and are more likely to view second-hand smoke exposure as a minor health hazard or not a health hazard at all.
  - While Near West (62%), Far West (61%) and East (55%) residents feel that exposure to second-hand smoke is a serious health hazard, Downtown residents split between a moderate (46%) and a serious (41%) health hazard.
  - Females (69%) are most likely to feel that exposure to second-hand smoke is a serious health hazard, while males split between moderate (40%) and serious (40%).



**Q7. Would you say that second-hand smoke is a SERIOUS HEALTH HAZARD, a MODERATE HEALTH HAZARD, a MINOR HEALTH HAZARD or NOT A HEALTH HAZARD for the following types of workers?**

- a. Waitpersons who work in restaurants where other people smoke.** One-half (51%) feel it is a serious health hazard, 32% feel it is a moderate health hazard, 13% feel it is not a health hazard, and 4% feel it is not a health hazard.
- Current cigarette smokers (34%) are less likely than former smokers (57%) and those who have never been a smoker (52%) to feel it is a serious health hazard, and are more likely than non-smokers to feel it is a minor health hazard or not a health hazard at all.
  - The likelihood of saying it is a serious health hazard tends to increase with age group. Those ages 18-24 split between moderate (47%) and serious (43%) health hazard.
  - Females are most likely to feel it is a serious health hazard (61%), while males split between serious (40%) and moderate (37%) health hazard.
- b. Bartenders and waitpersons who work in a bar or tavern where other people smoke.** Three-fourths (76%) feel it is a serious health hazard, 17% feel it is a moderate health hazard, 6% feel it is a minor health hazard, and 2% feel it is not a health hazard.
- Current cigarette smokers (44%) are less likely than former smokers (80%) and those who have never been a smoker (82%) to feel it is a serious health hazard.
  - Females are more likely than males to feel it is a serious health hazard (83% vs. 69%).
- c. Hotel employees who work in areas where other people smoke.** Less than one-half (45%) feel it is a serious health hazard, 35% feel it is a moderate health hazard, 15% feel it is a minor health hazard, and 5% feel it is not a health hazard.
- While about one-half of former smokers (50%) and those who have never been a smoker (49%) feel it is a serious health hazard, current smokers split among minor (31%), moderate (29%) and serious (25%) health hazard.
  - About one-half (51%) of those ages 18-24 feel it is a moderate health hazard, and those ages 25-34 split between moderate (38%) and serious (38%) health hazard, while older respondents were most likely to call it a serious health hazard.
  - Downtown (38% vs. 35%) and Far West (40% vs. 40%) split between moderate and serious, while East (48%) and Near West (53%) respondents said it is a serious health hazard.
  - Females are most likely to feel it is a serious health hazard (58%), while males feel it is a moderate (39%) or serious (33%) hazard.
- d. Bowling alley employees who work in areas where other people smoke.** Six in 10 (60%) feel it is a serious health hazard, 25% feel it is a moderate health hazard, 11% feel it is a minor health hazard, and 3% feel it is not a health hazard.
- While 62% of former smokers and 67% of those who have never been a smoker feel it is a serious health hazard, current smokers split among minor (27%), moderate (29%) and serious (32%) health hazard.
  - Females are more likely than males to feel it is a serious health hazard (74% vs. 46%).

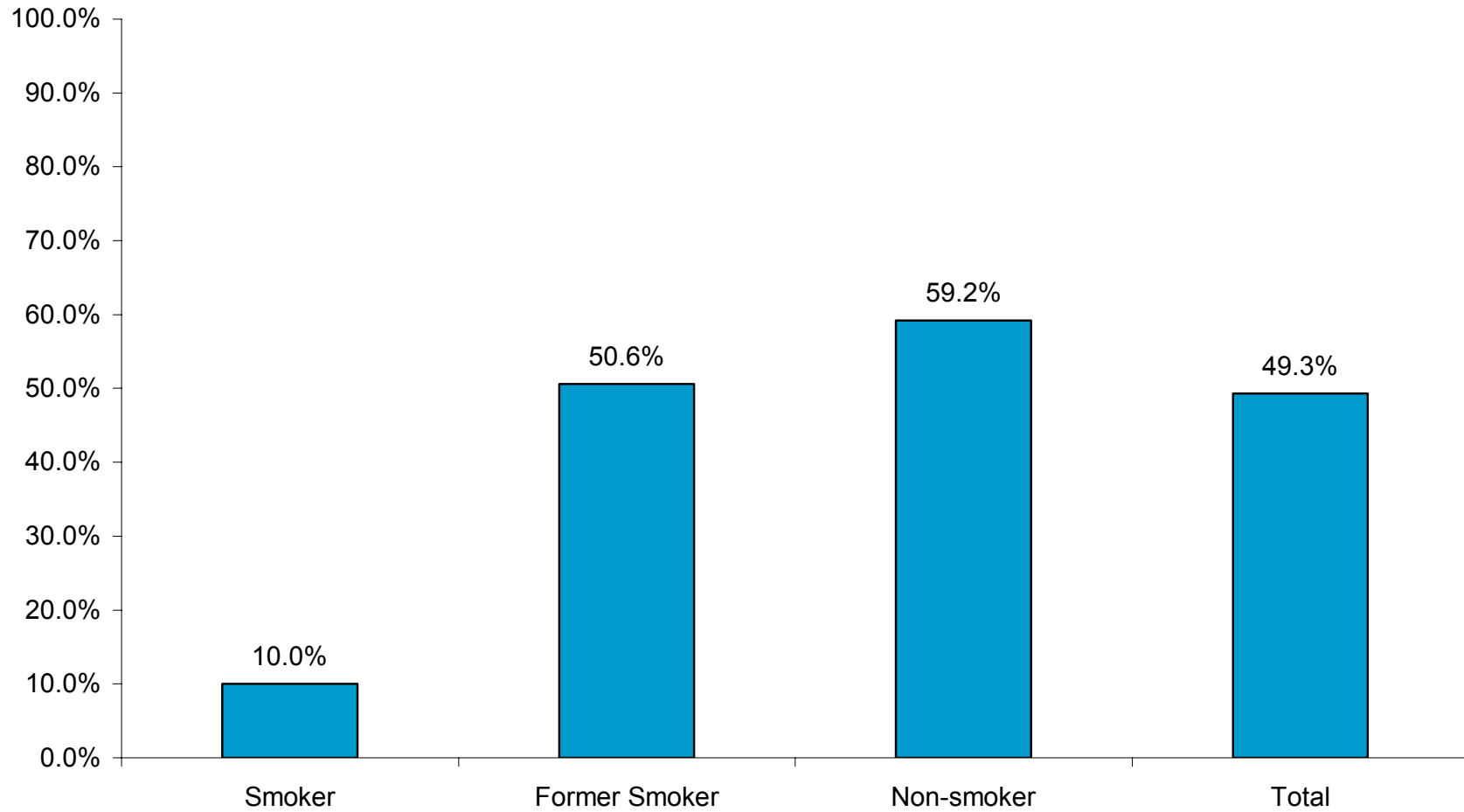
**Chart 8: Avoided Going to Restaurant Because of the Amount of Second-Hand Smoke**



**Q8. Have you AVOIDED or NOT AVOIDED going to any restaurant because of the amount of second-hand smoke?**

- Four in 10 (41%) have avoided going to a restaurant because of the amount of second-hand smoke.
  - About one-half (49%) of those who have never been a smoker and 39% of former smokers have avoided going to a restaurant because of second-hand smoke, compared with only 10% of current smokers. Likewise, only 16% of those with a smoker in the household have avoided a restaurant due to the amount of second-hand smoke.
  - Respondents ages 18-24 (25%) are less likely than those ages 25 or older to have avoided going to a restaurant because of the amount of second-hand smoke.
  - Those with a high school education or less (32%) or some college or trade school (32%) are less likely than college graduates (46%) and post-graduates (51%) to have avoided going to a restaurant because of the amount of second-hand smoke. They are also more likely to be smokers.
  - One-half (50%) of Near West and 47% of Far West residents have avoided going to a restaurant because of the amount of second-hand smoke, compared with only 39% of East and 28% of Downtown residents. Residents of East and Downtown Madison are more likely to currently smoke.
  - About one-half (49%) of females have avoided going to a restaurant because of the amount of second-hand smoke, compared with 32% of males.

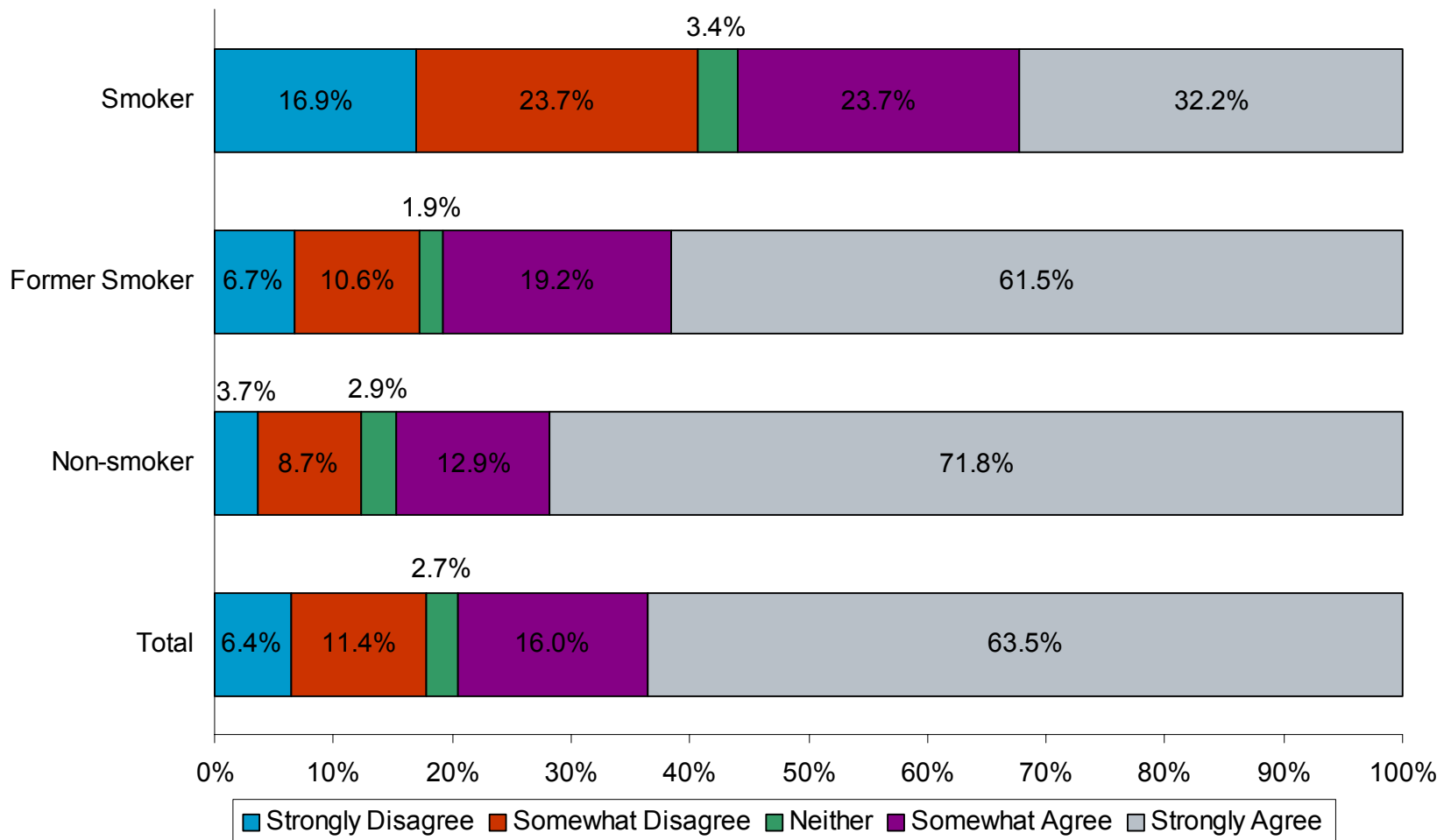
**Chart 9: Avoided Going to Bar Because of the Amount of Second-Hand Smoke**



**Q9. In the past year, have you AVOIDED or NOT AVOIDED going to any bar because of the amount of second-hand smoke.**

- About one-half (49%) have avoided going to a bar because of the amount of second-hand smoke.
  - About six in 10 (59%) of those who have never been a smoker and 51% of former smokers have avoided going to a bar because of the amount of second-hand smoke, compared with only 10% of current smokers.
  - College graduates (61%) are the most likely to have avoided going to a bar because of the amount of second-hand smoke, followed by post-graduates (52%), those with some college or trade school (41%) and those with a high school education or less (38%).
  - About six in 10 (59%) females have avoided going to a bar because of the amount of second-hand smoke, compared with 40% of males.

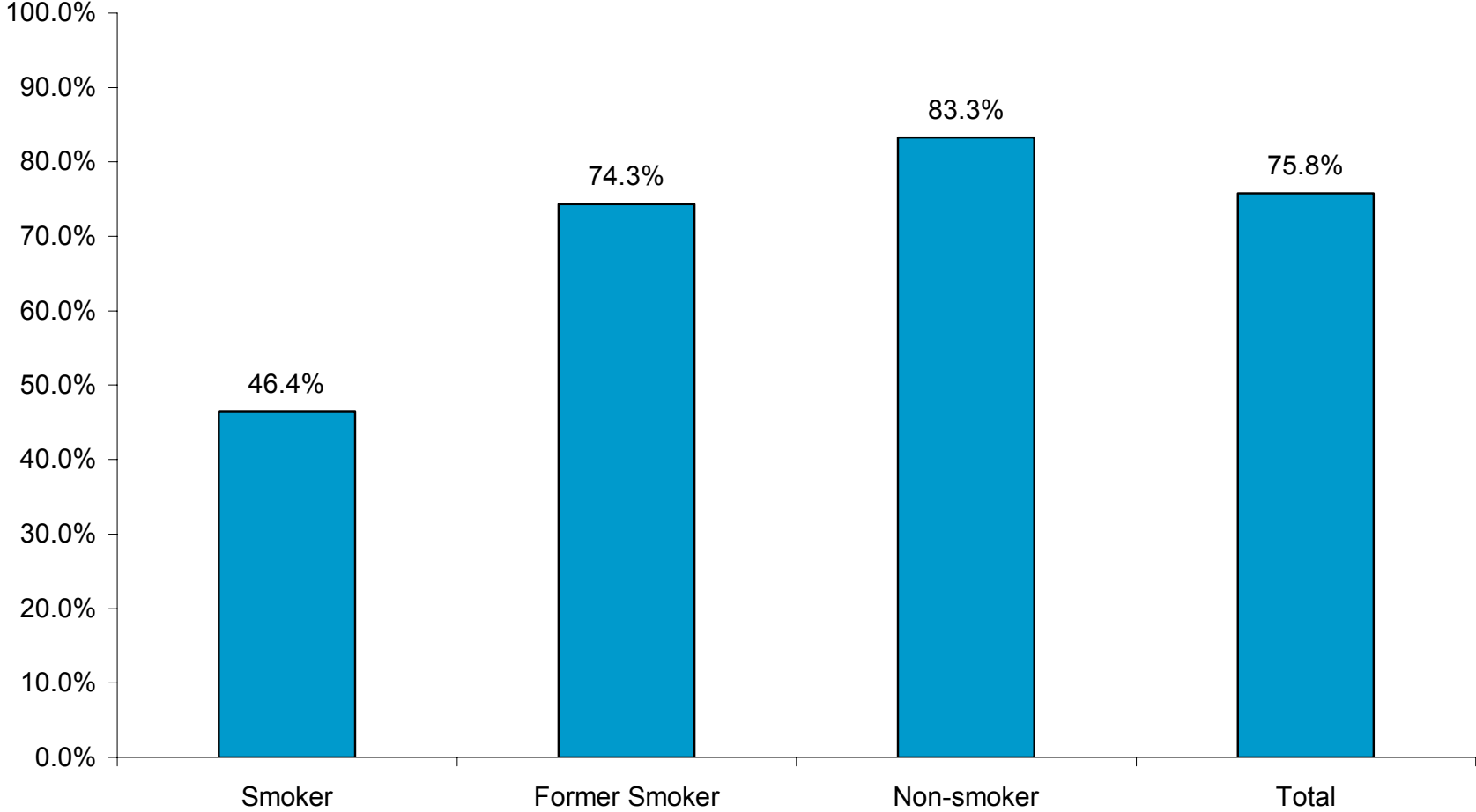
**Chart 10: All Madison Workers Should Be Protected from Exposure to Second-Hand Smoke in the Workplace**



**Q10. Please tell me whether you personally AGREE or DISAGREE with the following statement about second-hand smoke. IF AGREE/DISAGREE, ASK: IS THAT STRONGLY OR SOMEWHAT AGREE/DISAGREE?**

- More than six in 10 (63%) said STRONGLY AGREE, 16% said SOMEWHAT AGREE, 11% said SOMEWHAT DISAGREE, 6% said STRONGLY DISAGREE, and 3% said NEITHER AGREE NOR DISAGREE. On a scale where, 1=STRONGLY DISAGREE and 5=STRONGLY AGREE, the mean rating given is 4.2, with a median of 5.0.
  - More than seven in 10 (72%) of those who have never been a smoker and 62% of former smokers said STRONGLY AGREE, compared with only 32% of current smokers. Current smokers were most likely to say STRONGLY AGREE (32%), followed by SOMEWHAT AGREE (24%) and SOMEWHAT DISAGREE (24%).
  - While all were most likely to say STRONGLY AGREE, Downtown (50%) and East (62%) residents were less likely than Far West (72%) and Near West (73%) residents to give this response.
  - While both were most likely to say STRONGLY AGREE, females were more likely than males to give this response (73% vs. 54%).

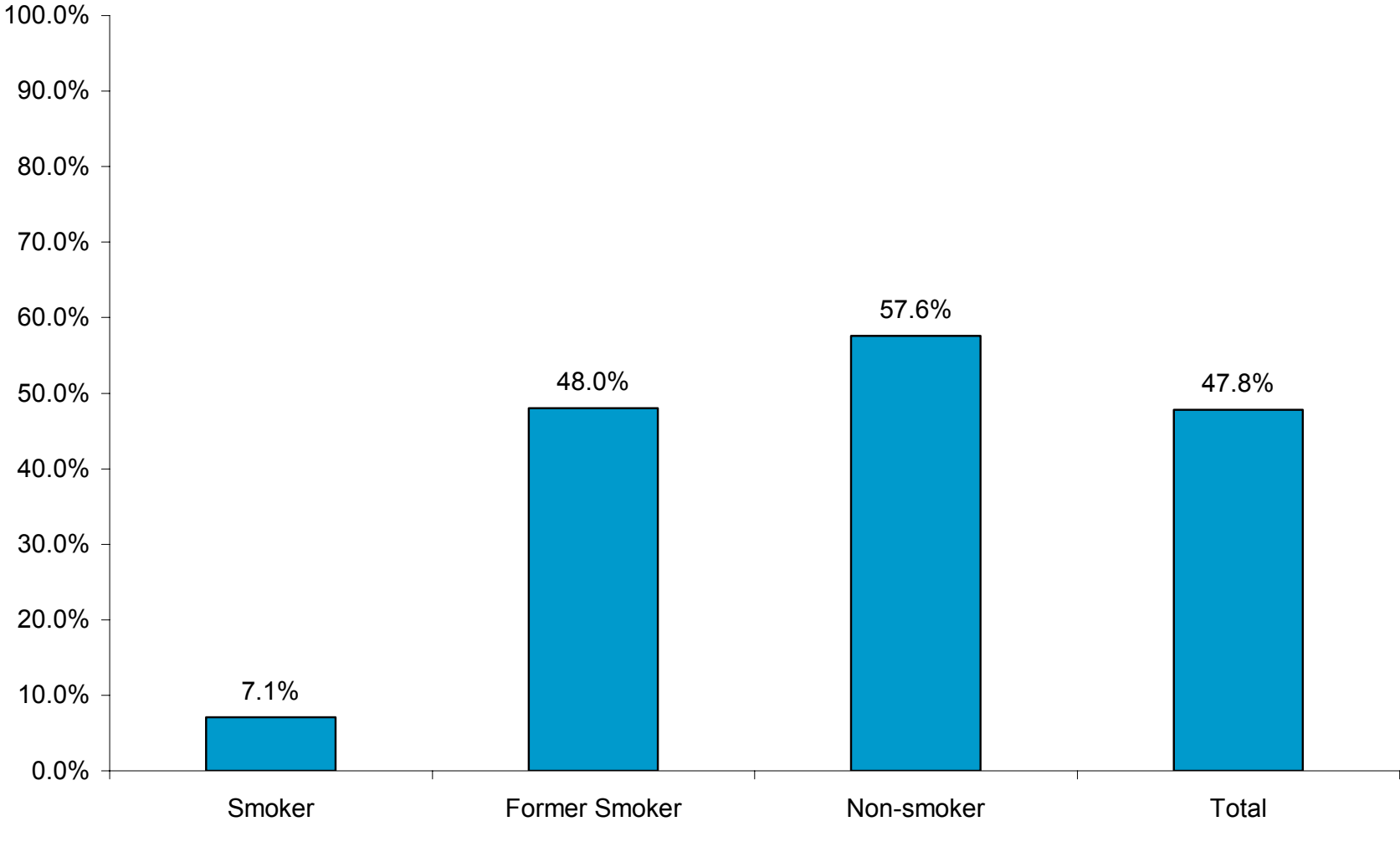
**Chart 11: Support All Restaurants in Madison Becoming Smoke-Free Now**



**Q11. All restaurants in Madison are scheduled to become smoke-free by 2006. Would you SUPPORT or NOT SUPPORT all restaurants in Madison becoming smoke-free, now?**

- Three-fourths (76%) support all Madison restaurants becoming smoke-free now.
  - Those who have never been a smoker (83%) and former smokers (74%) support all Madison restaurants becoming smoke-free now, while only 46% of current smokers support it.
  - Females are more likely than males to support Madison restaurants becoming smoke free now (84% vs. 68%).

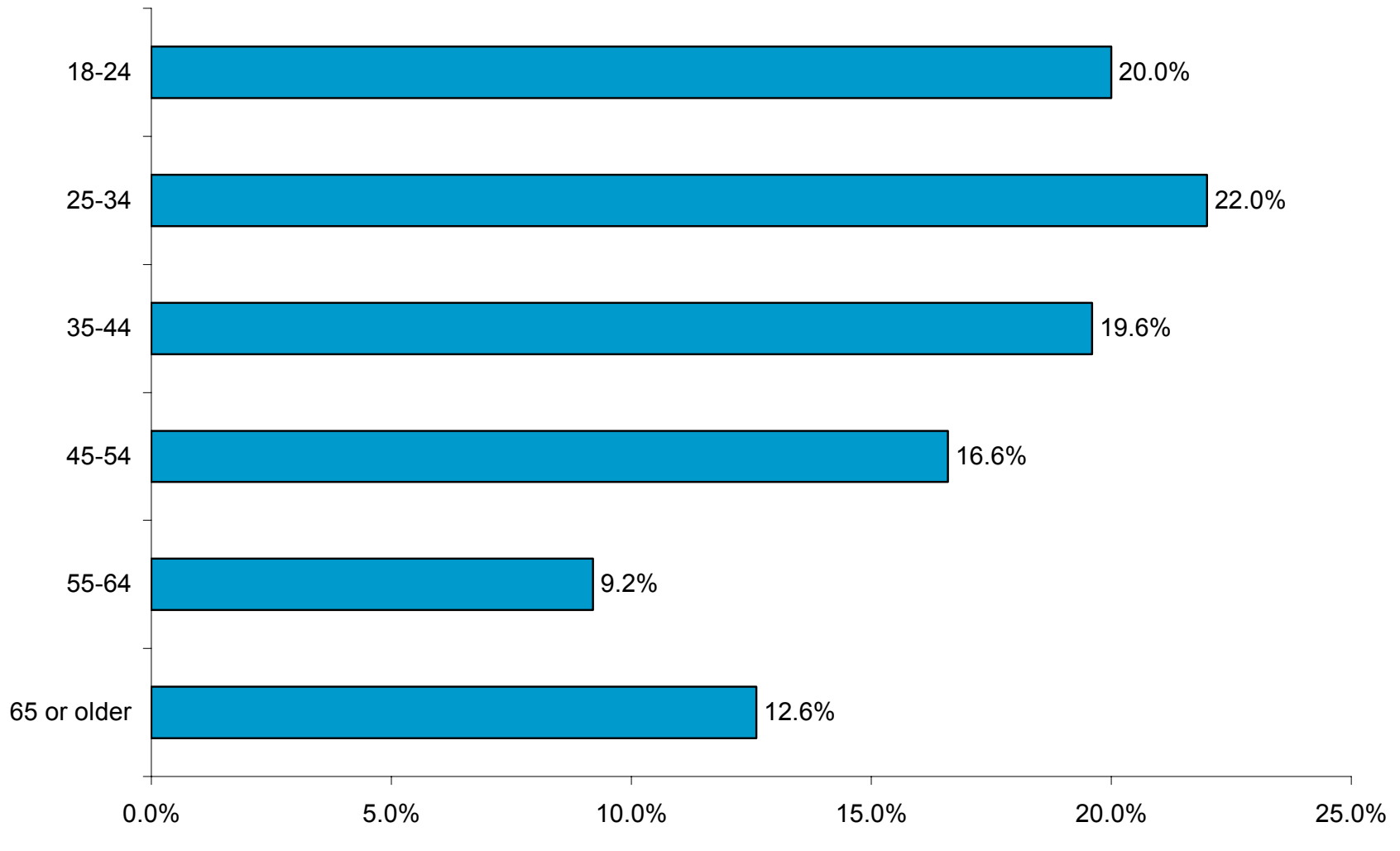
**Chart 12: Support All Madison Bars Becoming Smoke-Free**



**Q12. Bars, including those that serve a significant amount of food, are not covered by Madison's smoke-free ordinance. Would you SUPPORT or NOT SUPPORT all Madison bars becoming smoke-free?**

- Less than one-half (44%) would support Madison bars becoming smoke-free, 49% would not support it, and 7% said they do not know or refused to answer. When looking at those who offered an opinion, 48% support and 52% do not support Madison bars becoming smoke-free.
  - Nearly six in 10 (58%) of those who have never been a smoker support Madison bars becoming smoke-free, and former smokers split on whether they would support (48%) or not support (52%) it. Only 7% of current smokers would support Madison bars becoming smoke-free.
  - Females are more likely than males to support Madison bars becoming smoke-free (55% vs. 41%).

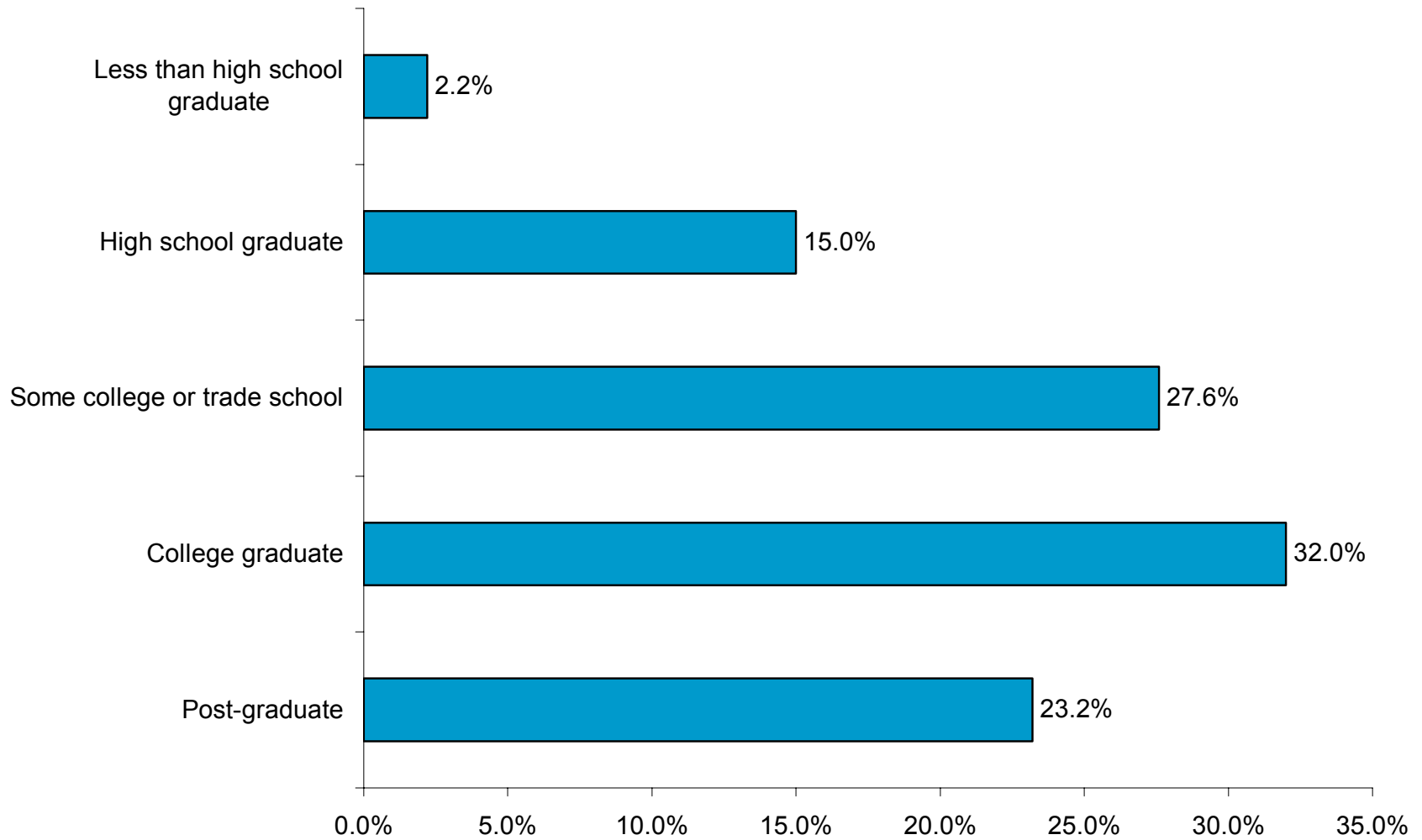
**Chart 13: Age of Respondent**



**Q13. If you don't mind telling me, what is your age?**

- Average age of respondents is 41.5, with a median of 38.0. One-fifth (20%) are 18-24, 22% are 25-34, 20% are 35-44, 17% are 45-54, 9% are 55-64, and 13% are 65 or older.

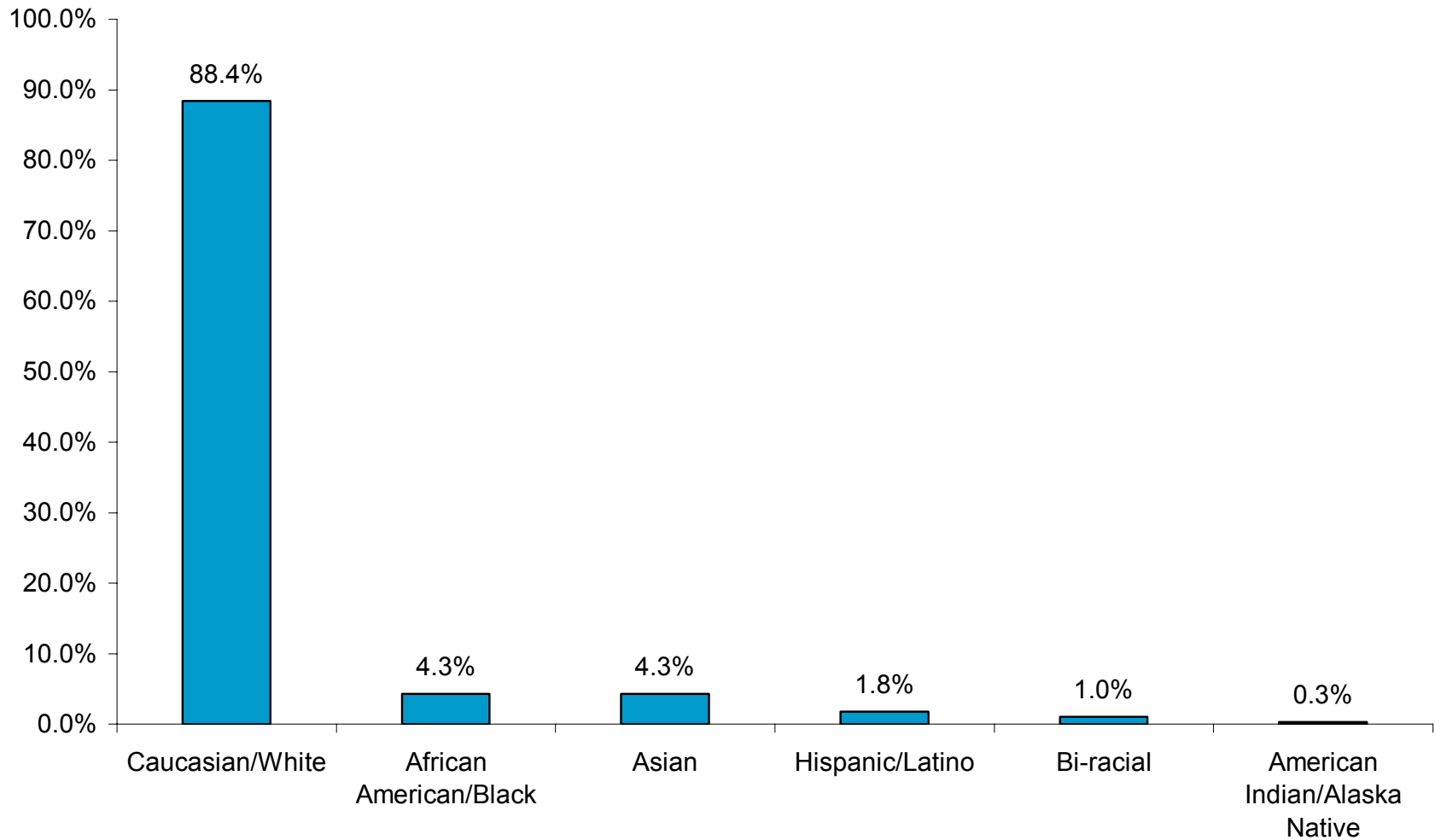
### Chart 14: Highest Level of Education Completed



**Q14. What is the highest level of schooling you completed?**

- About one-third (32%) are college graduates, 28% have some college or trade school education, 23% are post-graduates, 15% are high school graduates, and only 2% have less than a high school education. For analysis purposes, the latter two categories of respondents were grouped together as those with a high school education or less.

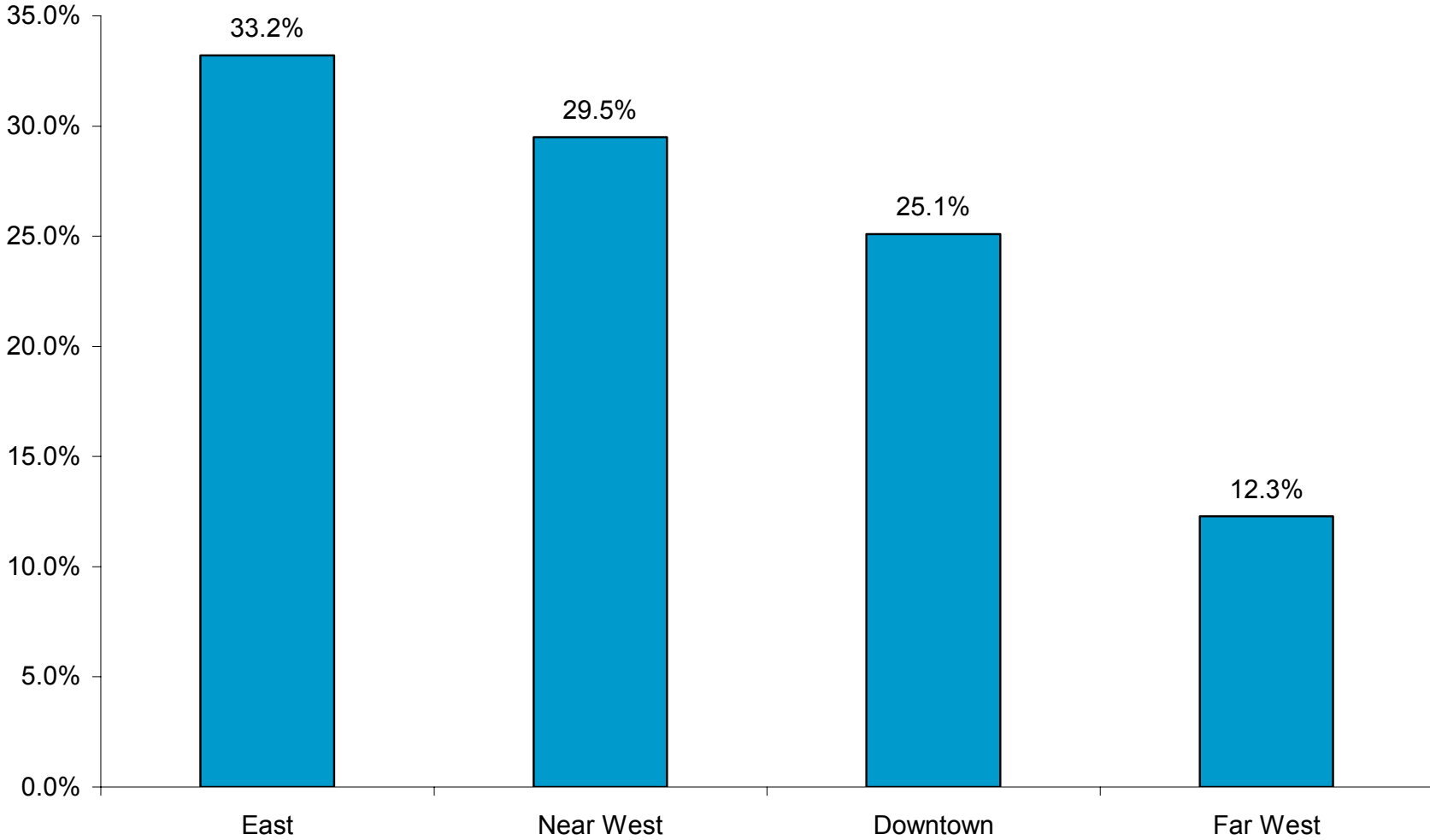
### Chart 15: Racial or Ethnic Background



**Q15. What is your racial or ethnic background?**

- The majority (88%) of respondents classified themselves as Caucasian/White, while 4% are African American/Black, 4% are Asian, 2% are Hispanic/Latino, 1% are bi-racial, and less than 1% are American Indian/Alaska Native. This distribution represents those who specified their race or ethnic background. Another 3% refused to provide an answer.

**Chart 16: Area of Residence**



## Q16. What is your home zip code?

- Respondents reside in the following areas of Madison:

- **East (33%)**

53704 – 19.9%

53714 – 6.6%

53716 – 5.7%

53718 – 1.0%

- **Downtown (25%)**

53703 – 13.5%

53713 – 6.4%

53715 – 5.2%

- **Near West (30%)**

53705 – 12.0%

53711 – 15.7%

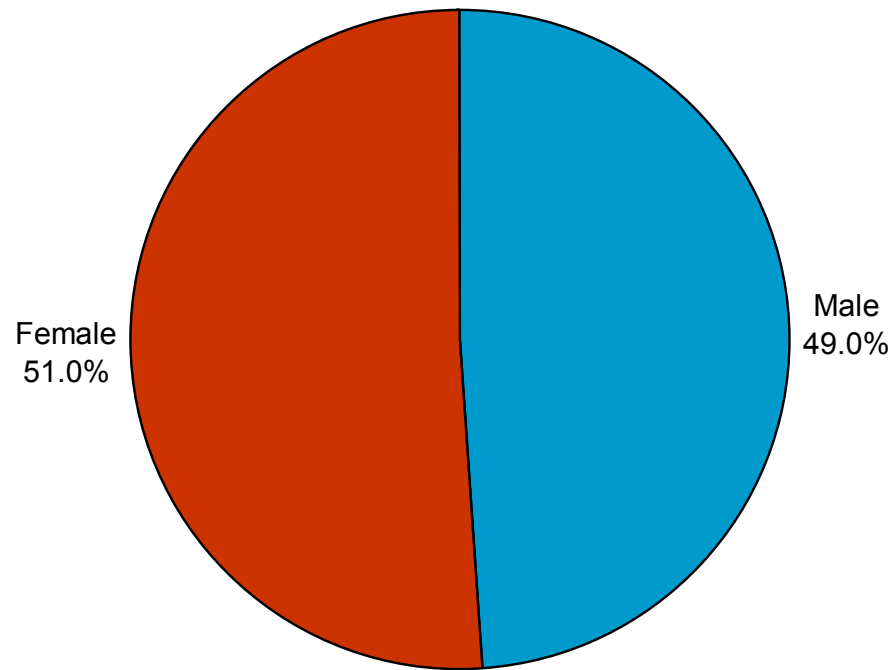
53726 – 1.7%

- **Far West (12%)**

53717 – 4.9%

53719 – 7.4%

**Chart 17: Gender**



**Q17. Record gender.**

- About one-half (49%) are male, while 51% are female.