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# Smoke-Free Ordinance Community Impact Study

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*Prepared for:*

Grand Forks Tobacco Free Coalition

July 24, 2006

Social Science Research Institute

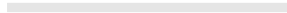
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*Knowledge to Bring People  
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# Smoke-Free Ordinance Community Impact Study

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## **Purpose**

The purpose of this study is to assess perceptions and attitudes relating to the smoking restrictions that went into effect in the city of Grand Forks in August, 2005. The study was commissioned by the Grand Forks Tobacco Free Coalition. A copy of the survey document is included in Appendix A.

## **Methodology**

The results of this study are based on telephone interviews of 400 randomly selected adults in Grand Forks (zip codes 58201 and 58203), conducted in April, 2006. This sample yields an error margin of +/- 5.0%. This means that one can be 95 percent confident that the mean response for any question in the random sample of adults will not vary more than 5% in either direction from the actual mean for the response if all adults in Grand Forks were surveyed.

The response rate, based on the 485 telephone numbers randomly selected for the study, contacted and interviewed was 83%. The response rate, based on the 621 person's contacted and eligible for interview, was 64%. Appendix B contains additional information on sample disposition and response rates.

## **Report Format**

The first section of this analysis provides demographic data on age, educational levels and gender of those persons interviewed. The second section discusses awareness of the smoking restrictions which went into effect in August 2005 and attitudes and perceptions of the impact of those restrictions on residents of Grand Forks. The third section looks specifically at differences in attitudes and perceptions by smoking status.

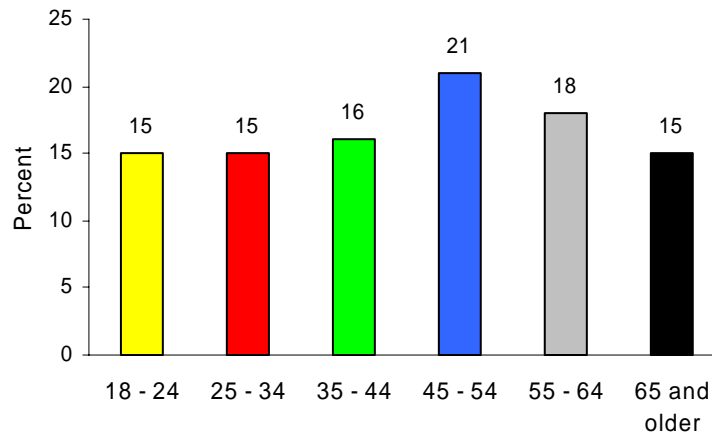
# Section I. Demographic Information

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## Age

Forty-six percent of survey respondents are under the age of 45 and the largest age group is age 45 to 54 (21%) (Figure 1). Eighteen percent are ages 55 to 64, 16% are ages 35 to 44, and 15% are ages 18 to 24, 25 to 34 and 65 and older.

Figure 1. Age



## Education

Table 1. Education

Educational Level	Number	Percent
Less than high school	18	5
High school graduate	72	18
Some college	121	30
College graduate	115	29
Post-graduate	70	18

Forty-seven percent of those interviewed are college graduates or post-graduates (Table 1). Forty-eight percent have only high school educations or some college; five percent did not graduate from high school.

## Gender

Almost half (49%) of those interviewed were male, 51% were female.

## Section II. Attitudes and Perceptions: Impact of Smoking Restrictions

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### Awareness of Smoking Restrictions

Over half (53%) of the persons interviewed have heard or read a great deal about the law that went into effect in August, 2005 that prohibits smoking in most indoor public places in Grand Forks; 35% have heard or read some information. Eleven percent haven't heard or read very much about this law and two percent have heard or read nothing at all.

### Awareness by Age

Older respondents (age 45 and older) are more aware of the law prohibiting smoking in most indoor public places, with 63% of those ages 65 and older, 67% of those ages 55 to 64 and 55% of those ages 45 to 54 having heard or read a great deal about the law (Table 2). Those ages 18 to 24 are least aware of this law.

Table 2. Awareness of Law by Age

Age	A Great Deal	Some	Not Too Much	Nothing At All
18 – 24	46	31	21	2
25 – 34	40	45	13	2
35 – 44	43	40	14	3
45 – 54	55	34	8	2
55 – 64	67	30	1	1
65 and older	63	31	7	0

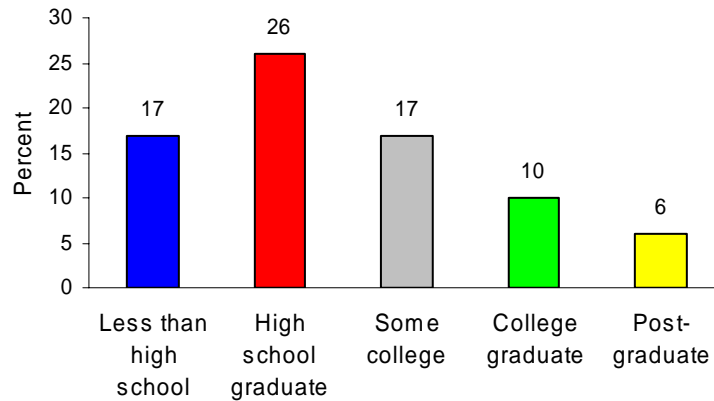
### Employment

Fifteen percent of those contacted (59 persons) were employed in a business or work place that allowed smoking before this law went into effect. Of those 59 individuals, 19 (33%) feel that their employment atmosphere is much more enjoyable; 9 (9%) feel that the atmosphere is somewhat more enjoyable. Six individuals (10%) feel that the atmosphere is somewhat less enjoyable and two (3%) feel that the employment atmosphere is much less enjoyable. Twenty-six (45%) of these individuals feel that there is no difference.

## Employment by Educational Level

Individuals with college educations were less likely to have been employed at a place of business that allowed smoking (Table 2).

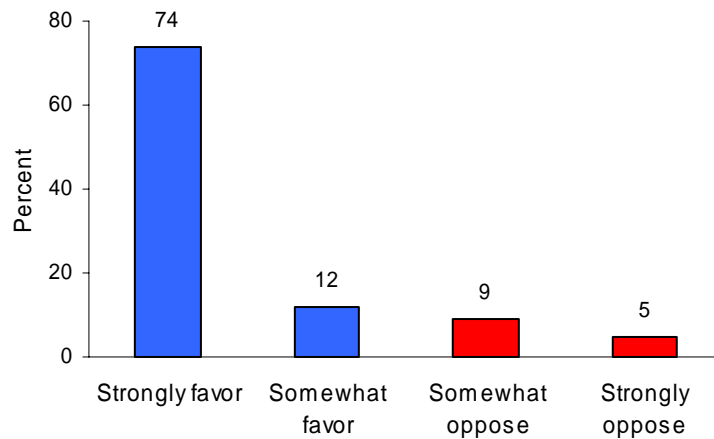
**Figure 2. Employment in Business that Allowed Smoking by Educational Level**



## Favor or Oppose Smoking Law

Eighty-six percent of those interviewed strongly favor (74%) or somewhat favor (12%) the law prohibiting smoking in most indoor public places in Grand Forks, including workplaces, public buildings, offices and restaurants (Figure 3). Fourteen percent somewhat (9%) or strongly (5%) oppose this law.

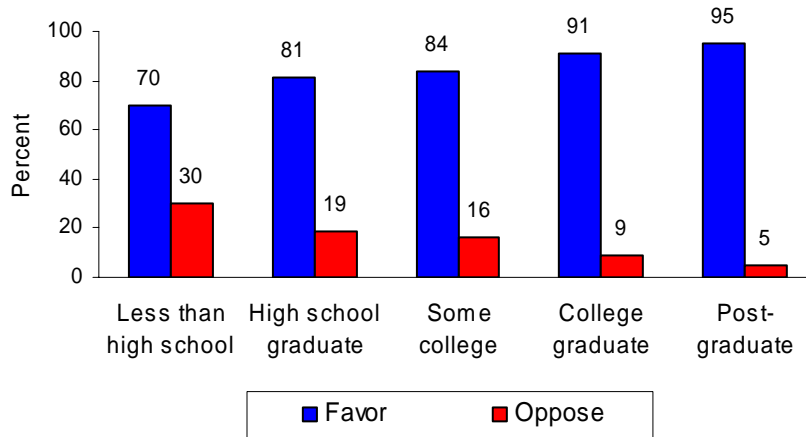
**Figure 3. Favor or Oppose Smoking Law**



## Favor or Oppose Smoking Law by Educational Level

As the level of education increases, so does the level of support for the law prohibiting smoking in most indoor public places in Grand Forks (Figure 4). Thirty percent of those with less than high school educations and 19% of those with high school educations somewhat oppose or more strongly oppose the law.

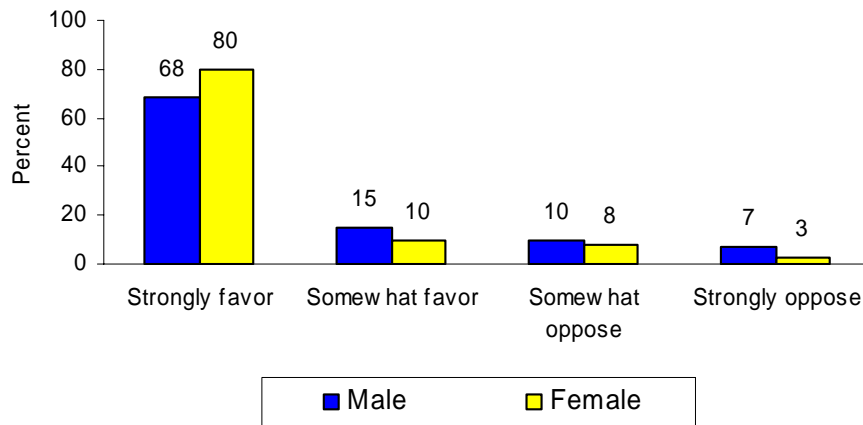
**Figure 4. Favor or Oppose Smoking Law by Educational Level**



## Favor or Oppose Smoking Law by Gender

Women are more in favor of the law restricting smoking in public places, with 91% of women strongly or somewhat strongly in favor of the law compared to 83% of men (Figure 5).

**Figure 5. Favor or Oppose Smoking Law by Gender**



## Point of View Concerning Smoking Restrictions

Survey respondents were asked which of four statements about smoking restrictions that went into effect in Grand Forks in August 2005 comes closest to their point of view and how strongly the statement reflects their point of view, strongly or not so strongly. The four statements are:

- Statement 1. The smoking restrictions have worked well.
- Statement 2. The smoking restrictions have worked well enough to keep in place, but have created some problems that concern me.
- Statement 3. The smoking restrictions seemed like a good idea, but have created more problems than they solved and should be changed.
- Statement 4. The smoking restrictions were never a good idea and should never have been adopted in the first place.

Sixty-eight percent feel that Statement 1 represents their point of view, 58% strongly and 10% not so strongly (Table 3).

Table 3. Point of View Concerning Smoking Restrictions

Statement	<i>Percent</i>	
	Strongly	Not So Strongly
Statement 1	58	10
Statement 2	11	9
Statement 3	4	3
Statement 4	4	1

Twenty percent favor Statement 2, 11% strongly and nine percent not so strongly. Seven percent favor Statement 3 and five percent support Statement 4.

## Point of View by Educational Level

Table 4. Point of View by Educational Level

Educational Level	<i>Percent</i>			
	Statement 1	Statement 2	Statement 3	Statement 4
Less than high school	57	13	19	13
High school graduate	55	28	8	7
Some college	60	25	7	7
College graduate	78	15	5	3
Post-graduate	83	15	0	0

As the level of education increases, so does the level of support for the law restricting smoking in Grand Forks (Table 4). All educational levels support Statement 1, strongly or not so strongly, with percentages ranging from 55% for high school graduates to 83% for post-graduates. Twenty-eight percent of those with high school educations and 25% of those with some college support Statement 2; 19% of those with less than a high school education support Statement 3 and 13% support statement 4.

## Point of View by Gender

Table 5. Point of View by Gender

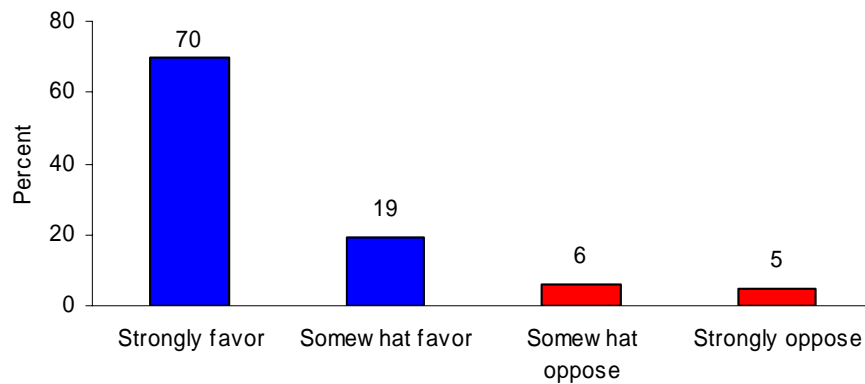
Gender	<i>Percent</i>			
	Statement 1	Statement 2	Statement 3	Statement 4
Male	64	21	8	6
Female	72	19	5	4

Although higher percentages of both men and women strongly or not so strongly support Statement 1, women are more likely to do so, with 72% of women and 64% of men feeling that Statement 1 best represents their point of view (Table 5).

## Importance of Smoke-free Environment

The majority of respondents (89%) feel that it is very important or somewhat important to have a smoke-free environment inside all workplaces, including restaurants and bars (Figure 6). Eleven percent feel it is not so important or not at all important.

Figure 6. Importance of Smoke-free Environment



## Importance of Smoke-free Environment by Educational Level

Those with higher educational levels are more likely to feel that it is important to have a smoke-free environment inside all workplaces, including restaurants and bars, although 84% to 96% of those at all educational levels feel that this is very or somewhat important (Table 6).

Table 6. Importance of Smoke-free Environment by Educational Level

Educational Level	<i>Percent</i>			
	Very Important	Somewhat Important	Not Too Important	Not at All Important
Less than high school	56	28	11	6
High school graduate	53	31	11	4
Some college	63	22	8	7
College graduate	80	12	5	3
Post-graduate	84	12	0	4

### Importance of Smoke-free Environment by Gender

Although 87% of men and 91% of women feel that it is very or somewhat important to have a smoke-free environment inside all workplaces, women are more likely to feel that this is very important than are men (Table 7).

Table 7. Importance of Smoke-free Environment by Gender

Gender	<i>Percent</i>			
	Very Important	Somewhat Important	Not Too Important	Not at All Important
Male	61	26	6	7
Female	78	13	7	3

### Going Out to Restaurants

Thirty-six percent of those surveyed go to a restaurant in Grand Forks more than once a week; 33% go about once a week and 25% once or twice each month. Seven percent go out to a restaurant less than once a month; one percent never go to a restaurant.

Seven percent of those interviewed go to restaurants much more frequently since restaurants have been made smoke free in Grand Forks (Table 8). Seventy-eight percent go as often as before; 5% go less frequently.

Table 8. Frequency of Going to Restaurants

Frequency	Number	Percent
Much more frequently	28	7
Somewhat more frequently	38	10
As often as before	311	78
Somewhat less frequently	9	2
Much less frequently	11	3
Do not go to restaurants	2	1

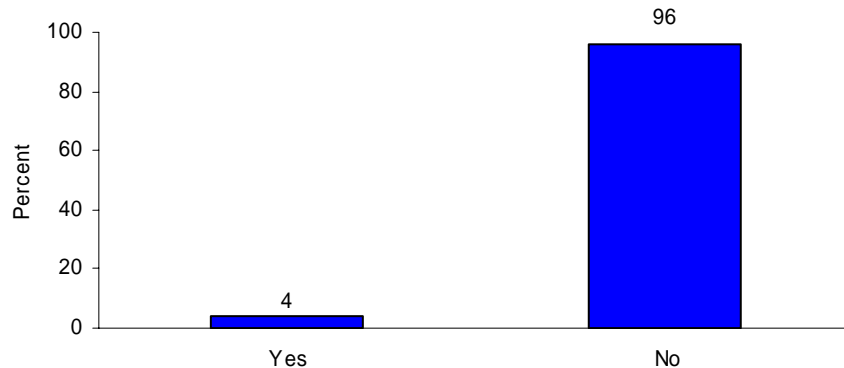
Since smoking has been prohibited in restaurants in Grand Forks, 52% of respondents feel that going out in Grand Forks has become a more enjoyable experience than before smoking was banned (Table 9). Thirteen percent feel that going out is now somewhat more enjoyable and 30% feel that there is no difference. Six percent feel that going out is somewhat or much less enjoyable.

Table 9. Experience of Going to Restaurants in Grand Forks

Experience	Number	Percent
Much more enjoyable	209	52
Somewhat more enjoyable	50	13
No difference	119	30
Somewhat less enjoyable	6	2
Much less enjoyable	14	4
Don't go to restaurants	1	1

Only four percent of respondents have ever made a special trip outside of Grand Forks specifically to go to a restaurant that allows smoking (Figure 7).

**Figure 7. Ever Made a Special Trip Outside of GF to Patronize a Restaurant that Allows Smoking**



### Going Out to Restaurants by Educational Level

High school graduates are most likely to go to restaurants as often as they did before (Table 10). Those with post-graduate educations are more likely to go out much more frequently; college graduates are more likely to go somewhat more frequently. Those with less than a high school education are most likely to go to restaurants much less frequently.

Table 10. Frequency of Going to Restaurants by Educational Level

Frequency	<i>Percent</i>				
	Less Than High School	High School Graduate	Some College	College Graduate	Post-Graduate
Much more frequently	6	3	7	6	13
Somewhat more frequently	6	1	7	18	10
As often as before	78	90	79	72	76
Somewhat less frequently	0	3	2	4	0
Much less frequently	6	3	4	1	1
Don't go to restaurants	6	0	0	0	0

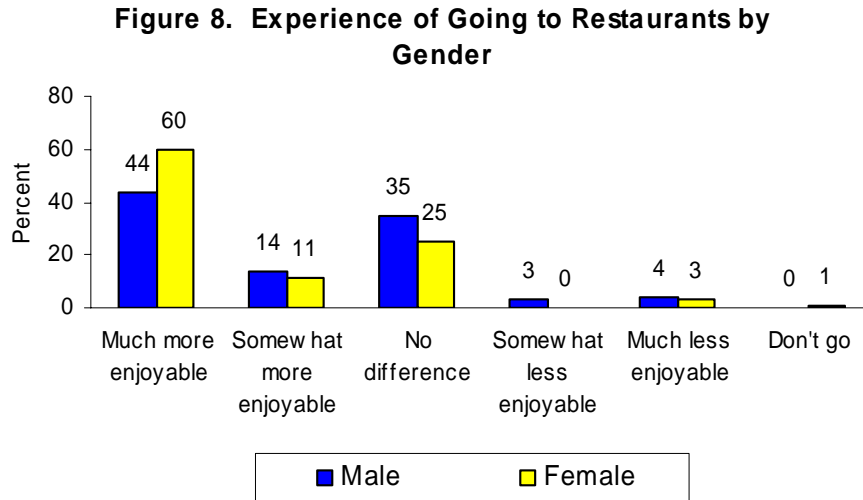
As the level of education increases, so does the level of enjoyment in going to restaurants (Table 11). Sixty-three percent of those with post-graduate educations and 60% of college graduates find the experience much more enjoyable since smoking has been prohibited in restaurants in Grand Forks, compared to from 39% to 48% of those with other educational levels. Those with less than a high school education and high school graduates are most likely to find no difference in enjoyment of going to restaurants.

Table 11. Experience of Going to Restaurants by Educational Level

Experience	<i>Percent</i>				
	Less Than High School	High School Graduate	Some College	College Graduate	Post-Graduate
Much more enjoyable	39	43	48	60	63
Somewhat more enjoyable	6	8	14	12	16
No difference	39	42	33	24	19
Somewhat less enjoyable	6	4	1		1
Much less enjoyable	6	3	4	3	1
Don't go to restaurants	6				

## Going Out to Restaurants by Gender

Women are more likely to view going out to restaurants after smoking was prohibited as a more enjoyable experience, with 60% of women feeling that it is much more enjoyable compared to 44% of men (Figure 8).



## Importance of Customer/Smokers Rights

Survey respondents were asked to indicate whether they felt that the rights of customers and employees to breathe clean air in restaurants and workplaces or the rights of smokers to smoke inside restaurants and other indoor public places were most important.

Table 12. Importance of Customer/Employee or Smoker Rights

Right	Number	Percent
Rights of customers and employees – much more important	300	77
Rights of customers and employees – somewhat more important	46	12
Rights of smokers – somewhat more important	18	5
Rights of smokers – much more important	8	2
Both are equally important	18	5

Seventy-seven percent of those interviewed think that the rights of customers and employees are much more important and 12% think that the rights of customers and employees are somewhat more important (Table 12). Seven percent think that the rights of smokers are more important and five percent think that both are equally important.

## Importance of Customer/Smokers Rights by Educational Level

Those with all levels of education believe that the rights of customers and employees are much more or somewhat more important than the rights of smokers (Table 13). Those with higher levels of education, however, were more likely to believe that the rights of customers and employees are much more important than the rights of smokers. Those with high school educations or some college were more likely to feel that the rights of each group are equally important.

Table 13. Importance of Customer/Employee or Smoker Rights by Educational Level

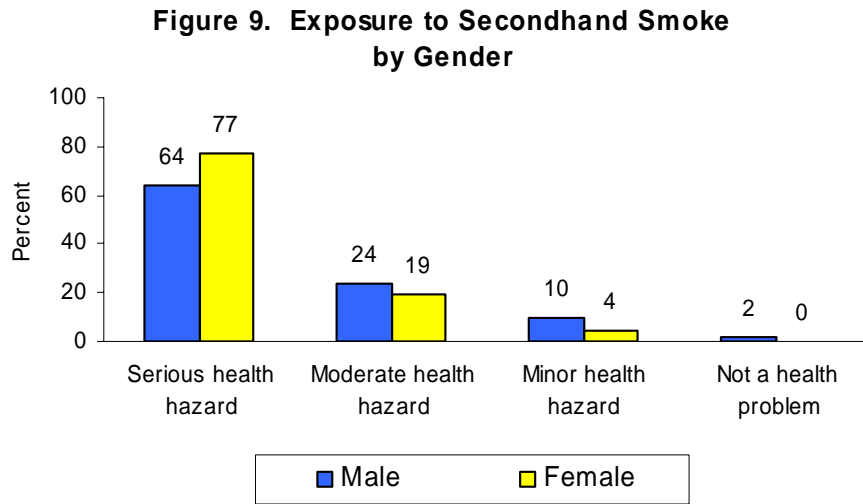
Educational Level	Customers – Much More	Customers – Somewhat More	Smokers – Somewhat More	Smokers - Much More	Equally Important
Less than high school	67	22	0	2	0
High school graduate	65	21	4	3	7
Some college	73	12	7	1	7
College graduate	83	8	4	2	3
Post-graduate	88	6	3	0	3

## Exposure to Secondhand Smoke

Survey respondents were asked in general whether they feel that exposure to secondhand tobacco smoke is a serious health hazard, a moderate health hazard, a minor health hazard or not a health hazard at all. Seventy-one percent agree that exposure to secondhand smoke is a serious health hazard and 21% agree that exposure to secondhand smoke is a moderate health hazard. Seven percent feel that exposure to secondhand smoke is a minor health hazard and one percent feel that such exposure is not a health problem at all.

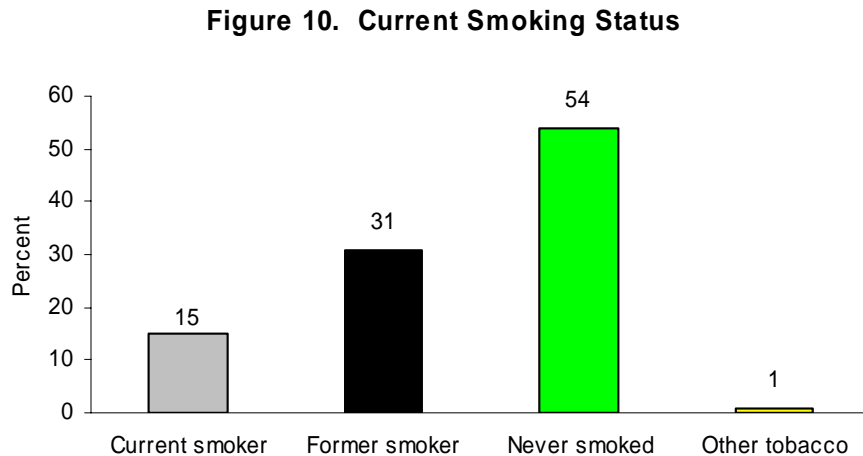
Ninety-one percent of those surveyed think that the new laws restricting smoking will reduce people's exposure to secondhand smoke. Three percent think that the new laws will increase exposure to secondhand smoke and six percent feel that the new laws will have no impact on exposure to secondhand smoke.

## Exposure to Secondhand Smoke by Gender



Women are more likely to believe that exposure to secondhand smoke is a serious health hazard (Figure 9). Men are more likely to believe that exposure to secondhand smoke is a moderate or minor health hazard or not a health problem at all.

## Smoking Status



Fifteen percent of those surveyed currently smoke; 31% are former smokers and 54% have never smoked (Figure 10). One percent are smokeless or other tobacco users.

The fifty-eight current smokers were asked how many cigarettes they smoke on an average day, whether they are smoking more, fewer or about the same number of

cigarettes per day since the new smoking restrictions took effect in August, 2005 and whether the new ordinance has caused them to think seriously about quitting smoking.

The average number of cigarettes smoked on an average day ranged from 1 to 40, with half of the smokers averaging less than 10 cigarettes per day. The average number of cigarettes smoked per day was thirteen. Three-quarters of the 58 smokers smoke about the same number of cigarettes per day since the new smoking restrictions took effect; 4% smoke more and 21% smoke fewer.

Two-thirds of the 58 smokers say that the new ordinance has not caused them to think seriously about quitting; one-third say that it has caused them to think seriously about quitting.

## Section III. Statistically Significant Differences by Smoking Status

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### Age

Table 14. Age by Smoking Status

Age Group	Percent		
	Current Smoker	Former Smoker	Never Smoked
18 – 24	16	28	56
25 – 34	17	23	60
35 – 44	21	22	57
45 – 54	12	24	65
55 – 64	16	49	35
65 or older	7	41	53

Twenty-one percent of those ages 35 to 44 currently smoke, compared to 7% to 17% of other age groups (Table 14). Forty-nine percent of those ages 55 to 64 are former smokers, as are 41% of those 65 or older. Sixty-five percent of those ages 45 to 54 and 60% of those ages 25 to 34 have never smoked.

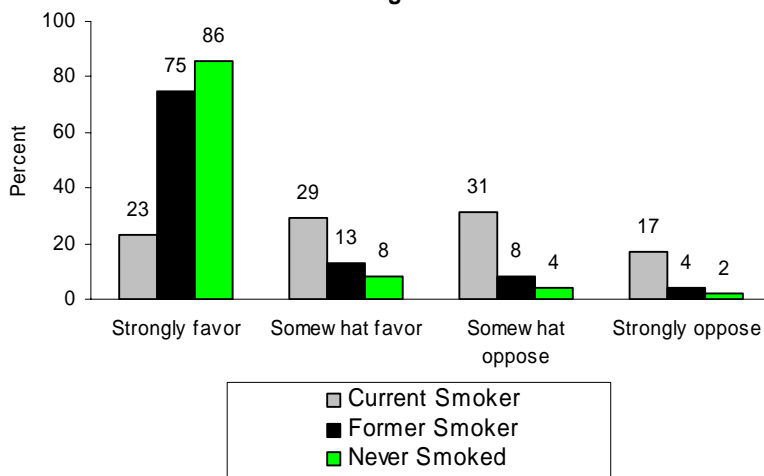
### Gender

Fifteen percent of men and 14% of women are current smokers. Thirty-seven percent of men and 26% of women are former smokers. Sixty percent of women have never smoked, compared to 48% of men.

### Favor or Oppose Smoking Law

Eighty-six percent of those who have never smoked strongly favor the smoking law compared to 75% of former smokers and 23% of current smokers (Figure 11). Current smokers are more likely to somewhat favor, somewhat oppose or strongly oppose the smoking law.

**Figure 11. Favor or Oppose Smoking Law by Smoking Status**



### Point of View Concerning Smoking Restrictions

Survey respondents were asked which of four statements about smoking restrictions that went into effect in Grand Forks in August 2005 comes closest to their point of view and how strongly the statement reflects their point of view, strongly or not so strongly. The four statements are:

- Statement 1. The smoking restrictions have worked well.
- Statement 2. The smoking restrictions have worked well enough to keep in place, but have created some problems that concern me.
- Statement 3. The smoking restrictions seemed like a good idea, but have created more problems than they solved and should be changed.
- Statement 4. The smoking restrictions were never a good idea and should never have been adopted in the first place.

Current smokers are far less likely to support the smoking restrictions (Table 15). Only 26% of current smokers feel that smoking restrictions have worked well, compared to 69% of former smokers and 79% of those who have never smoked. Twenty-one percent of current smokers feel that the smoking restrictions were never a good idea and should never have been adopted in the first place, compared to three percent of former smokers and two percent of those who have never smoked.

Table 15. Point of View Concerning Smoking Restrictions by Smoking Status

Point of View	<i>Percent</i>		
	Current Smoker	Former Smoker	Never Smoked
Restrictions have worked well - strongly	19	58	68
Restrictions have worked well – not so strongly	7	11	11
Restrictions have created some problems – strongly	18	9	11
Restrictions have created some problems – not so strongly	16	13	5
Restrictions should be changed – strongly	16	3	2
Restrictions should be changed – not so strongly	4	4	1
Never a good idea – strongly	14	3	2
Never a good idea – not so strongly	7	0	0

### Importance of Smoke-free Environment

The majority of respondents in each group feel that it is very important or somewhat important to have a smoke-free environment inside all workplaces, including restaurants and bars (Table 16). Current smokers, however, are less likely to feel that a smoke-free environment is important; with 47% feeling that this is not too important or not at all important, compared to 10% of former smokers and three percent of those who have never smoked.

Table 16. Importance of Smoke-Free Environment by Smoking Status

Importance	<i>Percent</i>		
	Current Smoker	Former Smoker	Never Smoked
Very important	18	67	84
Somewhat important	36	23	13
Not too important	29	4	2
Not at all important	18	6	1

### Going Out to Restaurants

Table 17. Frequency of Going to Restaurants by Smoking Status

Frequency	<i>Percent</i>		
	Current Smoker	Former Smoker	Never Smoked
Much more frequently	0	7	9
Somewhat more frequently	2	4	14
As often as before	72	87	75
Somewhat less frequently	9	1	1
Much less frequently	17	1	0
Don't go to restaurants	0	1	0

Current smokers are more likely to go out to a restaurant less frequently than former smokers or those who have never smoked (Table 17). Twenty-six percent of this group goes out less frequently compared to two percent of former smokers and one percent of those who have never smoked. Eleven percent of former smokers and 23% of those who have never smoked go to restaurants more frequently than do current smokers (2%).

Current smokers are also less likely to enjoy going to restaurants as much since smoking restrictions went into effect, with 25% finding it less enjoyable compared to 3% of former smokers and none of those who have never smoked (Table 18). Sixty-three percent of former smokers and 80% of those who have never smoked find going to restaurants much more enjoyable after these restrictions went into effect, compared to 10% of current smokers.

Table 18. Experience of Going to Restaurants by Smoking Status

Experience	<i>Percent</i>		
	Current Smoker	Former Smoker	Never Smoked
Much more enjoyable	3	49	67
Somewhat more enjoyable	7	14	13
No difference	62	34	19
Somewhat less enjoyable	9	1	0
Much less enjoyable	19	2	0
Don't go to restaurants	0	1	0

### Importance of Customer/Smokers Rights

Those who have never smoked and former smokers are more likely to feel that the rights of customers and employees to breathe clean air in restaurants and workplaces is more important than the rights of smokers to smoke inside restaurants and other indoor public places (Table 19). Ninety-two percent of former smokers and 93% of those who have never smoked feel that the rights of customers and employees are more important compared to 63% of current smokers.

Table 19. Rights of Customers/Employees or Smokers by Smoking Status

Rights	<i>Percent</i>		
	Current Smoker	Former Smoker	Never Smoked
Rights of customers/employees – much more important	38	79	85
Rights of customers/employees – somewhat more important	25	13	8
Rights of smokers – somewhat more important	13	3	4
Rights of smokers – much more important	11	2	0
Both are equally important	13	3	3

Twenty-four percent of current smokers feel that the rights of smokers are more important compared to five percent of former smokers and four percent of those who have never smoked.

### Exposure to Secondhand Smoke

Table 20. Exposure to Secondhand Smoke by Smoking Status

Health Hazard Severity	<i>Percent</i>		
	Current Smoker	Former Smoker	Never Smoked
Serious health hazard	34	65	83
Moderate health hazard	49	24	13
Minor health hazard	15	10	3
Not a health problem at all	2	1	1

Those who have never smoked are more likely to view exposure to secondhand smoke as a serious health hazard; with 83% feeling that exposure to secondhand smoke is a serious health hazard, compared to 65% of former smokers and 34% of current smokers (Table 20). Current smokers are more likely to view exposure to second-hand smoke as a moderate or minor health hazard or not a health problem at all.

# **Appendix A**

## **Survey Instrument**

**Smoke-free Ordinance Community Impact Study  
Grand Forks, ND**

1. How much, if anything, would you say you have heard or read about a law that went into effect in August, 2005 that prohibits smoking in most indoor public places in Grand Forks, including workplaces, public buildings, offices and restaurants?
 

A good deal	211	53%
Some	140	35%
Not too much	42	11%
Nothing at all	7	2%
  
- 1a. Before this law went into effect were you employed in a business (or work place) that allowed smoking?
 

Yes	59	15%
No	341	85%
  
- 1b. In general, do you feel that the passage of this law (that prohibits smoking) has changed your attitude towards your employment atmosphere? Would you say it is:
 

Much more enjoyable	19	33%
Somewhat more enjoyable	5	9%
No difference	26	45%
Somewhat less enjoyable	6	10%
Much less enjoyable	2	3%
  
2. As you may know, a law went into effect prohibiting smoking in most indoor public places in Grand Forks, including workplaces, public buildings, offices and restaurants. Would you say that you favor or oppose this law?
 

Strongly favor	288	74%
Somewhat favor	48	12%
Somewhat oppose	35	9%
Strongly oppose	18	5%
  
3. Which of the following statements about the smoking restrictions in Grand Forks that went into effect in August 2005 comes closest to your point of view:
 

The smoking restrictions have worked well – strongly	222	58%
The smoking restrictions have worked well - not so strongly	40	10%
The smoking restrictions have worked well enough to keep in place, but have created some problems that concern me – strongly	43	11%
The smoking restrictions have worked well enough to keep in place, but have created some problems that concern me – not so strongly	35	9%
The smoking restrictions seemed like a good idea, but have created more problems than they solved, and should be changed – strongly	16	4%
The smoking restrictions seemed like a good idea, but have created more problems than they solved, and should be changed – not so strongly	10	3%
The smoking restrictions were never a good idea and should not have been adopted in the first place – strongly	15	4%
The smoking restrictions were never a good idea and should not have been adopted in the first place – not so strongly	4	1%

4. How important is it to you to have a smoke-free environment inside all workplaces, including restaurants and bars?
- |                      |     |     |
|----------------------|-----|-----|
| Very important       | 272 | 70% |
| Somewhat important   | 75  | 19% |
| Not too important    | 25  | 6%  |
| Not at all important | 19  | 3%  |
5. About how often do you go out to a restaurant in Grand Forks?
- |                             |     |     |
|-----------------------------|-----|-----|
| More than once a week       | 142 | 36% |
| About once a week           | 130 | 33% |
| About once or twice a month | 98  | 25% |
| Less than once a month      | 26  | 7%  |
| Never                       | 4   | 1%  |
6. Since restaurants have been made smoke free in Grand Forks, would you say that you go out to restaurants more frequently, less frequently, or about as often as before?
- |                          |     |     |
|--------------------------|-----|-----|
| Much more frequently     | 28  | 7%  |
| Somewhat more frequently | 38  | 10% |
| As often as before       | 311 | 78% |
| Somewhat less frequently | 9   | 2%  |
| Much less frequently     | 11  | 3%  |
| Don't go to restaurants  | 2   | 1%  |
7. Since smoking has been prohibited in restaurants in Grand Forks, would you say that going out in Grand Forks has become a more enjoyable experience, a less enjoyable experience, or has it made no difference to you?
- |                         |     |     |
|-------------------------|-----|-----|
| Much more enjoyable     | 209 | 52% |
| Somewhat more enjoyable | 50  | 13% |
| No difference           | 119 | 30% |
| Somewhat less enjoyable | 6   | 2%  |
| Much less enjoyable     | 14  | 4%  |
| Don't go to restaurants | 2   | 1%  |
8. Have you ever made a special trip outside of Grand Forks specifically to go to a restaurant that allows smoking?
- |     |     |     |
|-----|-----|-----|
| Yes | 15  | 4%  |
| No  | 383 | 96% |
9. Please indicate which one of the following you think is more important: The rights of customers and employees to breathe clean air in restaurants and workplaces, or The rights of smokers to smoke inside restaurants and other indoor public places.
- |   |     |     |
|---|-----|-----|
| Rights of customers/employees – much more important     | 300 | 77% |
| Rights of customers/employees – somewhat more important | 46  | 12% |
| Rights of smokers – somewhat more important             | 18  | 5%  |
| Rights of smokers – much more important                 | 8   | 2%  |
| Both are equally important                              | 18  | 5%  |

10. In general, do you feel that exposure to secondhand tobacco smoke is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?
- |                            |     |     |
|----------------------------|-----|-----|
| Serious health hazard      | 276 | 71% |
| Moderate health hazard     | 84  | 21% |
| Minor health hazard        | 27  | 7%  |
| Not a health hazard at all | 4   | 1%  |
11. Do you think that the new laws restricting smoking that went into effect in August 2005 will reduce people's exposure to secondhand smoke, increase their exposure, or have no impact on their exposure to secondhand smoke?
- |                   |     |     |
|-------------------|-----|-----|
| Increase exposure | 11  | 3%  |
| Reduce exposure   | 350 | 91% |
| No impact         | 25  | 6%  |
12. Which of the following describes your use of tobacco products?
- |                                 |     |     |
|---------------------------------|-----|-----|
| Current smoker                  | 58  | 15% |
| Former smoker                   | 123 | 31% |
| Never smoked                    | 216 | 54% |
| Smokeless or other tobacco user | 3   | 1%  |
13. About how many cigarettes do you smoke on an average day?
- |    |    |     |
|----|----|-----|
| 1  | 3  | 5%  |
| 2  | 1  | 2%  |
| 3  | 2  | 3%  |
| 4  | 2  | 3%  |
| 5  | 6  | 10% |
| 6  | 1  | 2%  |
| 7  | 3  | 5%  |
| 8  | 2  | 3%  |
| 9  | 1  | 2%  |
| 10 | 13 | 22% |
| 13 | 1  | 2%  |
| 15 | 4  | 7%  |
| 18 | 2  | 3%  |
| 20 | 13 | 22% |
| 30 | 2  | 3%  |
| 40 | 2  | 3%  |
14. Since the new smoking restrictions took effect in August 2005, are you smoking more cigarettes, fewer cigarettes or about the same number of cigarettes per day?
- |                                     |    |     |
|-------------------------------------|----|-----|
| More cigarettes                     | 2  | 4%  |
| Fewer cigarettes                    | 12 | 21% |
| About the same number of cigarettes | 43 | 75% |
15. Has the new ordinance caused you to think seriously about quitting smoking?
- |     |    |     |
|-----|----|-----|
| Yes | 19 | 33% |
| No  | 38 | 67% |
16. Age
- |         |    |     |
|---------|----|-----|
| 18 – 24 | 61 | 15% |
| 25 – 34 | 60 | 15% |
| 35 – 44 | 65 | 16% |
| 45 – 54 | 85 | 21% |
| 55 – 64 | 70 | 18% |
| 65 – 95 | 59 | 15% |

17. What was the last level of schooling you completed?		
Less than high school graduate	18	5%
High school graduate	72	18%
Some college	121	31%
College graduate	115	29%
Post-graduate	70	18%
18. What is your zip code?		
58201	288	73%
58203	109	27%
Gender		
Male	194	49%
Female	206	51%

# **Appendix B**

## **Sample Disposition and Response Rates**

## Sample Disposition

Table 21. Sample Dispositions

	Number
Completed interviews	400
Refusals	76
Terminated interviews	9
Sub-total	485
Contacted, not interviewed	136
Total	621

## Response Rates

Survey professionals in general have found that response rates for telephone surveys have declined in recent years. These declines are related to the proliferation of fax machines, answering machines, blocking devices and other telecommunications technology that make it more difficult to identify and recruit eligible individuals. These declines are also related to the amount of political polling and market research that is now done by telephone and to the higher likelihood that eligible households will refuse to participate in any surveys. The consequence has been that response rates for telephone surveys are now calculated in several different ways although all of these approaches involve dividing the number of respondents by the number of contacts believed to be eligible. Differences in response rates result from different ways of calculating the denominator, i.e. the number of individuals eligible to respond. The most liberal approach is called the Upper Bound method and takes into account only those individuals who refuse to participate or who terminate an interview. This approach is used by the federal government because of controversies about the eligibility of numbers that could not be reached.

SSRI utilizes the most conservative approach which is the method adopted by the Council of American Survey Research Organizations (CASRO). The CASRO method uses the known status of portions of the sample that are contacted to impute characteristics of portions of the sample that were not reached.

- The CASRO method of calculating the response rates for the sample yields an average completion rate of 64.4% if over-quota eligibles are assumed to qualify as “good numbers.”  $(\text{Contacted Not Interviewed} + \text{Refusals} + \text{Terminate} + \text{Completes}) / \text{Total} = \text{CASRO}$