



TOBACCO CONTROL IN NEVADA:

An Adult Telephone Survey
of Tobacco Use, Opinions,
and Related Behaviors Among
Nevada Adult Residents

Prepared by the Gallup Organization for the State of Nevada

Tobacco Control In Nevada: An Adult Telephone Survey of Tobacco Use, Opinions, and Related Behaviors Among Nevada Adult Residents Provides Insights for Program Actions

Introduction

The Adult Telephone Survey (ATS), conducted by The Gallup Organization in the summer of 2001, provides detailed tobacco use and related behavior information for Nevada adult residents. One of the effective uses of such data is to provide a baseline so that it will be possible to measure the reach and impact of future Nevada tobacco control program activities in the coming years.

Survey Design

Borrowing, where appropriate, survey methods and designs used by other successful states saved dollars normally spent on research development and design activities for Nevada. Having adapted evaluation methods used by other states also provides Nevada researchers and program staff with the opportunity to make valid periodic cross-state comparisons to assess how findings for Nevada compare with other locations across the country.

Methodology

Gallup completed a total of 1,604, 15-minute telephone interviews with adults who were residents of Nevada. The survey was conducted from June 1 to July 15, 2001. The survey was conducted using a Random Digit Dial household telephone method using Computer Assisted Telephone Interviewing (CATI) technology. This sample size provides very good statistical precision levels for statewide estimates (95 percent confidence limits for percentage estimates no larger than +/- 2.9 percentage points). The data presented are weighted data.

Survey Instrument

We based the Nevada ATS questionnaire in large part on successful instruments used by California,

Massachusetts, and Florida. All of the psychometric properties of the items in the model questionnaires were already well established; therefore little testing of the survey instrument was required, prior to the beginning of the field period. Survey items included questions on:

- a. Perceptions of Tobacco Use
- b. Use of Tobacco
- c. Quit Smoking History
- d. Environmental Tobacco Smoke (ETS) Exposure (also known as second hand smoke)
- e. Policy Issues and Tobacco
- f. Mass Media and Tobacco
- g. Demographics

Interviewer Training

CATI interviewing for the 2001 survey was conducted primarily from Gallup's Survey Operations Center in Lincoln, Nebraska and Irvine, California. Approximately 20 CATI interviewers were assigned to complete all sampling and interviewing calls in the specified time period of approximately six weeks. We thoroughly trained Gallup interviewers on the survey instrument making certain that interviewers had a comprehensive understanding of each of the questions that were included in the survey.

Data Collection

Up to seven calls were made to resolve the status of numbers, contact households, list and screen adult residents for eligibility and select one adult as the designated respondent. We scheduled and managed interviews with designated respondents in eligible households—up to seven additional calls were made to complete an interview with the designated respondent, for a total of up to 14 calls per survey.

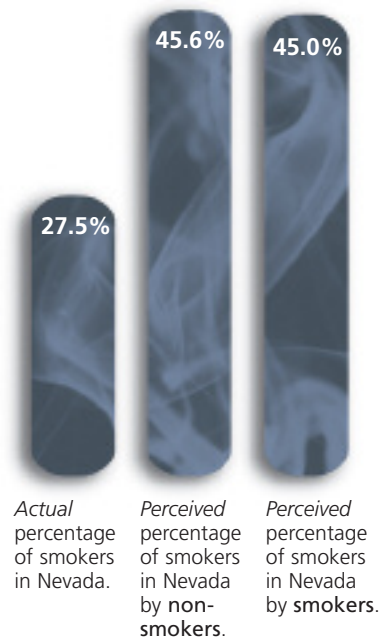
Survey Results

How many Nevadans really smoke?

The adult prevalence rate of smoking in Nevada is 27.5%. Among all adults a total of 67.9% think that smoking is a very serious or serious problem in their community; while 56.4% report the same sense of concern that youths' access to cigarettes is a problem.

Only 7.6% of Nevada's adult population was correct in estimating the percentage of adult smokers in the state at 27.5%. Over one-half of adults overestimate the actual percentage of adult smokers in the state; 54.6% of all Nevada adults think that one-half or more of all adults in the state smoke cigarettes on a regular basis. Smokers and nonsmokers reported the perception of who smokes equally high; the

Perceived Smoking Rate Among Adults



numbers are 45.0% of smokers and 45.6% of nonsmokers saying one-half or more of all adults in the state are regular smokers. Across the state, 62.4% of adults believe the tobacco industry is not being treated too hard; however, 46.7% of smokers believe that today's treatment of the tobacco industry has been too hard.

Do smokers want to quit? Of current smokers, 64.9% report that they would like to quit smoking cigarettes.

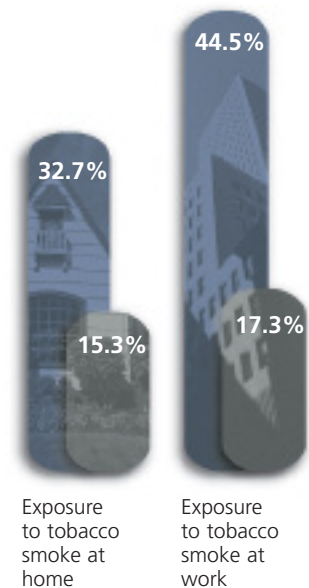
Over one-third of all smokers (38.6%) report that they had tried to quit smoking within the last twelve months. When current smokers had tried a quit attempt, the following aids were used most often: the nicotine patch (18.7%); nicotine gum (12.0%); other medication (11.4%); professional medical counseling services (7.2%); and smoking cessation classes (5.9%). Of all smokers, 60.0% reported that a doctor or other health professional had advised them to quit smoking.

How many Nevadans are exposed to Environmental Tobacco Smoke (ETS)?

Among all adults 32.7% reported being exposed to cigarette smoke at home one or more days over the last week; 15.3% of this group reported being exposed every day of the week. A total of 50.1% of all adults reported working at a job for money outside of their home in an indoor setting; of this group 44.5% reported being exposed to cigarette smoke on the job one or more days of an average work week; and 17.3% of all workers in the state report being exposed to smoke on the job seven days a week.

ETS Exposure at Home vs at Work

- One or More Days of the Week
- Every Day of the Week



Of those adults who reported working outside the home in an indoor setting, 39.8% report that their workplace does not have an official policy that restricts smoking. Where policies do exist, most policies (74.2%) did not allow smoking in any work areas. In the common areas at work, smoking was banned in 46.0% of these areas.

Among all adults 11.8% report that they work in a casino; among smokers, 15.3% report working in a casino. Of those adults that work in casinos, 84.5% are exposed to ETS one or more days and 46.1% are exposed every day.

When asked if they agreed that people should be protected from second-hand smoke, 82.6% of all adults agreed or strongly agreed with this statement. When asked the same question, 68.5% of smokers said they agreed or strongly agreed that people should be protected from ETS.

Regarding their home environment, 66.8% of all adults reported that smoking was not allowed anywhere in their home; 32.0% of smokers

reported that they too had a no smoking policy in their home. Smoking was banned from the family car as reported by 62.9% of all adults; for smokers, 23.5% reported enforcing this ban in their car.

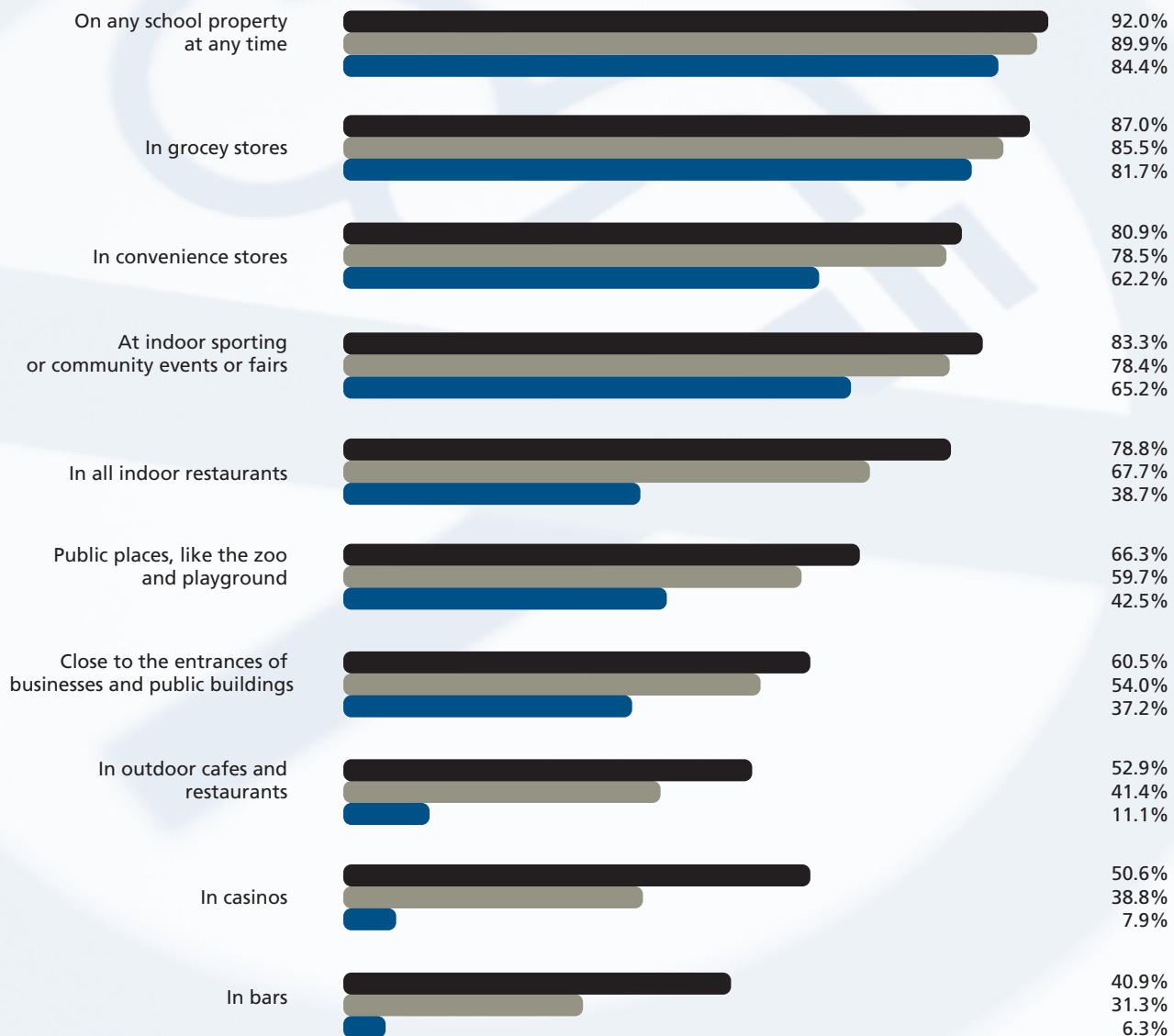
Of all adults, 61.0% reported that one or more of their four best friends are smokers. Among smokers, 86.9% reported having one or more of their four best friends as smokers; 31.5% said that all four best friends were smokers.

Do Nevadans support policies to ban smoking? A series of questions were asked of adults as to their level of support for banning cigarette smoking in a variety of specific areas in Nevada.

Within the last year, over one-third (34.9%) of all adults reported that they did not go to a public or private place because they knew they would be exposed to second-hand smoke. A majority (90.9%) of all Nevada adults reported that they had been to a

Level of Support for Banning Smoking

■ Non-Smokers ■ All Adults ■ Smokers



casino within the last six months. Over one quarter of all adults (26.1%) reported that in the last year they had avoided going to a casino because smoking was allowed. More than one-third of adults (35.6%) reported that they would visit casinos more often if they were smoke-free; a similar percentage of adults, 35.8%, reported they would visit casinos more often if they had smoke-free gaming areas.

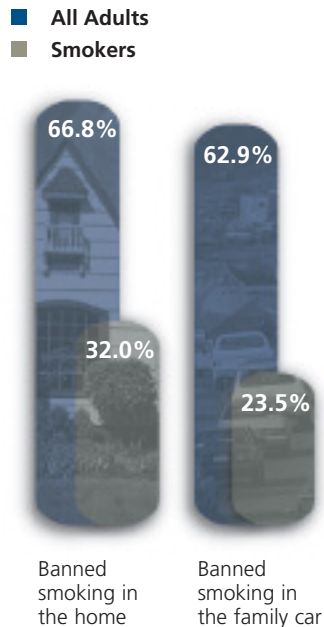
Are Nevadans aware of mass media messages and tobacco? Adults were asked about their exposure to any messages about tobacco via media, radio, television, gear promotions, newspapers, and billboards.

Here are the percentages of those who encountered these messages sometimes or a lot:

- Exposure to pro-tobacco messages when at sports events, fairs, or community events—53.3%
- Ownership of at least one tobacco promotional item—26.5%
- Received a mailing from the tobacco industry—44.4%

Adults reported that the one best way to use the media to get their attention regarding information to quit smoking was: 37.6% via television programs/commercials; 14.6% reporting using a campaign showing the harsh effects of cigarette smoking like that used by the Truth campaign.

Voluntary Smoking Bans in the Home and Car



Demographics of Survey Respondents

About one-half (49.8%) of survey respondents were males with nearly an equal percentage being female (50.2%).

Of adults 56.0% were between 18-45 years of age; 32.1% were between 45-65 years; the remaining 11.9% were older than 65 years of age.

Slightly more than one-third of all households (39.4%) reported that they had children less than 18 years of age living in their household.

Regarding education, 5.4% reported having less than a high school education; 28.4% reported having a high school-level education; 21.4% reported having completed college or some other advanced professional training;

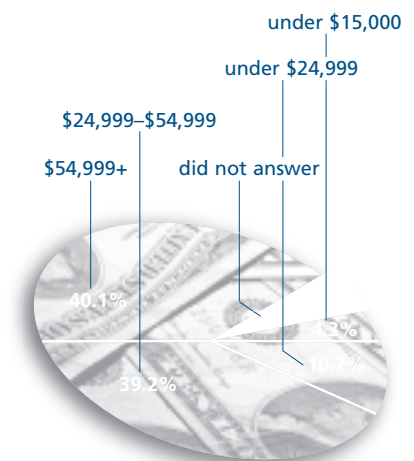
another 30.2% reported some technical school training or some college courses; 11.6% reported having a postgraduate or professional degree.

For ethnicity, 18.8% reported being Hispanic or Latino; for race, 79.0% were white; 5.8% were African American; 1.5% Asian; .9% were American Indian; the remainder of responses fell into a number of different categories or chose to not answer the question.

At home, 83.1% spoke only English; 6.1% spoke mainly English; and another 8.2% spoke English and some other language; .4% spoke another language; the remainder did not provide a response.

For income, 4.3% were under \$15,000; 10.7% in total were under \$24,999; 39.2% were between \$24,999 and \$54,999; the remaining 40.1% had annual household income of more than \$54,999; the remaining did not answer the question.

Income Levels of Respondents



Four Recommended Priorities and Actions Based on Survey Findings

Nevada State Health Division should take the lead to fully implement a comprehensive tobacco control program statewide.

While the Nevada adult smoking prevalence rate is arguably one of the highest in the country at 27.5%, the finding that the adults' *perception of who smokes* is far greater than the *actual level of smoking*—makes for a challenging opportunity for the state's tobacco control program. Our adult survey findings show that over one-half of the state adult residents think that 50% of all adults in the state are smokers. As demonstrated best in California, a comprehensive tobacco control effort can effectively close the gap between perception and reality of how much smoking there is; and closing the gap has proven to be an effective programmatic strategy to getting fewer people to smoke and to foster support of no smoking policies. Adults and youth in Nevada should know that *not smoking is actually the social norm* in the state, with over 70% of adults choosing not to smoke. Nevada's tobacco control efforts should include tobacco prevention and control programs that conduct community-based programs, use aggressive counter-marketing approaches, and foster the adoption of policy and other regulatory actions. Continuing to evaluate the smoking prevalence rates, perceptions, and attitudes of adults toward tobacco and smoking, will provide insights to measuring how much social norms regarding tobacco use have changed in the state—and how successful the program has been.

Nevada's media campaign should support cessation efforts.

Data from Nevada as well as many other successful tobacco control programs suggest that the most cost effective use of resources for cessation is to use a media campaign (TV, radio, billboard, print) to encourage smokers to quit and create awareness of cessation services available to smokers. In Nevada, nearly 38% of adults reported that the media (i.e. TV) is the best way to

capture their attention about quitting smoking and that Nicotine Replacement Therapy (NRT) as well as counseling and referral services such as offered through the Nevada Tobacco User's Helpline are the methods they use most often. However, only 13% of smokers were aware of the existence of the Helpline and only 8% of those aware of the Helpline called it the last time they tried to quit. As part of the comprehensive tobacco control program, Nevada should develop and coordinate the release of media campaign messages to aggressively promote cessation services (i.e., taglines on media spots with the 800 Helpline number) as well as methods that have been proven effective in helping smokers quit (i.e., NRT).

Nevada State Health Division should focus tobacco control efforts in the state on reducing environmental tobacco smoke (ETS) exposure to residents.

Currently, there is widespread support from Nevada adults for banning smoking in many specific locations across the State. This support for banning smoking in specific locations is at high levels among all adults, and is rather well supported by adult smokers. The Nevada Tobacco Control Program can utilize this support to introduce policy and regulatory ordinances and actions for locations where such support is greatest. Having communities support no smoking environments will lead to program successes that reflect the interests of the population. Successes in curbing and eliminating ETS exposure in public settings will likely carryover to individuals extending smoking bans in their own personal environment, such as in their home and/or in their car. The introduction and adoption of public no smoking policies will likely encourage the adoption of personal no smoking policies making for a more overall smoke-free environment for Nevada residents. Such actions will have a high level of support and provide for a healthier living and working environment for Nevada residents.

Nevada should gather more data on the tobacco industries promotional activities.

Data show that over one-half of Nevadans were exposed to tobacco industry messages/promotions at sporting events, fairs, and community events and that over one-quarter of those surveyed own at least one tobacco industry promotional item. Given data from California and other states that show the relationship of exposure and/or ownership of tobacco industry promotional ads or "trinkets and trash" and smoking, it is imperative that Nevada gather the most precise information possible on the tobacco industries specific promotional activities in the state. For example, exactly which sporting events (i.e., rodeos, stock car races), fairs (i.e., county fairs), and community events (i.e., Cinco de Mayo celebrations) are being sponsored by the tobacco industry and in which communities in the State. Such data will not only better pinpoint where and what the tobacco industry is doing in Nevada, but can be utilized to support legislation and local policies to ban such practices in the state.

Acknowledgments

The following individuals prepared the materials included in this report for the Tobacco Control Program, Bureau of Community Health, Nevada State Health Division.

The Gallup Organization

Howard A. Fishbein, Dr.P.H., Project Director

Michael D. Johnson, PhD, Project Manager

Manas Chattopadhyay, PhD, Methodologist

We would like to thank the following organizations and individuals for their valuable contributions to the Nevada's Adult Telephone Survey (ATS) and to this Executive Summary.

Centers for Disease Control and Prevention

Nevada State Health Division

Clark County Health District – Tobacco Control Program

Washoe County District Health Department – Tobacco Control Program

Vitality Center – Elko

HealthSmart

Nevada Tobacco Prevention Coalition

Task Force for the Fund for a Healthy Nevada

Public Health Trust Fund

Charlene Herst, Manager, Nevada State Tobacco Control Program

Report Design: Beth Singer Design



**NEVADA STATE HEALTH DIVISION
BUREAU OF COMMUNITY HEALTH
TOBACCO CONTROL PROGRAM**

Phone: 775-684-5914

E-mail: cherst@nvhd.state.nv.us