

Adult Tobacco Survey (ATS) of Tobacco Use, Opinions, and Related Behaviors of Clark County Residents

Prepared for:

Clark County Tobacco Control Program
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Submitted by:

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EXECUTIVE SUMMARY

BACKGROUND: The Clark County Health District Tobacco Control Program (TCP) has been conducting program initiatives to reduce the use of tobacco and diminish environmental tobacco smoke (ETS) exposure in Clark County, Nevada. There have been several population-based surveys conducted over the last three years in Clark County to help monitor the impact and gauge the effectiveness of the District's tobacco control program efforts.

In the spring of 2001, a countywide 15-minute RDD (Random Digit Dialing) survey of 1,000 adults (18 years of age or older) was conducted thus establishing a baseline for measuring the impact of TCP program initiatives. Data were collected from a representative sample of Clark county adults on opinions, attitudes, and behaviors related to the use of tobacco.

As a follow-up to the 15-minute ATS survey in 2001, Gallup conducted another adult tobacco survey (ATS) during the fall (September–October) of 2002. In 2002, a total of 1,003 adult (18 years of age or older) telephone interviews were obtained countywide. In 2003, a total of 1,001 adult (18 years of age or older) telephone interviews were obtained countywide and this report provides a summary of important findings based on the Fall 2003 survey data. The survey instrument and methods used in implementing this 2003 survey were very similar to those used in 2001 and 2002. To accommodate a relatively shorter field period for data collection, the 2003 questionnaire

was revised, with some questions being dropped. However, key questions regarding tobacco control and the basic structure and focus of the questionnaire did not significantly change.

One of the objectives of this report is to study the change in tobacco use, opinions, and related behaviors of Clark County adults during 2001–2003. Selected highlights of the most interesting findings using the 2003 Adult Tobacco Survey and comparing the results to the corresponding 2001 and 2002 survey data are presented below.

SELECTED HIGHLIGHTS: The adult cigarette smoking prevalence rate (27.1%) in 2003 showed a decline from 28.6% in 2002 and an even greater decline from what it was (29.4%) in 2001, although the change was not statistically significant. A respondent was classified as current smoker if he/she had smoked at least 100 cigarettes in his/her entire life and if he/she currently smokes everyday or some days.

Clark County adults still overestimate the percentage of adults who smoke. The actual 95% confidence interval for adult cigarette smoking rate is 27.1% + 3.2%. However, in 2003 over one-half of adults thought that 50% or more of Clark County adults were smoking on a regular basis which is a statistically significant decline from nearly two-thirds of adults who thought this in 2002. This decline in the perception of the percentage of adults that smoke is important as it may be an early indicator of community norm changes occurring regarding

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the acceptability of smoking. Most Clark County adult smokers would like to quit smoking. In 2003, 66.7% of smokers reported they would like to quit, which is down slightly from 2002 (70.5%) and similar to the 2001 number (65.8%).

Among all Clark County adults, about 27% reported secondhand smoke exposure at least one day each week in their home in 2003 compared to 34% in 2002, a statistically significant difference; approximately 13% reported daily exposure in 2003 compared to 17% in 2001. In 2003, over one-third of adults (38.7%) reported being exposed to tobacco smoke on the job at least one day a week. This was a statistically significant decrease from 48.5% in 2002; and 13% of workers reported being exposed to smoke on the job every day of the week in 2003, also a drop from 19.3% in 2002. In 2003, one-third of all workers reported that their workplace has no policy that restricts smoking which is also a statistically significant decline from approximately 40% in 2002.

Of all Clark County adults, there was virtually no change from 2002 to 2003 with approximately 12% who reported working in a casino; 84.4% in 2003 and 86.5% in 2002 were exposed to cigarette smoke

on the job one or more days a week; while about one-third of those reported being exposed to smoke on the job seven days a week. Comparing secondhand smoke exposure data as reported in the 2001 ATS with 2002 and 2003 ATS data, very little change was observed. No statistically significant change was noted in almost all comparisons except in the percentage of workers in casinos who reported secondhand smoke exposure all seven days of the week. The decline in this percentage (32%) in the 2003 ATS as compared to the percentage in the 2001 ATS was found to be statistically significant.

Consistent with the declining levels of exposure at home and at the work site, a statistically significant percentage (86.1% in 2003, an increase from 81.6% in 2002) of all adults agreed that people should be protected from secondhand smoke; the corresponding percentage agreeing with protection from secondhand smoke was also high among smokers (70.1% in 2003 and 69% in 2002). As compared to the 2001 ATS, these numbers did not show any statistically significant change. Regarding the home environment, the majority of all adults (70% in 2003 and 69.5% in 2002) reported that smoking was not allowed anywhere in their home; among smokers (40.3% in 2003 and 42.7% in 2002) reported that they too had a smoking ban in their home. Smoking was banned from the family car as reported by 63.4% of all adults in 2003 compared to 61.1% in 2002; among smokers, about one-fourth reported enforcing the ban in their car in 2002 compared to 29.4% in 2003.

In 2003, approximately 32% of all adults report living in an apartment or multi-unit housing and nearly 60% agree with policies that designate blocks of apartments as smoke-free.

Based on 2003 ATS data, 88.5% (87.6% in 2002) of Clark County adults supported (agreed or strongly agreed) on a smoking ban on school property, 68.5% (65.5% in 2002) favored a ban on smoking in all indoor restaurants, 62.9% (60.7% in 2002 and 53.8% in 2001, a statistically significant change from 2001 to 2003) supported a smoking ban within 20 feet of entrances of business/public buildings, 30.4% (30.8% in 2002) favored a ban on smoking in bars, 63.3% (62% in 2002) supported a smoking ban at the zoo/playgrounds, and 33.5% (36.9% in 2002) favored a smoking ban at the casinos. None of these percentages were significantly different from the corresponding percentages based on the 2001 ATS data, with the exception of bans within 20 feet of entrances of businesses. In the 2002 ATS, 64.1% of adults were in favor of a smoking ban in the gaming area of grocery stores which increased to 65.4% in 2003*, whereas 71% in 2003 (69.5% in 2002) supported a smoking ban in gaming areas of drug stores and pharmacies.

Overall, over one-third (34.6% in 2003 and 35.9% in 2002) of all adults reported that they did avoid going to either a public or private place because they knew that they would be exposed to too much secondhand smoke.

SURVEY METHODOLOGY

SAMPLE DESIGN: In the 2003 ATS, Gallup followed the same basic survey design that was used in fielding the 2002 and 2001 baseline survey. In 2001, Gallup adapted methods that made Nevada's approach in conducting the ATS efficient using survey items that had been validated and used by other state tobacco control programs in their assessment of tobacco as a public health problem. Many of the survey items have also been used by the Centers for Disease Control and Prevention (CDC) to assess tobacco use and its related behaviors. We also created the 2003 survey so as to allow for comparisons with the 2002 and 2001 ATS data.

Gallup completed a total of 1,001 telephone interviews with adults who were residents randomly selected from across Clark County, Nevada. The survey was conducted using a Random Digit Dial (RDD) sample of household telephone numbers and employing Computer Assisted Telephone Interviewing (CATI) technology. The list-assisted Casady-Lepkowski (1993) method was used to generate a probability sample of households with telephone service (including those with unlisted and non-published numbers). After reaching a household, one adult was chosen at random from all adults living in that household using the "most recent birthday" method. The overall design is consistent with that used by other leading tobacco control programs for evaluating the reach and impact of their programs and, consequently,

*Note: In 2002 we asked the question differently, specifically asking whether people would support bans in gaming areas of grocery stores, whereas in 2001 we only asked if they would support a smokers ban in grocery stores.

will facilitate comparisons with other statewide data, as needed.

The truncated version of the Casady-Lepkowski approach, which was used, stratifies banks of telephone numbers (consecutive groups of 100 numbers defined by the first 8 digits of a 10-digit telephone number with the area code) into two groups, those containing at least 1 listed household number (the high-density stratum) and those containing fewer than 1 listed household numbers (the low-density stratum). The large differences in the percentage of all working household numbers (including unlisted and unpublished numbers) that fall into these two strata justifies the use of the truncated version of the Casady-Lepkowski approach where the sampling is done only from the high-density stratum. This approach increases the hit-rate (percentage of working residential numbers in the sample) without resulting in any significant coverage error. For Clark County, the RDD sample was selected using the most current database of assigned area code-prefix combinations (the first 8 digits of a 10 digit telephone number) covering that county. The initial list excluded any area code-prefix combinations known by Bellcore to contain only business listings, toll-free numbers, cellular numbers, and other non-residential lines. A representative random sample of Clark County household telephone numbers of sufficient size was selected to yield the required number (1,000) of completed interviews.

DATA COLLECTION: The data collection for the 2003 ATS was done using CATI technology; data collection was conducted from October 23, 2003, to November 30, 2003, primarily from Gallup's Survey Operations Center in Lincoln, Nebraska, and Irvine, California. In assigning interviewers to this survey, priority was given to selecting interviewers with experience in other tobacco-related studies as well as surveys of health risk factors and sensitive subject matter. The 2003 survey instrument was designed based largely on the instrument used in Nevada in the 2001 and 2002 ATS. While a few questions were eliminated, and some new questions were added, the survey instrument for the 2003 ATS was very similar to the one used in 2002 ATS. The original 2001 survey instrument was based on the use of successful survey instruments used by California, Massachusetts, and Florida's tobacco control program. All of the psychometrics properties of the items in the model questionnaires were already well established; and 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. Cigarette Use History
- c. Quit Smoking History
- d. Secondhand Smoke Exposure
- e. Policy Issues and Tobacco
- f. Demographics

DATA PREPARATION AND PROCESSING: Data from the CATI output file were fully edited by the logic of the CATI program and also went through further post-survey data cleaning programs. Gallup analysts and programming staff prepared data file specifications, including variable names, variable labels, and format statements for all data elements collected for the 2003 survey. Variable creation algorithms for all derived or composite constructed variables were also developed. Sample data were also weighted to reduce any possible bias in the sample-based estimates. The final weight assigned to any case was the product of the weights generated at several stages of the weighting process. The two main weight components were probability weight and post-stratification weight. The number of adult members living in the household and the number of residential telephone lines were taken into consideration while computing the probability weight. In the post-stratification weighting process, variables like age, gender, and race were used to make the sample data generalizable to Clark County's adult population. The population data for Clark County were derived from the current census estimates.

Gallup programmers extracted the clean raw questionnaire data from the CATI database into an ASCII file. Application programmers then prepared the control statements to create the analysis system files to run frequencies for all variables in the dataset for them to perform a final check on data integrity. Survey analysis in this report describe the results obtained for the countywide sample of 1,001 adult interviews.