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

Prepared by The Gallup Organization for:

Southern Nevada Health Distict Tobacco Control Program
Clark County, Nevada

EXECUTIVE SUMMARY

BACKGROUND: The Southern Nevada 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 four 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 was 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. In 2005, Clark County, Washoe County, and State of Nevada came together to conduct an 8-minute ATS survey throughout the State of Nevada. Gallup conducted a total of 800 adult telephone interviews in Clark County in 2005 and this report provides a summary of important findings based on the 2005 survey data. The survey instrument and methods used in implementing this 2005 survey were very similar to those used in 2001, 2002, and 2003. Due to the larger scope of the Statewide survey, the field period for data collection was expanded and the 2005 questionnaire was revised, with some questions being dropped and others added. 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– 2005. Selected highlights of the most interesting findings using the 2005 Adult Tobacco Survey and comparing the results to the corresponding 2001, 2002, and 2003 survey data are presented below.

"In 2005, the Clark County adult cigarette smoking rate continued to decline to 26.4% from 27.1% in 2003 and 28.6% in 2002.

SELECTED HIGHLIGHTS: The adult cigarette smoking prevalence rate (26.4%) in 2005 showed a decline from 27.1% in 2003 and an even greater decline from what it was (28.6%) in 2002, 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 no longer overestimate the percentage of adults who smoke. The actual 95% confidence interval for adult cigarette smoking rate is 26.4% + 3.8%. In 2005, 29% of adults thought that more than 50% of Clark County adults were smoking on a regular basis which is a statistically significant decline from nearly 50% of adults who thought this in 2003.This decline in the perception of the percentage of adults that smoke is important as it reinforces earlier indications of community norm changes occurring regarding the acceptability of smoking.

Most Clark County adult smokers would like to quit smoking. In 2005, 60.6% of smokers reported they would like to quit, and 38.8% of smokers were able to quit for a day or longer.

Among all Clark County adults, about 31% reported secondhand smoke exposure at least one day each week in their home in 2005 compared to 27% in 2003; approximately 16% reported daily exposure in 2005 compared to 13% in 2003. In 2005, nearly one-half of adults (46.3%) reported being exposed to tobacco smoke on the job at least one day a week. This was a statistically significant increase from 38.7% in 2003; and 18% of workers reported being exposed to smoke on the job every day of the week in 2005, an increase from 13% in 2003.

Of all Clark County workers, approximately 11% reported working in a casino, which was a slight decline from 2003; however, the number exposed to cigarette smoke on the job at least one day a week rose to 91.6% in 2005 from 84.4% in 2003; 42.9% reported being exposed to smoke on the job seven days a week. Comparing secondhand smoke exposure data as reported in the 2003 ATS with 2005 ATS data, increases were noted in several areas. Several shifts were noted in almost all comparisons, especially in the percentage of workers in casinos who reported secondhand smoke exposure all seven days of the week. The increase in this percentage (42.9%) in the 2005 ATS as compared to the percentage in the 2003 ATS (32%) was found to be statistically significant.

Regarding the home environment, the majority of all adults (75% in 2005 and 70% in 2003) reported that smoking was not allowed anywhere in their home; among smokers, 45% in 2005 and 40.3% in 2003 reported that they too had a smoking ban in their home. Smoking was banned from the family car as reported by 68.2% of all adults in 2005 compared to 63.4% in 2003; among smokers, 29.4% reported enforcing the ban in their car in 2003 compared to 29.2% in 2005. In 2005, approximately 30% of all adults report living in an apartment or multi-unit housing and nearly 63% agree with policies that designate blocks of apartments as smoke-free.

"Nearly three-fourths (74.4%) of all Clark County adults support a ban on smoking in all indoor restaurants."

Based on 2005 ATS data, 74.4% (68.5% in 2003) of Clark County adults supported (agreed or strongly agreed) a ban on smoking in all indoor restaurants, 40.6% (30.4% in 2003) favored a ban on smoking in bars, 67.4% supported a smoking ban at convenience stores, and 42.8% (33.5% in 2003) favored a smoking ban at the casinos. Most of these percentages were significantly different from the corresponding percentages based on the 2003 ATS data with increased support for bans.

Overall, over one-third (36.5% in 2005 and 34.6% in 2003) 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.

RESPONDENT DEMOGRAPHICS:

Among all adults, about one-half (50.5%) of survey respondents were males with nearly an equal percentage being female (49.5%). Of adults 52.5% were between 18-44 years of age; 34.3% were between 45-64 years; the remaining 13.2% were 65 or older years of age. Slightly more than two-fifths of all households (43.1%) reported that they had children less than 18 years of age living in their household. Regarding education, 4.4% reported having less than a high school education; 29.1% reported having a high school-level education; 27.8% reported having completed college or some other advanced professional training; another 28.1% reported some technical school training or some college courses; 10.2% reported having a postgraduate or professional degree. For ethnicity, 8.4% reported being Hispanic or Latino; for race, 73.3% were

white; 8.2% were African American; 3.5% Asian; 3% were American Indian; and the remainder of responses fell into a number of different categories or chose to not answer the question. In regards to sexual orientation, 89.4% reported as heterosexual; 2.1% reported as homosexual; 0.7% reported as bisexual; and the remainder did not respond. For income, 4.6% were under $15,000; 5.9% were between $15,000 and $24,999; 32.2% were between $25,000 and $54,999; the remaining 47% had annual household income of more that $54,999; and the remainder did not answer the question.

SAMPLE DESIGN: In the 2005 ATS, Gallup followed the same basic survey design that was used in fielding the 2003, 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 2005 survey so as to allow for comparisons with the 2003, 2002, and 2001 ATS data.

Gallup completed a total of 800 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, 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 nonresidential lines. A representative random sample of Clark County household telephone numbers of sufficient size was selected to yield the required number (800) of completed interviews.

DATA COLLECTION: The data collection for the 2005 ATS was done using CATI technology; data collection was conducted from October 25, 2005, to December 11, 2005, primarily from Gallup's Survey Operations Center in Omaha, Nebraska. 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 2005 survey instrument was designed based largely on the instrument used in Nevada in the 2001, 2002, and 2003 ATS. While a few questions were eliminated, and some new questions were added, the survey instrument for the 2005 ATS was very similar to the one used in 2003 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 2005 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 describes the results obtained for the countywide sample of 800 adult interviews.

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