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**A Survey of Ingham
County Voters**

**Attitudes Toward Smoking
In Public Places**

**Funded by the Robert Wood Johnson
Smokeless States Initiative**

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Introduction

Smoking has been proven to be damaging to the health of the smoker and second-hand smoke is also very harmful to the health of the general public. As a result, the Ingham County Board of Commissioners is considering a proposed regulation that would make all worksites and public places in the county smoke-free.

In November of 2001, Mathematica Policy Research, Inc. retained Public Policy Associates, Incorporated (PPA), a Lansing-based public policy research, development, and evaluation firm to conduct a survey of Ingham County voters to systematically gauge Ingham County voters' attitudes toward smoking in public workplaces. In collaboration with the client team, PPA developed and tested a telephone survey instrument. The telephone survey was conducted the last week in November. Four hundred randomly sampled voters completed the survey as well as an additional 100 randomly sampled voters who were smokers for a total of 500 voters.

The survey has yielded a very rich set of data about voters' attitudes toward smoking and a proposed Ingham County ordinance. This document summarizes the key findings of this survey. Table 1 indicates the level of precision for each category within the sample as well as the overall sample.

Sample	Level of Confidence	Margin of Error
Overall	95%	±5
Nonsmokers	95%	±6
Smokers	95%	±8

The results included in this brief are reliable to a margin of error of ±5% overall. This margin of error is associated with the 95% level of confidence, meaning that 95 out of 100 times, a sample of this size will predict the opinions of the group of interest with the stated level of accuracy. When looking specifically at smokers or nonsmokers, the level of confidence is slightly below the level of precision for the entire sample.

Findings

Snapshot of Respondents

The following tables provide a demographical breakdown of the respondents. These tables include unweighted data. The unweighted data provide the actual percentages of who responded to the survey. Differences in attitudes by demographics are noted in the context sections.

Race	Percent
White	92.8
African American or Black	3.1
Other	2.1
Asian or Pacific Islander	1.0
American Indian or Native American	1.0
Total	100.0

- Approximately 1.9% of the respondents considered themselves to be of Hispanic origin. Hispanics were not listed as an exclusive category in the survey, therefore, they are included in the races listed above.
- The sample included an equal distribution of males and females.

Age	Percent
18 to 30 years of age	13.6
31 to 54 years of age	51.2
55 years of age or over	35.2
Total	100.0

- The majority of respondents were between the ages of 31 and 54. The average age was 49, while the median age was 48.

Table 4: Education	
Level	Percent
Less than high school	3.8
High school graduate	22.6
Some college	27.4
College graduate	34.5
Postgraduate	11.7
Total	100.0

- Almost half of the respondents are college graduates.

Table 5: Income	
Level	Percent
Under \$15,000	4.5
More than \$15,000, less than \$25,000	8.8
More than \$25,000, less than \$50,000	28.6
More than \$50,000, less than \$75,000	31.6
More than \$75,000, less than \$100,000	17.3
More than \$100,000	9.2
Total	100.0

- There was a normal distribution of income among respondents.

Table 6: Political Affiliation	
Affiliation	Percent
Democrat or lean Democratic	44.0
Republican or lean Republican	34.0
Independent or other	21.7
Total	100.0

- There is a larger population of Democrats and those that lean Democratic in Ingham County.

Table 7: Local Voter	
Voted in local election	Percent
Yes	41.3
No	58.7
Total	100.0

- Approximately 95% of respondents voted in the 2000 general presidential election.
- Approximately 60% of respondents voted in the 2001 local election
- Nearly 61.5% of respondents were employed outside their home. Of these, approximately 89% worked primarily indoors. An additional 5% worked both indoors and outdoors.

Table 8: Workplace Smoking Policy

Policy	Percent
Smoking is not allowed in any indoor work areas	77.2
Smoking is allowed in some indoor work areas	13.9
Smoking is allowed in all indoor work areas	1.9
There is not an official policy	7.0
Total	100.0

- For the vast majority of workers, their worksites were already smoke-free.

Smoking Habits

- For the purposes of this study, smokers were defined as those that have smoked at least 100 cigarettes or cigars in their life and currently smoke most days or everyday. A small majority of respondents reported smoking at least 100 cigarettes or cigars in their entire life (55.7%). However, only 15.3% of those reported that they currently smoke most days or everyday.
- Of those that reported smoking 100 cigarettes or cigars in their entire life, 30.1% had stopped smoking for one day or longer because they were trying to quit smoking.
- The older a person was, the less likely they were to smoke.
- Respondents with less education were more likely to smoke.

Ingham County Ordinance

- Only 25% have heard some or a great deal about the proposed Ingham County Ordinance. A slightly higher percentage of smokers have heard more about the ordinance when compared with nonsmokers.

- Nearly 72% of all respondents agree that the government has an obligation to protect public health, in comparison to 51.6% of smokers who agree that the government has an obligation.
- Republicans are slightly less likely to agree that the government has an obligation to protect the public health if it means restricting some people's behavior. Almost 67% of Republicans agree that it is the government's obligation while 76% of Democrats assert it is the government's obligation.
- Local voters are more likely to agree that the government has an obligation to protect the public health compared with non-voters in local elections (78.1% vs 67.1%).
- Females were more likely to agree that the government has an obligation to protect the public health compared with males (76% vs. 67.3%).
- Nearly all nonsmokers (96.4%) agree that second-hand smoke can harm people other than that smoker. In comparison, smokers felt somewhat less strongly that second-hand smoke harms people other than the smoker. Fully 83.2% of smokers agree that second-hand smoke is harmful.
- Over 84% of nonsmokers felt that all indoor worksites should be smoke free, while 48% of smokers felt that indoor worksites should be smoke free.
- 24.4% of the overall respondents feel that requiring 100% smoke-free indoor worksites would be bad for business. However, 42.8% of people who smoke felt this would be bad for business.
- Local voters (60.2%) were more likely to agree strongly that all indoor worksites should be smoke-free compared with 53.8% of non-voters in local elections.

- Democrats (83.7%) were more likely to feel that all indoor worksites should be smoke-free when compared with Republicans (79.2%) and Independents (69.8%).
- When respondents were asked if they were looking for a job and all other things were equal, would a smoke-free worksite have any influence over where they would like to work, 71.3% of nonsmokers felt that it would most likely have an influence. Among smokers, 59.1% responded that a smoke-free worksite would make no difference in their job choice.

Conclusions

Overall, a majority of Ingham County voters favor government action requiring smoke-free worksites. Most respondents have heard very little or nothing about a proposed regulation that would eliminate smoking in indoor worksites. Furthermore, 77% of those who work outside their home say that smoking is already not allowed anywhere in their indoor worksites. Of that 77%, a very large percentage (almost 90%) have a college degree or higher and over 81% earn more than \$75,000/year. By contrast, of the 23% of voters who reported that there is no smoking policy or that some smoking is allowed on the worksite, only 18% earn more than \$75,000 and less than 11% had a college education or higher.

While some differences in attitudes emerged based on demographics such as voting habits, political affiliation, income, education, gender, and age, the main differences are between those who are smokers and those who are nonsmokers.

Appendix A: Frequencies and Crosstabs

There are two sets of frequencies and crosstabs in this appendix. The first is a demographic breakdown of the respondents. These breakdowns are not weighted with the exception of the overall weighted column. The unweighted data is included only for your information about what was included in the sample.

The subsequent tables are listings of frequencies for each question and a crosstab of all demographic and socioeconomic categories (except race). These data are all weighted percentages.

The weighted data compensates for the oversample of smokers included in the survey and should be used for making any generalizations about voters across the county.

Appendix B: Research Methods

Construction of the Sampling Frame

The foundation for the survey sampling frame was a set of electronic data files listing Ingham County voters' names, addresses, phone numbers, years of birth, municipalities, and voting precincts.

Sampling Process

The list of names comprising the sampling frame was provided by the subcontractor and entered into their computer system. Because the intent of the research was to provide results that were representative of the voting population of Ingham County, a series of quotas was determined for each municipality in Ingham County proportionate to the total number of voters in each.

Respondents were also randomly filtered by gender to ensure an equal distribution of males and females.

In order to ensure that smokers' opinions gathered in the sample were more precise, 100 extra surveys were collected for voters that currently smoke. In order to be classified as a smoker, the respondent must have smoked at least 100 cigarettes or cigars in his/her life and must smoke every day or most days.

The final number of completed surveys for the region and each municipality are reported in Table B-1 below.

Municipality	Frequency	Percent
Alaiedon Twp.	6	1.2
Aurelius Twp.	6	1.2
Bunker Hill Twp.	4	.8
Delhi Twp.	44	8.8
East Lansing City	70	14.0
Ingham Twp.	4	.8

Lansing City	194	38.8
Lansing Twp.	17	3.4
Leroy Twp.	6	1.2
Leslie City	3	.6
Leslie Twp.	4	.8
Locke Twp.	4	.8
Mason City	13	2.6
Meridian Twp.	84	16.8
Onondaga Twp.	5	1.0
Stockbridge Twp.	6	1.2
Vevay Twp.	7	1.4
Wheatfield Twp.	4	.8
White Oak Twp.	2	.4
Williamston City	6	1.2
Williamstown Twp.	11	2.2
Total	500	100.0

In order to limit question-order bias, survey questions were rotated each survey.

Response Rate

The response rate was approximately 20%. As the number of completed surveys grew, the number of refused and over-quotas also grew. Table B-2 displays the call disposition.

Surveys completed	500
Refused	2029
Fell over quota	915
Wrong/disconnected number (including fax, business, etc.)	1485
Total response rate	20.0%

Data Weighting

The survey data were weighted on the basis of smokers versus nonsmokers. Weighting, or poststratification, is a technique that “corrects” a sample that deviates in its characteristics from the population under study in known and measurable ways. Each survey is assigned a weight that determines the frequency with which its responses are counted when, for example, mean question responses are being tallied. A survey assigned a weight of 2.00 would be counted twice, as if two identical persons had responded in precisely the same way to the survey.

Surveys assigned a weight of less than one make a reduced contribution to the computation of

means, while surveys with a weight of 1.00 are neutrally weighted—they count for no more and no less than one respondent, as would be the case if the data were not weighted at all. Weighting hence allows the analyst to “turn down the volume” of the voices of overrepresented groups and to augment the voices of underrepresented groups in order to provide more reliable estimates of the views of the population as a whole.

The assignment of case weights on the basis of smoking habits was necessary because of a deliberate overrepresentation of people who smoke being drawn. It is often necessary to weight samples when small subgroups exist. In the original random sample, smokers accounted for only 15.3%. In order to obtain a large enough sample of smokers to generalize to the whole subpopulation, an over-sample of smokers was necessary. In order to report on the entire population including smokers and nonsmokers, it is necessary to weight the data to correct for the oversample of smokers. Weighting ensures that the data for each subgroup is proportional to the original sample.

Table B-3: Number of Smokers

Smoking Status	Original Sample of 400	Overall Sample of 500
Smokers	15.3%	32.2%
Nonsmokers	84.7%	67.8%

Additional Smokers

With an extra sample of smokers being drawn, it was important to test the randomly sampled voters who were smokers from the sample of 400 with the additional 100 smokers who were sampled based on whether they were smokers. A series of chi-square tests showed that the differences between the two groups were not statistically significant.