

Tobacco Control Program Macro Poll, April 2012

Overview

This summary highlights results from a poll conducted by ICF Macro for the Vermont Department of Health in April 2012. In addition to demographic questions, 7 tobacco-related questions were included on the survey:

1. Are you aware of any smokefree outdoor public spaces such as parks, beaches, common areas, in your community?
2. Should smoking be allowed at public parks and beaches?
3. Should smoking be allowed in outdoor marketplaces?
4. Should smoking be allowed in vehicles while children are present?
5. Should smoking be allowed on worksite campuses, for example, the grounds or parking lots that surround a workplace?
6. Should smoking be allowed in building entryways?
7. How likely would you be to choose a smokefree building over a smoking-permitted building if other amenities were equal and those property managers who had adopted no-smoking policies reported being very likely to continue doing so?

As a geographically representative, random digit dial telephone survey, 406 adult Vermont respondents represent 491,800 adult Vermonters. In brief, over half of the respondents were female, most were over 40 years old, lived in a single family home, had at least some post-high school education, and had children living at home (Table 1). The results below are weighted to represent the adult Vermont population. While these results are representative, in subgroup analyses, statistical power is limited due to small numbers.

Outdoor smoking bans (Table 2)

About half (52%) of the respondents were aware of outdoor smoking bans in their communities. This awareness did not markedly differ by gender, age, or education however, respondents with children tended to report higher awareness of bans. There was noted geographic variation in awareness of bans but this could be due to true differences in awareness or differences in the presence of bans.

Asked if smoking should always be allowed, be limited, or never be allowed, most respondents favored limiting or banning smoking. Interestingly, about half were in favor of limited smoking at parks and beaches (51%) compared to banning (33%) whereas for outdoor marketplaces, this was reversed; half preferred banning (52%) while a third (29%) preferred some limitation on smoking. This trend was consistent across geographic and demographic categories with the exception of households with children where a higher proportion of respondents supported banning compared to limitations

Smoking bans in vehicles, at worksites, and entryways (Table 3)

There was overwhelming support for banning smoking in vehicles while children are present (81%). With such strong support, Table 3 displays Allow and Limit response options combined

because the number of respondents for each were so low individually; this is unlike other questions so please interpret with caution. Finally, the majority of all demographic and geographic groups supported a complete ban.

Respondents felt less strongly about completely banning smoking on worksite campuses yet the plurality support some limitation of smoking (45%). However, a quarter of respondents did support banning and this was consistent across demographic groups (26%). Interestingly, notably fewer couples living with children reported support for a ban (18%) compared to other household types.

There was strong support for smoking bans in building entryways (80%) and additional support for limitations on smoking (15%). Individuals living alone were less supportive of bans than other household types (69%). With over 95% supporting at least some limitation, bans in building entryways seem universally acceptable to adult Vermonters.

Smokefree homes (Table 4)

The majority of respondents indicated that they would be likely (17%) or extremely likely (52%) to choose housing with smokefree policies over equivalent housing without policies. A higher proportion of females (60%) and respondents with post-graduate level education (76%) were extremely likely to choose smokefree housing compared to other demographic groups.

Summary

These results suggest general support for limitations on smoking and/or smoking bans. There is little variation in support by demographic subgroup but there are some nuances in groups that are more or less supportive than others. Support for limitation compared to banning varies by place and the places with the highest level of support for bans are vehicles with children and building entryways.

**Table 1: Respondent Characteristics
Of 406 total respondents:**

		N	%			N	%
Gender	Male	179	44.1	Voter Status	Registered voter	365	90.0
	Female	227	55.9		Not registered voter	37	9.1
Age	18-29	17	4.2	Education Level	Less than high school degree	14	3.4
	30-39	40	9.9		High school diploma or GED	97	23.9
	40-49	65	16.0		Some college	62	15.3
	50-59	97	23.9		2 year college degree	60	14.8
	60-69	100	24.6		4 year college degree	91	22.4
	70+	79	19.5	Post-graduate degree	77	19.0	
Housing Type	Single family Home	359	88.4	Household Type	Individual living alone	79	19.5
	Multi-family home	37	9.1		Single HH with children	33	8.1
	Dormitory/Other	9	2.2		Couple living with children	110	27.1
					Couple living without children	168	41.4

Tables 2: Limited or Banned Smoking Outdoors*

		Smokefree outdoor spaces in community ¹	Support for bans at parks/beaches ²		Support for bans at outdoor markets ³		
			Aware	Limited Smoking	Never Allowed	Limited Smoking	Never Allowed
			%	%	%	%	%
Total		52.2	51.4	33.1	28.8	52.1	
Gender	Male	55.4	52.8	30.4	28.7	46.2	
	Female	49.2	50.1	35.6	28.9	57.7	
Age	18-29	55.9	78.4	--	48.1	33.8	
	30-39	63.8	30.3	40.2	19.5	48.4	
	40-49	44.6	44.2	36.5	23.7	57.0	
	50-59	56.9	52.3	35.7	24.9	60.0	
	60-69	53.4	54.4	25.7	32.9	46.7	
	70+	33.4	43.0	40.6	20.3	68.5	
		Less than high school degree	56.2	52.2	--	--	53.1
Education Level	High school diploma or GED	45.2	58.8	27.3	36.5	48.4	
	Some college	64.2	56.3	32.2	30.5	47.8	
	2 year college degree	53.9	41.4	39.8	18.1	61.6	
	4 year college degree	51.9	48.2	35.4	32.8	50.0	
	Post-graduate degree	45.1	35.7	52.4	21.8	63.6	
Household Type	Individual living alone	47.2	48.9	26.9	21.7	48.6	
	Single HH with children	67.7	32.1	53.0	30.7	59.0	
	Couple living with children	55.2	50.4	35.9	31.0	49.7	
	Couple living without children	52.3	51.8	33.8	26.5	60.6	
Voter Status	Registered voter	54.6	51.6	34.0	27.5	53.7	
	Not registered voter	41.3	52.4	25.3	37.4	41.1	
County	Addison	43.9	34.4	51.5	--	66.3	
	Bennington	49.4	60.4	23.0	29.6	67.1	
	Caledonia	29.2	53.1	41.9	--	57.2	
	Chittenden	64.4	50.0	30.6	25.6	43.0	
	Essex	--	--	--	--	--	
	Franklin	27.3	61.5	30.6	15.4	54.3	
	Grand Isle	--	--	--	--	--	
	Lamoille	45.8	--	57.9	34.5	45.5	
	Orange	45.7	30.5	55.7	24.2	62.6	
	Orleans	18.1	80.4	--	--	22.6	
	Rutland	68.7	40.8	48.2	31.2	58.4	
	Washington	44.9	42.3	28.5	20.1	53.8	
Windham	83.2	62.4	34.5	34.3	64.7		
Windsor	49.8	57.0	18.2	29.6	45.1		

* '--' represent cells with 5 or fewer respondents selecting that answer choice; additionally, rows in grey should be interpreted with caution due to small total numbers of respondents in those demographic categories

Table 3: Limited or Banned Smoking in other locations*

		Support for bans in cars with kids ⁴		Support for bans on worksite campuses ⁵		Support for bans in building entryways ⁶	
		Allow or Limit %	Never Allowed %	Limited Smoking %	Never Allowed %	Limited Smoking %	Never Allowed %
Total		12.7	80.6	44.8	26.3	15.4	80.1
Gender	Male	15.2	78.6	42.4	23.4	20.8	74.2
	Female	10.4	82.4	47.1	29.0	10.4	85.8
Age	18-29	--	74.5	57.3	--	--	71.6
	30-39	20.6	79.4	40.6	20.3	--	85.2
	40-49	12.2	84.5	45.9	25.3	15.6	82.3
	50-59	14.9	79.9	42.2	30.2	14.7	81.0
	60-69	12.5	82.8	45.6	32.3	8.5	82.8
	70+	11.0	88.5	33.8	40.6	17.9	79.8
	Less than high school degree	--	71.1	46.2	27.9	--	79.8
Education Level	High school diploma or GED	13.3	86.2	43.3	22.0	12.8	83.2
	Some college	8.3	74.6	49.3	22.7	20.9	76.9
	2 year college degree	--	84.1	49.2	25.6	--	91.7
	4 year college degree	12.1	77.9	39.8	29.3	14.8	75.0
	Post-graduate degree	11.9	84.5	45.1	38.1	22.6	74.7
Household Type	Individual living alone	17.1	74.9	34.6	33.4	19.2	69.0
	Single HH with children	--	75.0	42.8	44.2	9.6	88.3
	Couple living with children	12.3	81.2	51.8	17.7	14.2	82.1
	Couple living without children	10.4	87.6	41.1	32.3	14.7	82.9
Voter Status	Registered voter	11.0	81.8	44.8	25.5	16.3	78.7
	Not registered voter	22.4	73.3	47.0	28.4	--	87.8
County	Addison	--	91.7	39.5	37.3	--	91.2
	Bennington	--	87.0	55.7	22.5	25.0	69.3
	Caledonia	--	63.6	35.9	30.0	--	81.7
	Chittenden	14.7	80.6	44.7	21.9	14.1	77.5
	Essex	--	--	--	--	--	--
	Franklin	--	65.2	21.4	47.8	--	74.7
	Grand Isle	--	--	--	--	--	--
	Lamoille	--	92.2	49.8	--	--	92.2
	Orange	--	82.0	30.6	43.8	16.9	78.5
	Orleans	--	94.4	--	--	--	57.9
	Rutland	--	78.2	36.7	26.7	10.4	84.6
	Washington	--	73.6	46.2	16.6	--	90.7
Windham	--	91.0	59.9	32.7	--	91.7	
Windsor	18.9	79.7	45.3	25.2	18.0	76.0	

* '--' represent cells with 5 or fewer respondents selecting that answer choice; additionally, rows in grey should be interpreted with caution due to small total numbers of respondents in those demographic categories

Table 4: Smokefree housing choices*

		How likely to choose a smokefree housing ⁷		
		Somewhat likely	Extremely likely	Combined
		%	%	%
Total		16.6	52.2	68.8
Gender	Male	18.6	44.5	63.1
	Female	14.7	59.5	74.2
Age	18-29	--	33.4	--
	30-39	13.2	58.0	71.2
	40-49	9.0	60.0	69.0
	50-59	17.0	60.9	77.9
	60-69	22.1	48.4	70.5
	70+	10.6	50.6	61.2
	Education Level	Less than high school degree	--	44.3
High school diploma or GED		23.1	39.7	62.8
Some college		17.0	50.2	67.2
2 year college degree		17.6	50.1	67.7
4 year college degree		8.4	69.3	77.7
Household Type	Post-graduate degree	9.0	76.2	85.2
	Individual living alone	16.4	44.1	60.5
	Single HH with children	--	69.6	--
	Couple living with children	16.3	49.1	65.4
Voter Status	Couple living without children	20.3	54.9	75.2
	Registered voter	16.3	51.6	67.9
County	Not registered voter	19.1	54.1	73.2
	Addison	--	65.8	--
	Bennington	--	50.0	--
	Caledonia	--	58.1	--
	Chittenden	9.2	56.8	66.0
	Essex	--	--	--
	Franklin	--	45.4	--
	Grand Isle	--	--	--
	Lamoille	--	33.9	--
	Orange	20.0	66.7	86.7
	Orleans	--	63.5	--
	Rutland	21.8	39.3	61.1
	Washington	26.6	40.8	67.4
Windham	--	65.5	--	
Windsor	18.4	37.7	56.1	

* '--' represent cells with 5 or fewer respondents selecting that answer choice; additionally, rows in grey should be interpreted with caution due to small total numbers of respondents in those demographic categories

¹ Are you aware of any smokefree outdoor public spaces such as parks, beaches, common areas, in your community? [Yes; No]

² Should smoking be allowed at public parks and beaches? [Always be allowed; Be allowed at some times or in some places; Never be allowed]

³ Should smoking be allowed in outdoor marketplaces? [Always be allowed; Be allowed at some times or in some places; Never be allowed]

⁴ Should smoking be allowed in vehicles while children are present? [Always be allowed; Be allowed at some times or in some places; Never be allowed]

⁵ Should smoking be allowed on worksite campuses, for example, the grounds or parking lots that surround a workplace? [Always be allowed; Be allowed at some times or in some places; Never be allowed]

⁶ Should smoking be allowed in building entryways? [Always be allowed; Be allowed at some times or in some places; Never be allowed]

⁷ How likely would you be to choose a smokefree building over a smoking-permitted building if other amenities were equal and those property managers who had adopted no-smoking policies reported being very likely to continue doing so? [Extremely unlikely; Somewhat unlikely; Neither likely or unlikely; Somewhat likely; Extremely likely]