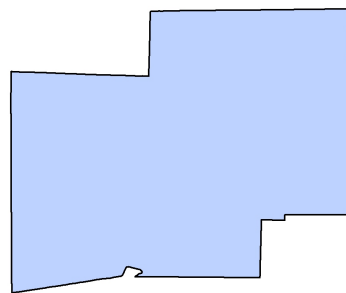


---

# **Stark County Omnibus Poll 2005**



---

## **Report for the Stark County Health Department**

**Sponsored by the**



The Ohio Urban University Program



Northeast Ohio  
Research Consortium

## TABLE OF CONTENTS

| <u>Section</u>                                                | <u>Page</u> |
|---------------------------------------------------------------|-------------|
| <b>I. Executive Summary: Stark County Health Department</b>   | 1           |
| Table 1.1: Summary Results                                    | 4           |
| <b>II. Survey Questions: Stark County Health Department</b>   | 5           |
| <b>III. Survey Results: Stark County Health Department</b>    | 7           |
| <b>Cigarette Smoking Activity</b>                             | 7           |
| Chart 3.1: Frequency of Cigarette Smoking                     | 8           |
| Chart 3.2: Cigarette Smoking and Age                          | 9           |
| Chart 3.3: Recent Attempts to Quit Smoking                    | 11          |
| Chart 3.4a: Likelihood of Trying to Quit Smoking              | 13          |
| Chart 3.4b: Likelihood of Trying to Quit Smoking              | 13          |
| Chart 3.5: Exposure to Second-Hand Smoke                      | 15          |
| <b>Opinion on Harmful Effects of Exposure</b>                 | 15          |
| Chart 3.6a: Opinion on Children’s Exposure to Smoke           | 16          |
| Chart 3.6b: Opinion on Children’s Exposure & Smoking Habit    | 17          |
| Chart 3.7a: Opinion on Non-Smokers’ Exposure to Smoke         | 18          |
| Chart 3.7b: Opinion on Non-Smokers’ Exposure & Smoking Habit  | 20          |
| <b>Restaurant Considerations</b>                              | 20          |
| Chart 3.8a: Preference Regarding Restaurants                  | 21          |
| Chart 3.8b: Preference Regarding Restaurants                  | 22          |
| Chart 3.9: Familiarity with Smoke-Free Dining Guide           | 24          |
| <b>Support for Smoke-Free Legislation</b>                     | 24          |
| Chart 3.10: Support for Stark Smoking Ban In Restaurants      | 26          |
| Chart 3.11: Support for Stark Smoking Ban In Bars             | 28          |
| Chart 3.12: Support for Ohio Restaurant/Bar Smoking Ban       | 31          |
| Table 3.1: Smoke-Free Legislative Support By Community        | 32          |
| <b>APPENDIX A: Demographic Characteristics of Respondents</b> | A.1         |
| <b>APPENDIX B: Stark Poll Research Methodology</b>            | B.1         |

**SECTION I**  
**EXECUTIVE SUMMARY**  
Stark County Health Department

The results of the 2005 Stark Poll indicate that less than one-quarter, 22.8%, of survey respondents smoke cigarettes (see Table 1.1). This proportion was down from 25.7% of respondents in 2004. Of those who smoke cigarettes, four-fifths, 79.5%, stated they smoke *everyday*, while one-fifth, 20.5%, noted they only smoke *some days*. Respondents from households with children were more likely to indicate they smoke cigarettes compared to those from households with no children present. Examples of other demographic groups that were more likely to smoke cigarettes included unregistered voters, those who rent their homes, urban residents, those with progressively less formal education, and respondents from households with progressively less annual income or that were worse off financially from a few years ago.

Of those 2005 respondents who indicated they currently smoke cigarettes, nearly two-thirds, 62.7%, stated they had stopped smoking for at least one day during the past year in an effort to quit smoking. This proportion was up from 57.4% of respondents in 2004. Those who currently smoke cigarettes *some days* were more likely to have tried to quit smoking compared to those who smoke *everyday*. Just under three-quarters, 74.9%, of those 2005 respondents who currently smoke cigarettes indicated it was either *very likely* or *somewhat likely* that they would try to quit smoking during the next six months. This proportion was up from 68.4% of respondents in 2004. Respondents who currently smoke cigarettes *some days* were more likely to indicate they would try to quit smoking. In addition, those who had indicated they had unsuccessfully tried to quit smoking during the past year were more likely to indicate they would try to quit smoking during the next six months.

Nearly half, 47.6%, of the non-smokers indicated they had been exposed to cigarette smoke during the past seven days. Respondents from households with more than one person present in the home, or with children present in the home, were more likely to be exposed to second-

hand smoke. Examples of other groups more likely to be exposed to second-hand smoke included males, full-time students or those employed, and those 18 to 24 years of age.

The overwhelming majority, 96.9%, of 2005 respondents felt that exposure to tobacco smoke is either *very harmful* or *somewhat harmful* to children. Likewise, a similar proportion of respondents, 94.4%, felt that exposure to tobacco smoke is either *very harmful* or *somewhat harmful* to non-smokers. These proportions were down slightly from 97.7% and 96.3% of 2004 respondents, respectively. Non-smokers were more likely to feel that exposure to tobacco smoke was harmful to children and non-smokers compared to smokers. Those who smoke *some days* were more likely to feel exposure to second-hand smoke was harmful compared to *everyday* smokers. Respondents generally felt exposure to cigarette smoke was more harmful for children than for adult non-smokers. For instance, 70.9% of respondents felt that exposure to cigarette smoke was *very harmful* for children, while only 53.1% of respondents felt cigarette smoke was *very harmful* to non-smokers, in general.

When asked what type of restaurant they are most likely to choose when dining out, 43.8% of 2005 respondents said they would likely choose a restaurant that allows smoking in designated areas only. This proportion was down from 48.2% of respondents in 2004. Another 31% of respondents indicated they would most likely choose a restaurant that does not allow smoking at all, while a nearly one-quarter, 24.4%, of respondents stated they had no preference with respect to the smoking policies of restaurants. Not surprisingly, non-smokers were more likely to choose restaurants that do not allow smoking at all, while smokers were more likely to state they have no preference.

All respondents were asked whether or not they had heard of the Stark County Smoke-Free Dining Out Guide. Over one-quarter, 28%, of all respondents indicated they had heard of the guide, while the remainder indicated they had not heard of the guide. This proportion was largely unchanged from the previous year. Smokers were more likely to have heard of the guide than non-smokers, as were relatively younger persons, and respondents from households with more than one person or children present in the home.

When asked whether they would support or oppose a law that would ban smoking in all restaurants in Stark County, over half, 56.1%, of 2005 respondents said they would support such a law. This proportion was largely unchanged from the previous year. Not surprisingly, non-smokers were more likely than smokers to indicate support for a law that bans smoking in restaurants. Registered voters and respondents who had not heard of the Stark County Smoke-Free Dining Out Guide were also more likely to support smoke-free legislation for restaurants in the county. In addition, respondents who believed exposure to cigarette smoke was harmful to children, and non-smokers in general, were more likely to support such legislation.

Somewhat fewer respondents stated they would support a smoking ban in Stark County bars. Just over one-third, 34.9%, of 2005 respondents stated they would support a law that bans smoking in county bars. This proportion was largely unchanged from the previous year. As with restaurants, non-smokers were more likely than smokers to indicate support for a law that bans smoking in bars. Additionally, respondents who believed exposure to cigarette smoke was harmful to children, and non-smokers in general, were more likely to support such legislation, as were registered voters.

Respondents were also asked if they would support or oppose a statewide law that bans smoking in both bars and restaurants. For 2005, less than half, 44%, of all respondents indicated they would support such a law. This proportion was up slightly from 43.4% of respondents in 2004. There was a strong correlation between those who supported a county-wide ban on smoking in restaurants and bars and those who supported a statewide ban on smoking in restaurants and bars. Non-smokers in general, and more specifically non-smokers exposed to second-hand smoke, were more likely to support a statewide ban. In addition, other groups more likely to support a statewide ban on smoking in restaurants and bars included registered voters, smokers who have recently tried to quit smoking or are planning to quit smoking, and those who felt second-hand smoke was harmful to non-smokers as well as children.

| <b>Table 1.1<br/>Summary Results</b>                                                                                                                        |             |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|
|                                                                                                                                                             | <b>2004</b> | <b>2005</b> |
| <b>Smoking Activity<sup>1</sup>:</b>                                                                                                                        |             |             |
| Smokes Every Day                                                                                                                                            | 21.4%       | 18.1%       |
| Smokes Some Days                                                                                                                                            | 4.4%        | 4.7%        |
| Does Not Smoke                                                                                                                                              | 74.3%       | 77.2%       |
| <b>Quit Smoking<sup>2</sup> (For At Least One Day During Past Year)</b>                                                                                     | 57.4%       | 62.7%       |
| <b>Likely to Quit Smoking<sup>2</sup> (During Next Six Months)</b>                                                                                          | 68.4%       | 74.9%       |
| <b>Exposure to Second-Hand Smoke<sup>3</sup> (Non-Smokers)</b>                                                                                              | NA          | 47.6%       |
| <b>Opinion of Exposure Effects to Non-Smokers<sup>1</sup>:</b>                                                                                              |             |             |
| Very Harmful                                                                                                                                                | 60.0%       | 53.1%       |
| Somewhat Harmful                                                                                                                                            | 36.3%       | 41.2%       |
| Not Harmful                                                                                                                                                 | 3.7%        | 5.6%        |
| <b>Familiarity with Stark Smoke-Free Dining-Out Guide<sup>1</sup></b>                                                                                       | 28.5%       | 28.0%       |
| <b>Restaurant Preference<sup>1</sup>:</b>                                                                                                                   |             |             |
| Smoking In Designated Areas                                                                                                                                 | 48.2%       | 43.8%       |
| No Smoking At All                                                                                                                                           | 30.0%       | 31.0%       |
| Smoking Throughout Restaurant                                                                                                                               | 0.7%        | 0.8%        |
| No Preference                                                                                                                                               | 21.0%       | 24.4%       |
| <b>Support for Law Banning Smoking in Stark Restaurants<sup>1</sup></b>                                                                                     | 56.5%       | 56.1%       |
| <b>Support for Law Banning Smoking in Stark Bars<sup>1</sup></b>                                                                                            | 34.2%       | 34.9%       |
| <b>Support for Ohio Smoking Ban in Restaurants &amp; Bars<sup>1</sup></b>                                                                                   | 43.4%       | 44.0%       |
| <sup>(1)</sup> Proportion of all respondents.<br><sup>(2)</sup> Proportion of smoking respondents.<br><sup>(3)</sup> Proportion of non-smoking respondents. |             |             |

## SECTION II

### SURVEY QUESTIONS

Stark County Health Department

#### **General**

The 2005 Stark County Omnibus Poll contained modules of questions from five different organizations as well as selected demographic questions. The Stark County Health Department posed eleven questions on the 2005 Stark Poll. The Center of Policy Studies collaborated with the Stark County Health Department in the design of the survey questions specific to this organization. Many of the questions were previously asked on the 2004 Stark Poll, allowing annual comparisons of the data. Within the Stark County Health Department module, the questions were administered to respondents in the following sequence:

Question #1 (formerly asked on the 2004 Stark Poll):

***“Do you smoke cigarettes everyday, some days, or not at all?”***

Question #2 (formerly asked on the 2004 Stark Poll):

If the respondent indicated they smoke cigarettes in Question #1, then: ***“In the past year, have you stopped smoking for at least one day in an effort to quit smoking?”***

Question #3 (formerly asked on the 2004 Stark Poll):

If the respondent indicated they smoke cigarettes in Question #1, then the respondent was asked: ***“In the next six months, how likely do you think it is that you will try to quit smoking. Would you say very likely, somewhat likely, or not at all likely?”***

Question #4 (new for 2005):

***“Have you been exposed to someone else’s cigarette smoke in the past seven days?”***

Question #5 (formerly asked on the 2004 Stark Poll):

***“How harmful do you feel exposure to tobacco smoke is to a child’s health? Would you say very harmful, somewhat harmful, or not at all harmful?”***

Question #6 (formerly asked on the 2004 Stark Poll):

***“How harmful do you feel exposure to tobacco smoke is to a non-smoker’s health? Would you say very harmful, somewhat harmful, or not at all harmful?”***

Question #7 (formerly asked on the 2004 Stark Poll):

***“When dining out, which type of restaurant are you most likely to choose, one that does not allow smoking at all, one that allows smoking in designated areas only, one that allows smoking anywhere in the restaurant, or do you not have a preference?”***

Question #8 (formerly asked on the 2004 Stark Poll):

***“Have you heard of the Stark County Smoke-Free Dining Out Guide, which lists all smoke-free restaurants in Stark County?”***

Question #9 (formerly asked on the 2004 Stark Poll):

***“I am going to read you a list of possible laws that Stark County is considering. Please tell me if you would support or oppose each one as I read them. ... A law that bans smoking in all restaurants in Stark County?”***

Question #10 (formerly asked on the 2004 Stark Poll):

***“How about a law that bans smoking in all bars in Stark County?”***

Question #11 (formerly asked on the 2004 Stark Poll):

***“A law that bans smoking in restaurants and bars in the state of Ohio, similar to that of California?”***

## SECTION III

### SURVEY RESULTS

#### Stark County Health Department

##### **General**

The general results of the 2005 Stark County Omnibus Poll indicate that less than one-quarter of all respondents smoke cigarettes. Of those who currently smoke cigarettes, nearly two-thirds have tried to quit smoking during the past year, and three-quarters plan to try to quit smoking during the next six months. Nearly half of the non-smokers reported they were exposed to second-hand smoke during the past week. The overwhelming majority of respondents felt exposure to cigarette smoke is harmful to both children and non-smokers. Just over half of respondents stated they would support a county-wide law that bans smoking in restaurants, but only one-third indicated they would support a law that bans smoking in bars. Less than half of respondents supported a statewide law that would ban smoking in both restaurants and bars.

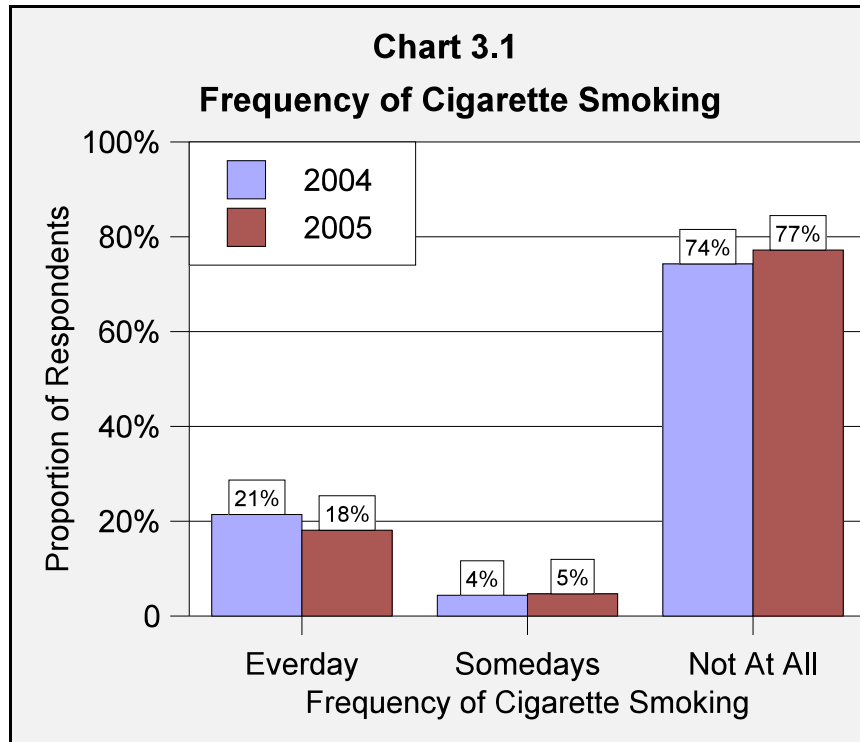
##### **Cigarette Smoking Activity**

Survey respondents were asked a series of questions related to cigarette smoking activity, whether or not cigarette smokers have recently tried to quit smoking or plan to quit smoking, and whether or not non-smokers are exposed to second-hand smoke.

**Current Smokers** – All survey respondents were first asked whether or not they smoke cigarettes everyday, some days, or not at all. For 2005, less than one-quarter, 22.8%, of survey respondents said they smoke cigarettes either *everyday* or *some days* (see Chart 3.1). This proportion was down from over one-quarter, 25.7%, of respondents in 2004, though this difference was not statistically significant.

Of those respondents who indicated they smoke cigarettes, four out of five, 79.5%, stated they smoke *everyday*. This amounted to 18.1% of all 2005 survey respondents, down from 21.4% of respondents in 2004. The remaining 20.5% of cigarette smokers noted they only smoke

cigarettes *some days*. This amounted to 4.7% of all 2005 respondents, up slightly from 4.4% of respondents in 2004.

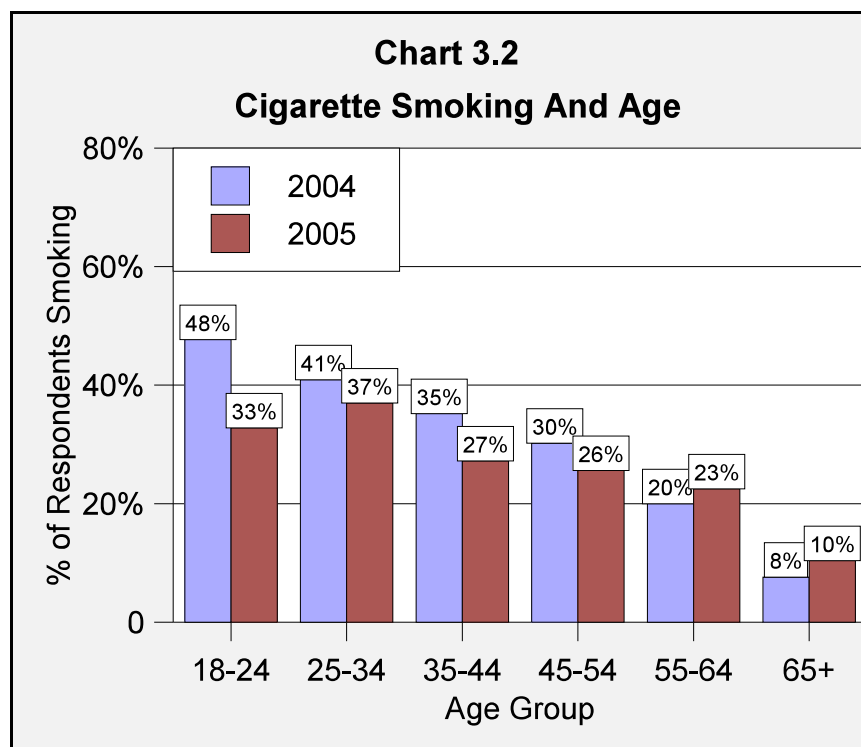


Whether or not a respondent smoked cigarettes varied according to many demographic groups. For instance, cigarette smoking was well correlated with age. In general, progressively younger persons were more likely to state they currently smoke. For 2005, 40.5% of those 18 to 24 years of age indicated they currently smoke cigarettes, compared to 39% of those 25 to 34 years of age, 31.7% of those 35 to 44, 27.9% of those 45 to 54, 21.3% of those 55 to 64, and 9% of those 65 years of age and older (see Chart 3.2).

Economic status played a role in whether or not a person smoked cigarettes. For instance, respondents from households with progressively less income, especially below \$54,000 per annum, or that were worse off financially from the previous year, were more likely to indicate they currently smoke cigarettes. In addition, respondents who rent their home were twice as

likely as home owners to smoke cigarettes. Individuals who reside in multi-family housing units and the unemployed were also more likely to smoke cigarettes.

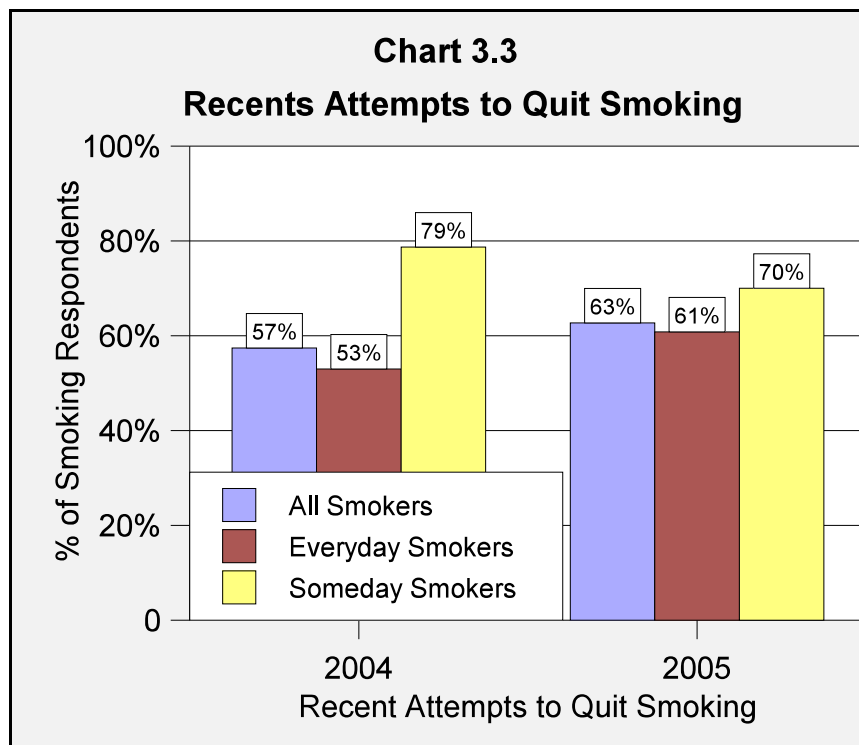
Urban residents, i.e., residents of Canton, Massillon and Alliance, were more likely to smoke cigarettes than suburban residents, i.e., residents of Stark County communities outside of the three urban communities. In addition, respondents from households with children, or with more than one person living in the home, were more likely to indicate they smoked cigarettes compared to respondents from households with no children present. Respondents with progressively less formal education, especially those without a high school degree, were also more likely to smoke cigarettes compared to respondents with more educational attainment. Respondents not registered to vote, individuals with liberal political views, and those identifying their political party affiliation as democrat or independent were also more likely to smoke cigarettes compared to registered voters, conservatives and republicans. In terms of marital status, single, divorced and separated persons were more likely to smoke compared to married or widowed persons. For 2005, males were just as likely as females to indicate they smoke cigarettes.



**Attempts to Quit Smoking** – Respondents who indicated they currently smoke cigarettes were asked if they had stopped smoking for at least one day during the past year in an effort to quit smoking. For 2005, nearly two-thirds, 62.7%, of current smokers indicated that they did try to stop smoking during the past twelve months (see Chart 3.3). This proportion was up from 57.4% of respondents in 2004, but this increase was not large enough to be statistically significant.

Those who currently smoke cigarettes less frequently than daily were more likely to have tried to quit smoking than those who smoke on a daily basis. For 2005, 70% of those who currently smoke cigarettes *some days* had tried to quit smoking during the past year compared to 60.8% of those who smoke *everyday*. Compared to 2004, a greater proportion of *everyday* smokers tried to quit smoking while a smaller proportion of those who smoke *some days* tried to quit smoking.

In general, younger smokers were more likely to indicate they tried to quit smoking compared to older smokers. For instance, smokers ages 18 to 24 were particularly more likely to have tried to quit smoking during the past year, while smokers ages 65 and over were particularly less likely to have tried to quit smoking. Other groups that were more likely to have tried to quit smoking during the past year included full-time students and homemakers, single or separated persons, individuals relying on television or the Internet as their primary source of information, and respondents who felt exposure to second-hand smoke was harmful to non-smokers, especially children. Groups that were particularly less likely to have tried to quit smoking included divorced or widowed persons, and those who did not feel second-hand smoke was harmful to non-smokers.



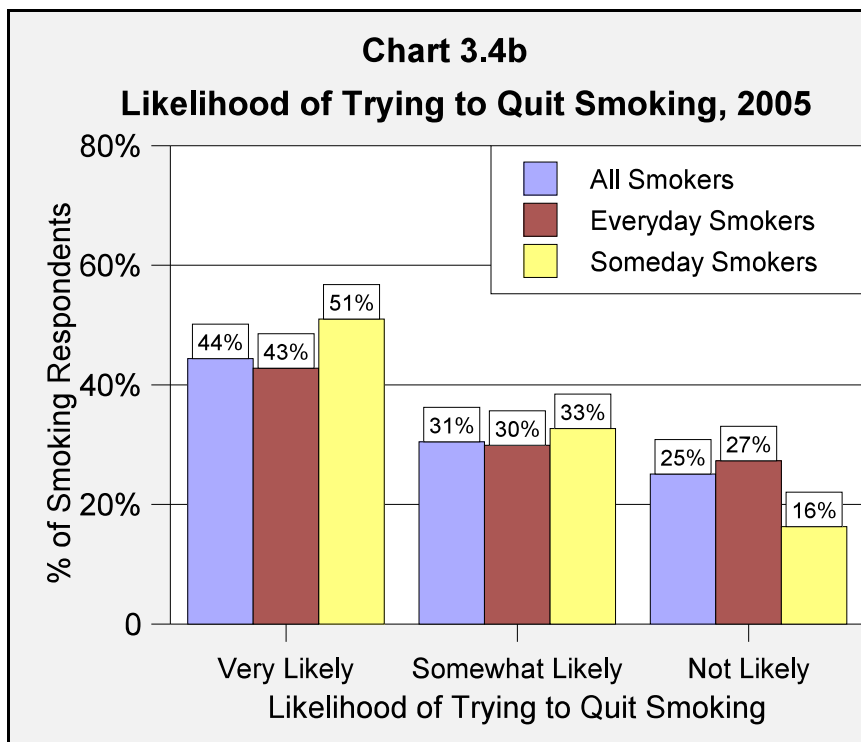
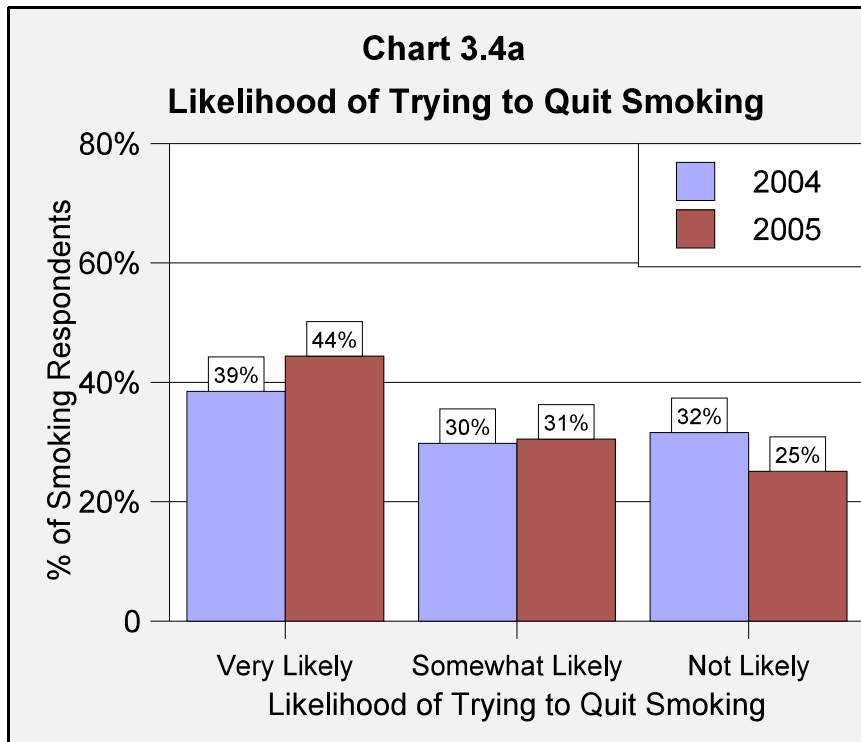
**Plans to Quit Smoking** – Respondents who indicated they currently smoke cigarettes were also asked how likely they think it is that they will try to quit smoking during the next six months. For 2005, just under three-quarters, 74.9%, of smoking respondents stated it was likely they would try to quit smoking during the next six months (see Chart 3.4a). This proportion was up from 68.4% of respondents in 2004, though this difference was not large enough to be statistically significant.

Nearly half, 44.4%, of 2005 cigarette-smoking respondents stated it was *very likely* that they would try to quit smoking during the next six months, while another 30.5% of cigarette smokers said it was *somewhat likely* they would try to quit smoking (see Chart 3.4b). On the other hand, roughly one-quarter, 25.1%, of smokers indicated it was *not at all likely* that they would try to quit smoking during the next six months.

Those who currently smoke cigarettes less frequently than daily were more likely to indicate they would try to quit smoking than those who smoke on a daily basis. For instance, 82.1% of those who smoke cigarettes *some days* said it was likely that they would try to quit smoking during the next six months, compared to 69% of those who smoke *everyday*. In addition, those who had indicated they had unsuccessfully tried to quit smoking during the past year were more likely to indicate they would try to quit smoking.

Most, 82.1%, of cigarette-smoking respondents who indicated they had tried to quit smoking during the past year also said that it was likely they would try to quit smoking again during the next six months. On the other hand, less than half, 49.3%, of cigarette smokers who had not tried to quit smoking during the past year indicated it was likely they would try to quit smoking during the next six months. In addition, cigarette smokers who believed second-hand smoke was harmful to non-smokers, and especially to children, were more likely to indicate they would try to quit smoking during the next six months.

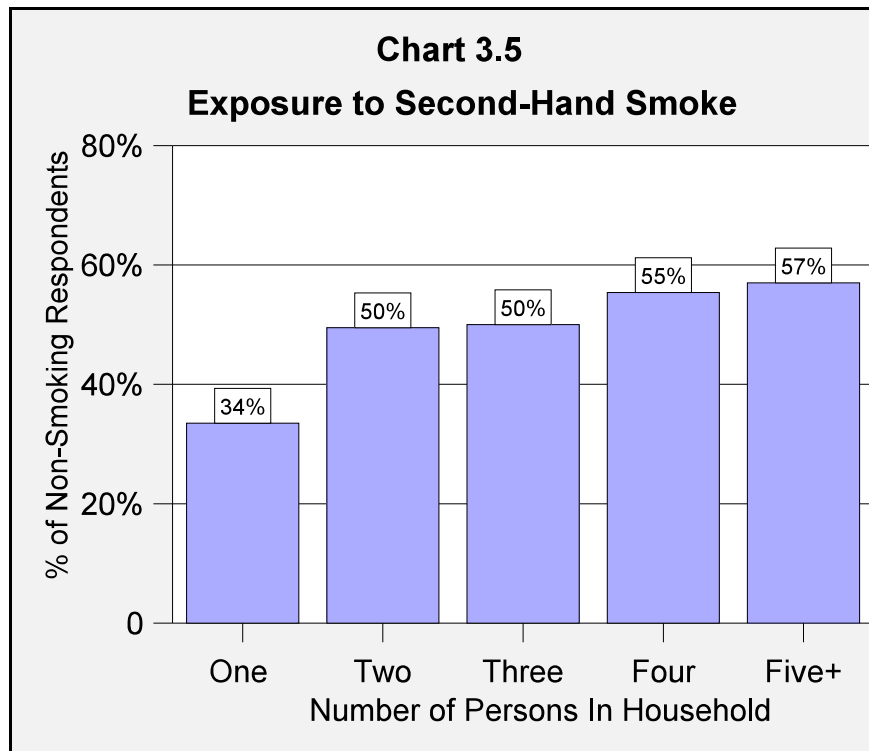
Other demographic groups that were more likely to indicate they were likely to try to quit smoking during the next six months included respondents with relatively higher levels of education, especially those with at least some college education, those with liberal or moderate political views, respondents from Massillon, and, in terms of employment status, homemakers and retirees. Groups that were less likely to try to quit smoking included those with conservative political views, full-time students and the unemployed, and respondents who identified their marital status as widowed.



**Exposure to Second-Hand Smoke** – Those respondents who indicated they did not smoke cigarettes were asked if they had been exposed to someone else’s cigarette smoke during the past seven days. This was a new question for the 2005 Stark Poll. Nearly half, 47.6%, of non-smokers stated they had been exposed to second-hand smoke during the prior week.

Respondents from households with more than one person living in the home were more likely to be exposed to second-hand smoke compared to those living alone. For instance, only one-third, 33.5%, of living-alone respondents indicated they were exposed to second-hand smoke compared to over half of those living with others (see Chart 3.5). In addition, respondents residing in households with children present in the home were also more likely to be exposed to second-hand smoke than respondents residing in households with no children present.

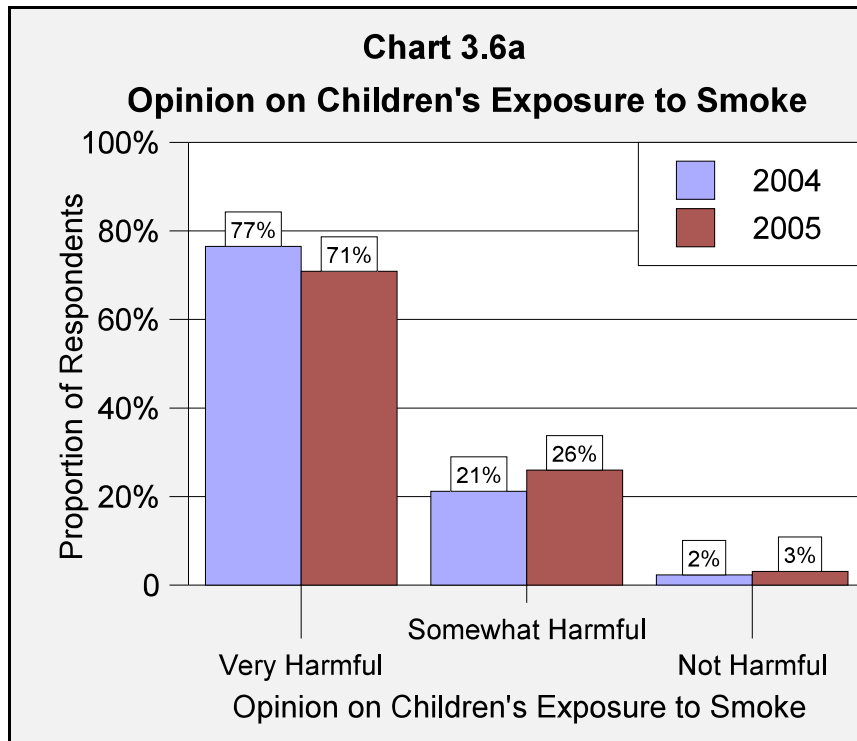
Non-smoking demographic groups that were more likely to be exposed to someone else’s cigarette smoke included males, those who rent their home, relatively younger individuals, especially those ages 18 to 24, married or divorced persons, full-time students or those employed, those not registered to vote, individuals with liberal political views, and respondents from households with relatively more income, especially those with annual income in excess of \$36,000. Non-smoking groups that were particularly more likely not to be exposed to second-hand smoke included females, widowers, those ages 65 years and older, registered voters, those with conservative or moderate political views, those from lower income households, individuals with post-graduate college education, and, in terms of employment status, retirees, homemakers or the unemployed.



### **Opinion on Harmful Effects of Exposure**

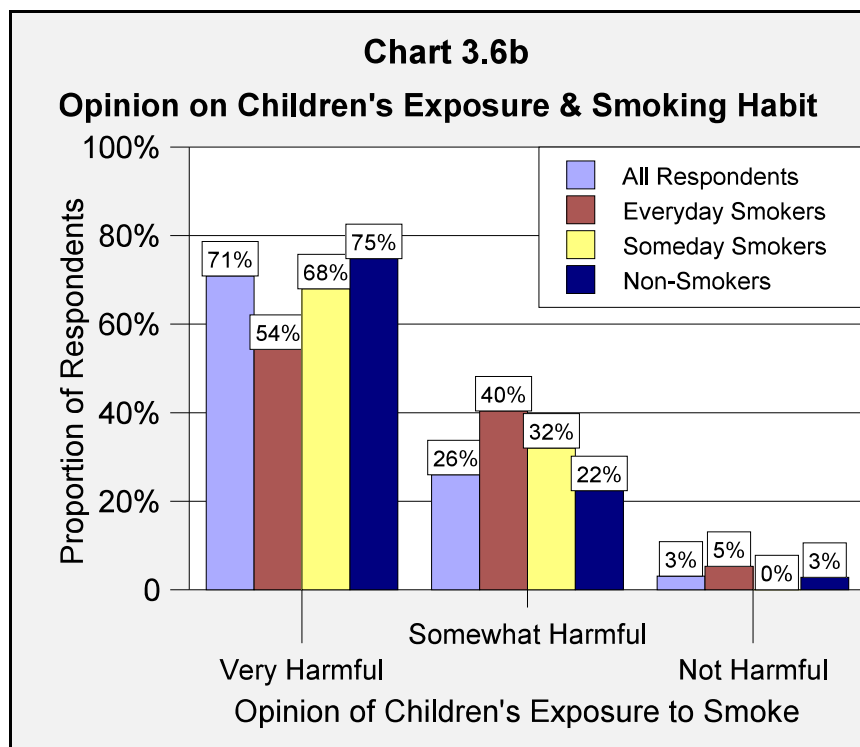
Regardless of whether or not they smoked cigarettes, all survey respondents were asked how harmful they felt exposure to tobacco smoke is to a child's health. For 2005, the overwhelming majority of respondents, 96.9%, felt that tobacco smoke was harmful to children. However, this proportion was down slightly from 97.7% of respondents in 2004.

Nearly three-quarters, 70.9%, of 2005 respondents felt that exposure to cigarette smoke was *very harmful* to a child's health (see Chart 3.6a). This proportion was down from 76.5% of respondents in 2004. Another one-quarter, 26%, of respondents felt cigarette smoke was *somewhat harmful* to children. This proportion was up from 21.2% of respondents in 2004. Compared to 2004, a smaller proportion of respondents felt that tobacco smoke was *very harmful* to children, while a greater proportion believed exposure to second-hand smoke was *somewhat harmful* to children. For 2005, only 3.1% of respondents felt that exposure to cigarette smoke was *not at all harmful* to children's health.



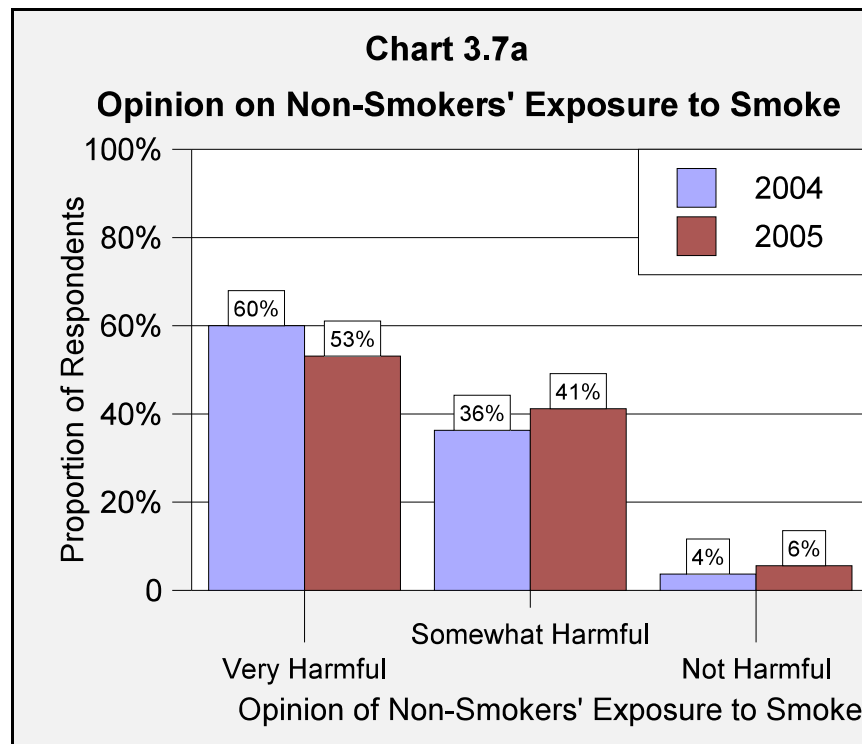
Those respondents who do not currently smoke were more likely to assert that cigarette smoke has very harmful effects on a child's health. For instance, three-quarters, 74.8%, of non-smokers said that exposure to cigarette smoke is *very harmful*, compared to 54.3% of those who smoke everyday and 68% of those who smoke some days (see Chart 3.6b). In addition, cigarette smokers who had tried to quit smoking during the past year were more likely to feel that cigarette smoke is *very harmful* to children compared to smokers who had not recently tried to quit smoking. Likewise, cigarette smokers who indicated they were likely to try to quit smoking during the next six months, especially those who were very likely to try to quit, were also more likely to assert that cigarette smoke has *very harmful* effects on a child's health.

Other demographic groups that were more likely to feel that exposure to cigarette smoke has *very harmful* effects on children's health include females, those with an employment status of homemaker, relatively younger persons, especially those 18 to 34 years of age, and those with more than only a grade school education. Respondents from households with children were just as likely as respondents from households with no children to feel that cigarette smoke is very harmful to children. Groups that were more likely to assert that exposure to cigarette smoke is *not at all harmful* to children's health included males, those with only a grade school education, the unemployed, and people of color.



All survey respondents were also asked how harmful they felt exposure to tobacco smoke is to the health of non-smokers in general. There was a strong correlation between those respondents who felt cigarette smoke has harmful effects on children and those who felt cigarette smoke has harmful effects on non-smokers, in general. Whereas 96.9% of respondents felt that cigarette smoke was either *very harmful* or *somewhat harmful* to children's health, a similar proportion

of respondents, 94.4%, felt that exposure to tobacco smoke is either *very harmful* or *somewhat harmful* to non-smokers (see Chart 3.7a). However, people felt exposure to cigarette smoke was more harmful for children than for non-smokers in general. For instance, nearly three-quarters, 70.9%, of 2005 respondents felt that exposure to cigarette smoke was *very harmful* for children, while only 53.1% of respondents felt cigarette smoke was *very harmful* to non-smokers. Another 41.2% of 2005 respondents felt that exposure to cigarette smoke was *somewhat harmful* to non-smokers. This proportion was up from 36.3% of respondents in 2004. Only 5.6% of 2005 respondents felt that cigarette smoke was *not at all harmful* to non-smokers. This proportion was up slightly from 3.7% of respondents in 2004.

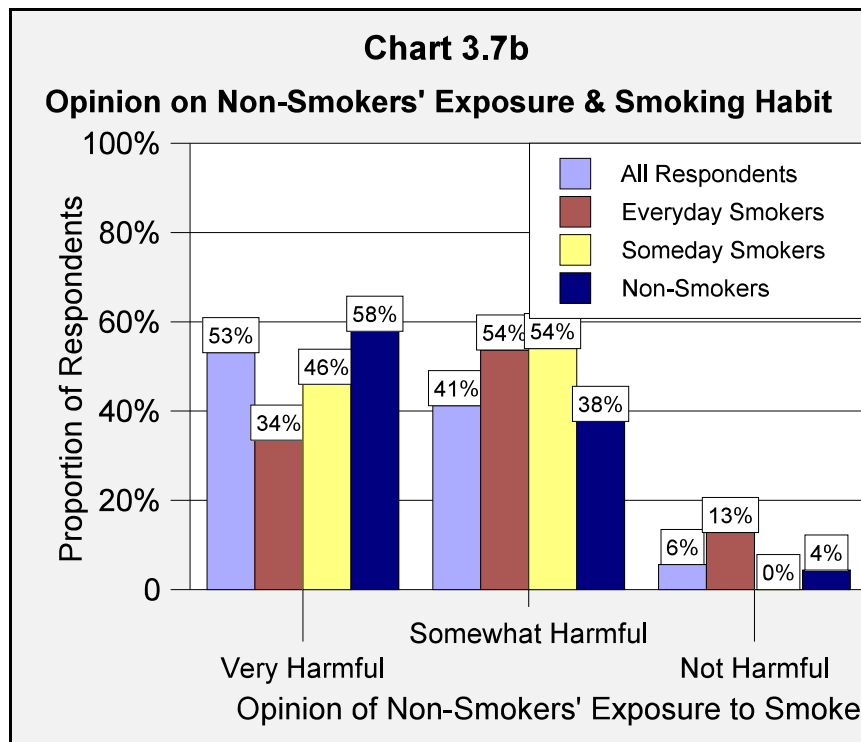


As with attitudes toward the harmful effects of cigarette smoke on children's health, those respondents who do not currently smoke were more likely to assert that cigarette smoke has *very harmful* effects on non-smokers. Over half, 57.9%, of non-smokers said that exposure to

cigarette smoke is *very harmful* to non-smokers, compared to 33.5% of those who smoke cigarettes everyday and 46% of those who smoke only some days (see Chart 3.7b). Overall, 95.6% of non-smoking respondents felt that exposure to cigarette smoke was either *very harmful* or *somewhat harmful* to non-smokers.

In addition, those cigarette smokers who had tried to quit smoking during the past year were more likely to feel that cigarette smoke is *very harmful* to non-smokers compared to smokers who had not recently tried to quit smoking. Likewise, cigarette smokers who indicated they were likely to try to quit smoking during the next six months, especially those who were very likely to try to quit, were more likely to assert that cigarette smoke has *very harmful* effects on the health of non-smokers.

Other demographic groups that were more likely to feel that exposure to cigarette smoke has *very harmful* effects on the health of non-smokers include females, those with an employment status of homemaker, married or widowed persons, and those with more than only a grade school education. Conversely, groups that were more likely to assert that exposure to cigarette smoke is *not at all harmful* to non-smokers' health included males, those with only a grade school education, the unemployed, and generally older persons, especially those 45 years of age and older. In addition, those who smoke on a daily basis, smokers who have not tried to quit smoking during the past year, and smokers who are not likely to try to quit smoking during the next six months, were more likely to believe second-hand tobacco smoke was *not at all harmful* to non-smokers.



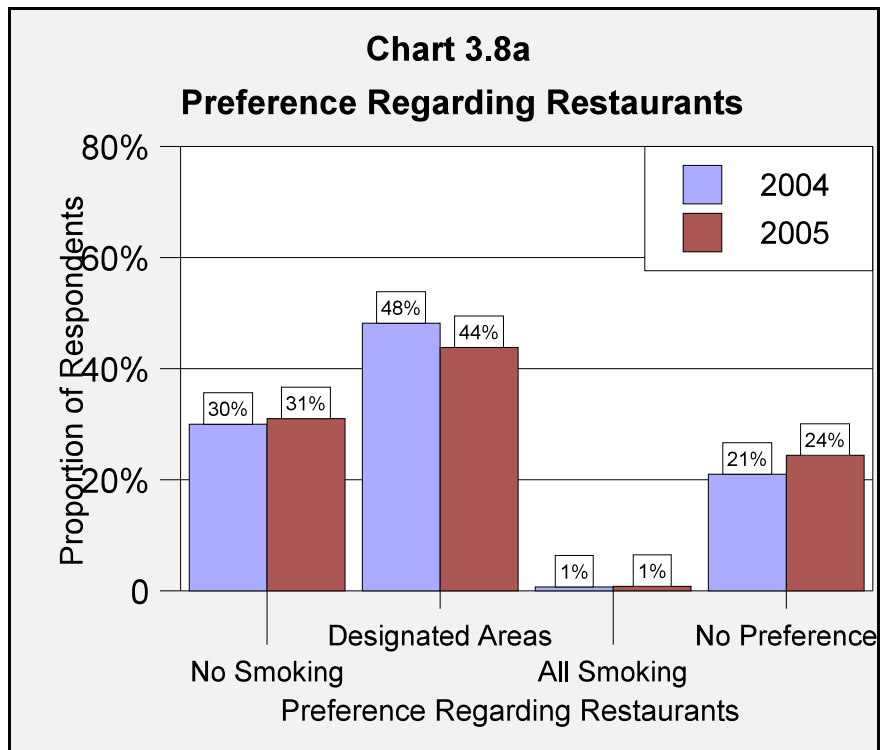
### **Restaurant Considerations**

All respondents were asked what type of restaurant they prefer in terms of smoking policies and if they had heard of the Stark County Smoke-Free Dining Out Guide.

**Restaurant Preference** – All respondents were asked which type of restaurant they are most likely to choose when dining out: those that do not allow smoking at all, those that allow smoking in designated areas, those that allow smoking anywhere in the restaurant, or if they did not have a preference regarding restaurants and smoking policies.

The results for 2005 largely mirrored those from 2004. For 2005, nearly one-third, 31%, of respondents stated they are most likely to choose a restaurant that does not allow smoking at all, while 43.8% of respondents indicated they are likely to choose a restaurant that allows smoking

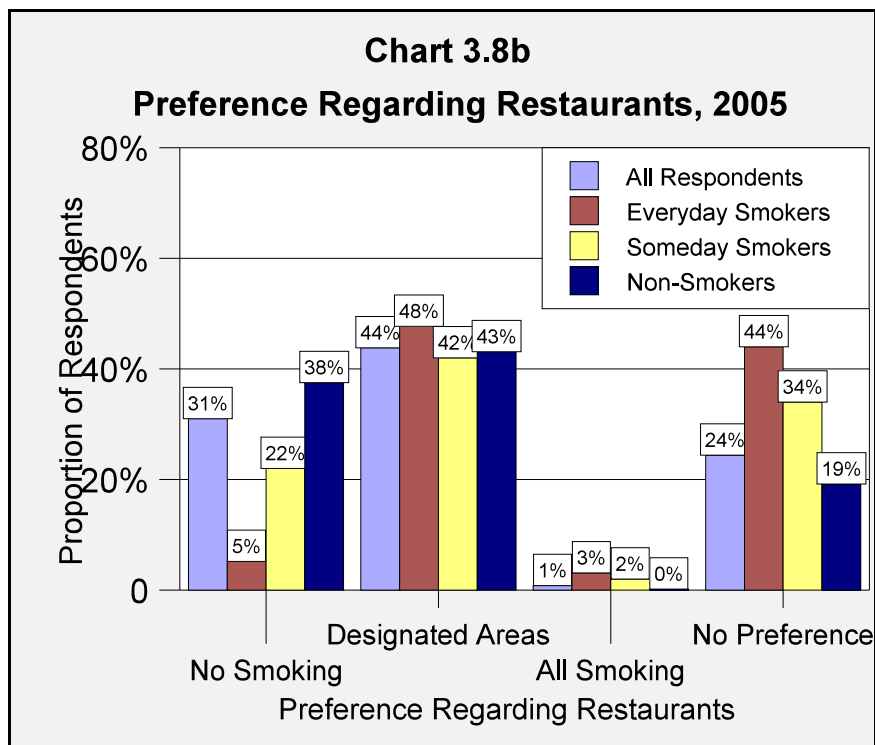
in designated areas only (see Chart 3.8a). Roughly one-quarter, 24.8%, of respondents stated they had no preference with respect to the smoking policies of restaurants. Less than 1% of respondents stated they would most likely choose a restaurant that allows smoking anywhere in the establishment.



Not surprisingly, non-smokers were more likely to prefer restaurants that do not allow smoking at all in their establishment. Over one-third, 37.5%, of non-smokers said they were more likely to choose a restaurant that *does not allow smoking at all*, compared to 5.2% of those who smoke cigarettes everyday and 22% of those who smoke cigarettes only some days (see Chart 3.8b). A slightly higher proportion of smokers, compared to non-smokers, were more likely to choose restaurants that *allow smoking in designated areas*, but this difference was not statistically significant. Smokers were twice as likely as non-smokers to have *no preference* regarding restaurants and smoking policies.

Demographic groups that were more likely to choose restaurants that *do not allow smoking at all* included registered voters, those with conservative political views or republicans, females, retirees or homemakers, respondents who identified their marital status as widowed or married, people of color, home owners, those with a post graduate college education, and relatively older individuals. In addition, those who felt second-hand smoke was harmful to children, and non-smokers in general, were more likely to prefer restaurants that did not allow smoking.

Groups that were more likely to have *no preference* regarding restaurants and smoking policies included those not registered to vote, individuals with liberal or moderate political views, democrats or independents, males, those who rent their homes, relatively younger individuals, those without a college degree, and, in terms of marital status, single persons. In addition, respondents who felt that second-hand smoke was not harmful to non-smokers and children were more likely to have *no preference* or to prefer restaurants that allowed smoking throughout the establishment.

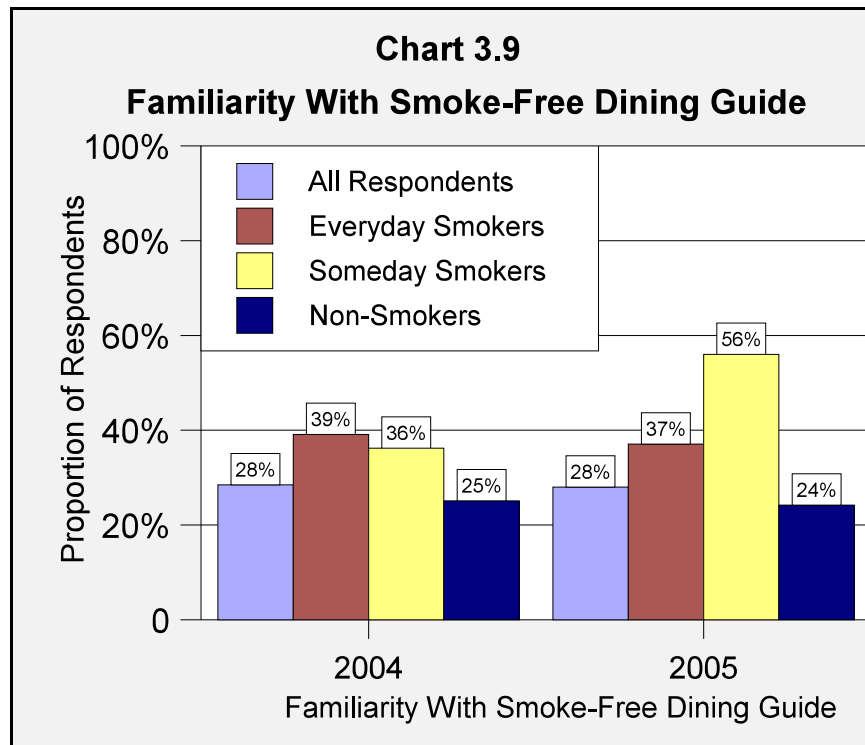


**Smoke-Free Dining Guide** – Besides their preference for restaurants, all respondents were asked whether or not they had heard of the Stark County Smoke-Free Dining Out Guide, which lists all smoke-free restaurants in the county. For 2005, over one-quarter, 28%, of all survey respondents indicated they had heard of the guide (see Chart 3.9). This proportion was largely unchanged from the previous year. The remainder, 72%, of 2005 respondents stated they had not heard of the guide.

Smokers were more likely to have heard of the Stark County Smoke-Free Dining Out Guide than non-smokers. For instance, over one-third, 39.7%, of smokers, those who indicated they smoked cigarettes everyday or some days, said they had heard of the guide compared to less than one-quarter, 24.6%, of non-smokers. Non-smokers who were recently exposed to second-hand smoke were no more likely to be aware of the guide compared to non-smokers who were not exposed to someone else's cigarette smoke.

Respondents who indicated they would most likely choose a restaurant that allowed smoking throughout the establishment, or who had no preference, were also more likely to have heard of the guide, while those who indicated they would most likely choose a restaurant that allows smoking in designated areas, or in no areas, were less likely to have heard of the guide.

Respondents from households with more than one resident, or with children in the home, were more likely to have heard of Stark County Smoke-Free Dining Out Guide. Other demographic groups that were more likely to have heard of the guide included registered voters, those who identified their political party affiliation as democrat, those ages 18 to 34, single or divorced persons, retirees or those employed, and those who relied on newspapers or the Internet as their primary source of information. In addition, respondents who had lived in Stark County for more than five years, or who resided in Canton or Massillon, were more likely to have heard of the guide. Groups that were particularly less likely to have heard of the guide included respondents who lived alone or who were from households with no children present, relatively older persons, those not registered to vote, those who owned their home, residents of Alliance, and, in terms of marital status, married, separated or widowed persons.



### **Support for Smoke-Free Legislation**

All survey respondents were asked whether or not they would support three different types of legislation: a county-wide law that bans smoking in restaurants, a county-wide law that bans smoking in bars, and a statewide law that bans smoking in both bars and restaurants.

**Stark Restaurant Smoking Ban** – Survey respondents were asked whether or not they would support or oppose a law that bans smoking in all restaurants in Stark County. Support for such legislation was relatively consistent across the 2004-2005 period. For 2005, over half, 56.1%, of all respondents stated they would *support* such a law. This proportion was largely unchanged from the previous year. On the other hand, the remaining 43.9% of respondents indicated they would *oppose* such a law (see Chart 3.10).

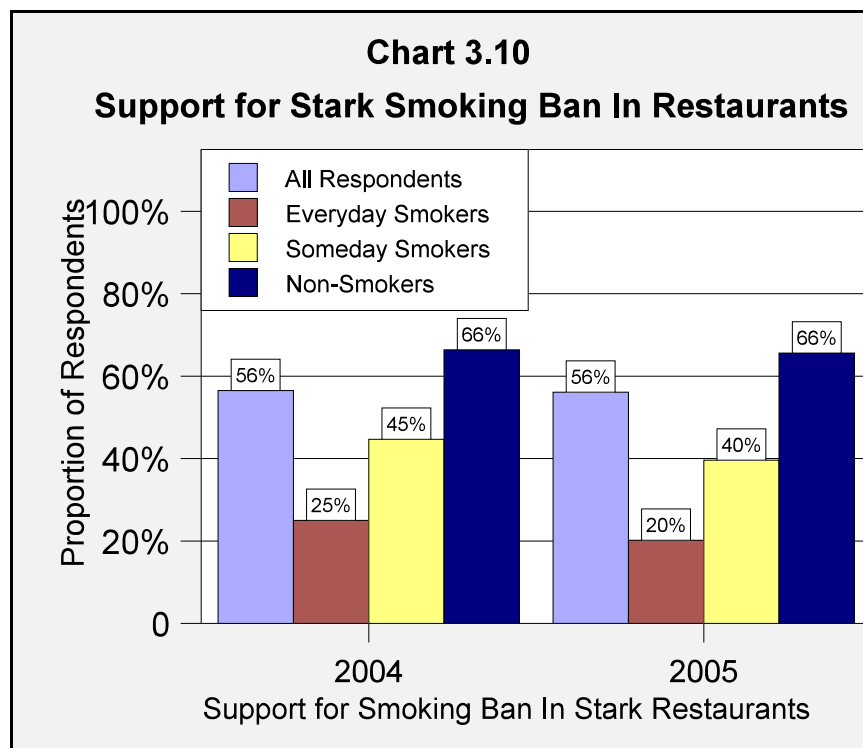
Support or opposition for a law that bans smoking in Stark County restaurants was varied according to whether or not the respondent smokes cigarettes. For 2005, nearly two-thirds, 65.6%, of non-smokers stated they would *support* a ban on smoking in restaurants, compared to 39.6% of those who smoke some days and less than one-quarter, 20.2%, of those who smoke on a daily basis (see Chart 3.10). These results were similar to those from the previous year. Of those who currently smoke cigarettes, respondents who have tried to quit smoking during the past year, or who indicated that they are likely to attempt to quit smoking during the next six months, were more likely to indicate support for a law that bans smoking in restaurants compared to those who did not indicate an interest in quitting smoking.

Respondent *support* for legislation that bans smoking in restaurants was linked to the type of restaurant they are most likely to frequent when dining out. For instance, for 2005, 87.3% of those who indicated they are most likely to choose a restaurant that does not allow smoking at all also stated they would support a law that bans smoking in restaurants, compared to 46.5% of those who are more likely to choose a restaurant that allows smoking in designated areas and 33.6% of those who have no preference regarding restaurants and their smoking policies. These results closely mirror those from the previous year. In addition, respondents who had not heard of the Stark County Smoke-Free Dining Out Guide were more likely to support smoke-free legislation for restaurants in the county compared to those who had heard of the guide.

Whether or not the respondent thought exposure to cigarette smoke is harmful to the health of children, or non-smokers in general, also played a role in whether they would support or oppose a law that bans smoking in restaurants. For 2005, nearly two-thirds, 66.2%, of those who believe cigarette smoke is very harmful to children stated they would *support* such legislation, compared to 35.4% of those who thought cigarette smoke is only somewhat harmful to children and 15.6% of those who thought cigarette smoke is not at all harmful to children. Likewise, nearly three-quarters, 73.2%, of those who believed cigarette smoke is very harmful to non-smokers indicated they would *support* a law that bans smoking in restaurants, compared to 40.8% of those who thought cigarette smoke is only somewhat harmful to non-smokers and 15.3% of

those who thought cigarette smoke is not at all harmful to non-smokers. These results closely mirror those from 2004. Non-smokers who indicated they were recently exposed to second-hand smoke were just as likely as those not exposed to second-hand smoke to support the legislation.

For 2005, a higher proportion of registered voters, 57.6%, indicated they would support smoke-free legislation for Stark County restaurants compared to those not registered to vote, 52.3%, however this difference was not statistically significant. Other demographic groups that were more likely to support a law that bans smoking in restaurants included females, relatively older persons, especially those 65 years of age and older, home owners, respondents who identified their marital status as married or widowed, those with conservative or moderate political views, Republicans, individuals with relatively more education, especially college graduates, and retirees and homemakers. Support for such legislation also varied according to community within Stark County. For instance, residents of Jackson Township, Massillon, and North Canton were more likely to indicate support for a ban on smoking in restaurants (see Column #1, Table 3.1). Residents of Canton were less likely to support such legislation.



**Stark Bar Smoking Ban** – Respondents were also asked whether or not they would support or oppose a law that bans smoking in all bars in Stark County. Significantly fewer respondents said they would support smoke-free legislation for bars compared to smoke-free legislation for restaurants. Whereas over half, 56.1%, of 2005 respondents stated they would *support* a law that bans smoking in restaurants, only roughly one-third, 34.9%, of respondents indicated they would *support* legislation that bans smoking in bars (see Chart 3.11). This proportion was up slightly from 34.2% of respondents in 2004, though this difference was not statistically significant.

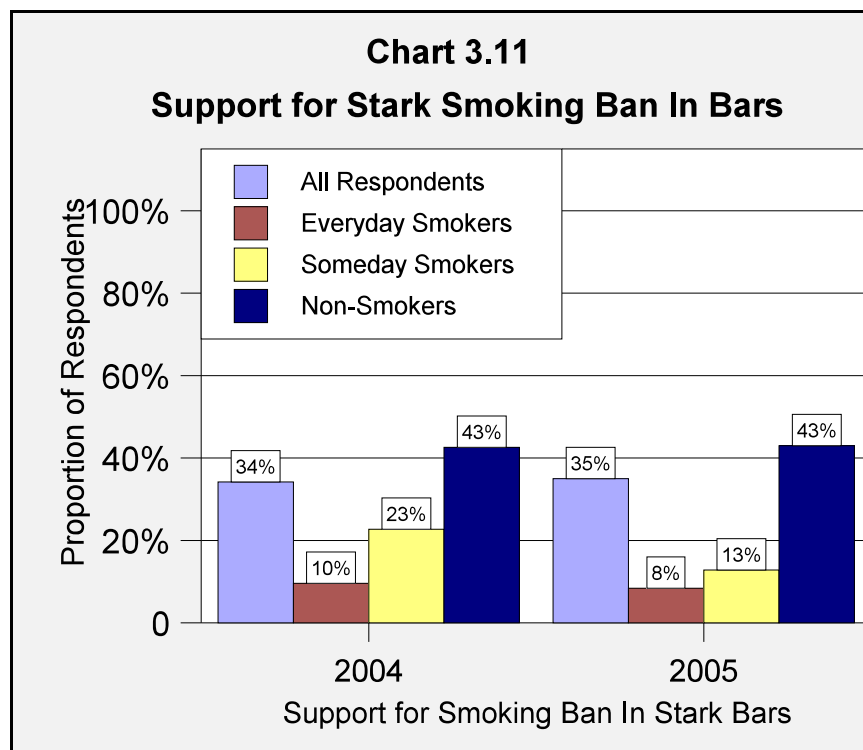
As with banning smoking in restaurants, support or opposition for a law that bans smoking in all bars in the county was fragmented regarding whether or not the respondent smokes cigarettes. For instance, less than half, 43%, of 2005 non-smokers stated they would *support* a ban on smoking in bars, compared to 12.8% of those who smoke some days and only 8.4% of those who smoke everyday. These results closely mirrored those from the previous year. Of respondents who currently smoke cigarettes, those who tried to quit smoking during the past year, or who are likely to attempt to quit smoking during the next six months, were more likely to indicate support for a law that bans smoking in bars compared to those not interested in quitting smoking.

Moreover, whether or not the respondent thought exposure to cigarette smoke was harmful to the health of non-smokers also played a role in whether they would support or oppose a law that bans smoking in county bars. For instance, just under half, 49.8%, of those who believed cigarette smoke was very harmful to non-smokers stated they would *support* such legislation, compared to 21.2% of those who thought cigarette smoke was only somewhat harmful to non-smokers and only 5.4% of those who thought cigarette smoke was not at all harmful to non-smokers. Non-smokers who indicated they were recently exposed to second-hand smoke were just as likely as those not exposed to second-hand smoke to support the legislation.

Respondents who indicated they would support smoke-free legislation for Stark County restaurants were more likely to support a law that banned smoking in bars as well. For instance,

60.9% of those who supported the restaurant legislation also supported banning smoking in bars. Only 4% of those who did not support banning smoking in restaurants supported smoke-free legislation for Stark County bars.

As with restaurants, a slightly higher proportion of registered voters, 35.5%, supported a law that bans smoking in Stark County bars, compared to those not registered to vote, 31.1%, however this difference was not statistically significant. Other demographic groups that were more likely to support a law that bans smoking in bars in the county included females, relatively older individuals, especially those 55 years of age and older, home owners, respondents who identified their marital status as widowed, retirees and homemakers, those with conservative or moderate political views, Republicans, people of color, and those with relatively more educational attainment, especially college graduates. Support for such legislation also varied according to community within Stark County. For instance, residents of North Canton, Jackson Township and Canal Fulton were more likely to indicate support for a ban on smoking in county bars (see Column #2, Table 3.1).



**Statewide Restaurant/Bar Smoking Ban** – Respondents were also asked if they would support or oppose a statewide law that bans smoking in both bars and restaurants, similar to legislation enacted in California. Support for such a law was relatively consistent across the 2004-2005 period. For 2005, less than half, 44%, of all respondents indicated they would *support* such a law (see Chart 3.12). This proportion was up slightly from 43.4% of respondents in 2004. However, this increase was not large enough to be statistically significant.

Respondents who supported county-wide smoke-free bar and restaurant legislation were more likely to support statewide legislation compared to those who did not support Stark County legislation. For 2005, just over three-quarters, 75.4%, of respondents who supported a county-wide ban on smoking in restaurants also supported the statewide legislation that would ban smoking in both bars and restaurants, while only 5.4% of those who opposed the county-wide legislation would support a statewide law. In addition, most, 93.8%, of those respondents who supported a county-wide ban on smoking in bars supported the statewide legislation, compared to 14.9% who did not support the county-wide legislation.

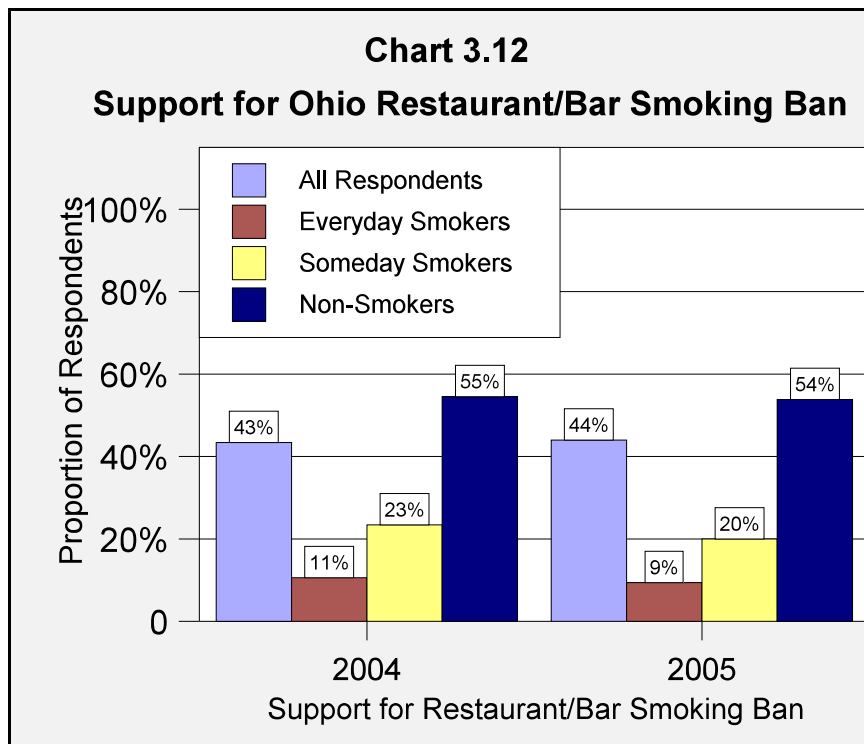
Support or opposition for a law that bans smoking in both restaurants and bars was dependent on whether or not the respondent smokes cigarettes. For 2005, over half, 53.8%, of non-smokers stated they would *support* a ban on smoking in both restaurants and bars, compared to 20% of those who smoke some days and 9.4% of those who smoke on a daily basis (see Chart 3.12). These results largely mirror those from 2004. In addition, smokers who had recently tried to quit smoking, or were planning to quit smoking, were more likely to support statewide smoke-free legislation banning smoking in bars and restaurants. Non-smokers who were recently exposed to second-hand smoke were less likely to support statewide legislation compared to non-smokers who were not exposed to second-hand smoke.

Whether or not a respondent indicated *support* for legislation that bans smoking in restaurants and bars was linked to the type of restaurant they are most likely to frequent. For instance, over three-quarters, 76.1% of those who indicated they are most likely to choose a restaurant that does not allow smoking at all also stated they would support a law that bans smoking in

restaurants and bars, compared to 36.1% of those who are more likely to choose a restaurant that allows smoking in designated areas and 18.9% of those who have no preference regarding restaurants and their smoking policies. In addition, respondents who had not heard of the Stark County Smoke-Free Dining Out Guide were more likely to support statewide smoke-free legislation for bars and restaurants compared to those who had heard of the guide.

Whether or not the respondent thought exposure to cigarette smoke was harmful to the health of children or non-smokers also played a role in whether they would support or oppose a law that bans smoking in restaurants and bars. For 2005, 61.4% of those who believed cigarette smoke is very harmful to non-smokers indicated they would *support* a law that bans smoking in both restaurants and bars, compared to 27.1% of those who thought cigarette smoke is only somewhat harmful to non-smokers and 13.6% of those who thought cigarette smoke is not at all harmful to non-smokers. Likewise, over half, 54.4%, of those who believed cigarette smoke is very harmful to children stated they would *support* such legislation, compared to 21.2% of those who thought cigarette smoke is only somewhat harmful to children and 12.1% of those who thought cigarette smoke is not at all harmful to children.

Registered voters were more likely to indicate *support* for a statewide law that bans smoking in both bars and restaurants. Nearly half, 45%, of 2005 registered voters said they would support such legislation compared to 36.1% of non-registered voters. Other demographic groups that were more likely to *support* a statewide law that bans smoking in both restaurants and bars in the county included females, relatively older persons, especially those 45 years of age and older, those with conservative or moderate political views, Republicans, home owners, people of color, widowers, retirees or homemakers, and respondents with relatively more formal education, especially those with post-graduate education. Support for such legislation also varied according to community within Stark County. Residents of Canton Township, Jackson Township, Canal Fulton and Lake Township were more likely to indicate support for a statewide ban on smoking in restaurants and bars (see Column #3, Table 3.1). Residents of Canton were less likely to support such legislation.



| <b>Table 3.1<br/>Smoke-Free Legislative Support By Community, 2005</b> |                                                            |                                                     |                                                       |                    |
|------------------------------------------------------------------------|------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------|--------------------|
|                                                                        | (1)                                                        | (2)                                                 | (3)                                                   | (4)                |
|                                                                        | Proportion<br>Supporting<br>Stark County<br>Restaurant Ban | Proportion<br>Supporting<br>Stark County<br>Bar Ban | Proportion<br>Supporting<br>Statewide<br>Rest/Bar Ban | Valid<br>Responses |
| City of Canton                                                         | 47.2%                                                      | 36.8%                                               | 37.6%                                                 | (n≈163)            |
| Jackson Township                                                       | 69.0%                                                      | 41.5%                                               | 52.6%                                                 | (n≈100)            |
| Massillon                                                              | 61.6%                                                      | 36.4%                                               | 46.3%                                                 | (n≈125)            |
| Plain Township                                                         | 57.9%                                                      | 37.0%                                               | 46.7%                                                 | (n≈95)             |
| Alliance                                                               | 57.5%                                                      | 28.4%                                               | 40.0%                                                 | (n≈80)             |
| Perry Township                                                         | 47.2%                                                      | 26.5%                                               | 33.8%                                                 | (n≈72)             |
| North Canton                                                           | 62.9%                                                      | 43.9%                                               | 51.7%                                                 | (n≈62)             |
| Canton Township                                                        | 61.4%                                                      | 35.7%                                               | 55.8%                                                 | (n≈44)             |
| Lake Township                                                          | 54.1%                                                      | 30.6%                                               | 50.0%                                                 | (n≈37)             |
| Canal Fulton                                                           | 59.4%                                                      | 41.4%                                               | 51.6%                                                 | (n≈32)             |
| Louisville                                                             | 48.4%                                                      | 26.7%                                               | 41.9%                                                 | (n≈31)             |
| All Other Communities                                                  | 53.0%                                                      | 31.6%                                               | 40.9%                                                 | (n≈215)            |
| County-wide                                                            | 56.1%                                                      | 34.9%                                               | 44.0%                                                 | (n≈1,062)          |
|                                                                        |                                                            |                                                     |                                                       |                    |
|                                                                        |                                                            |                                                     |                                                       |                    |