



MEMORANDUM

May 1, 2014

TO: VANESSA MARVIN
American Lung Association of California

FROM: PAUL GOODWIN
Goodwin Simon Strategic Research

RE: Summary of 12-County Survey for the Lung Association

Introduction and Methodology

The American Lung Association of California asked Goodwin Simon Strategic Research to conduct a telephone survey of renters living in 12 counties in California. The purpose of the survey was to explore concern about second-hand smoke among renters and to assess support for possible rules restricting smoking in outdoor common areas and inside apartment units.

This memo compares results across the 12 counties as well as results from comparable questions asked in previous telephone surveys we have conducted for the Lung Association in California. The 12 counties are:

- Calaveras (N = 56)
- Imperial (N = 151)
- Humboldt (N = 151)
- Madera (N = 138)
- Mendocino (N = 150)
- Merced (N = 158)
- Monterey (N = 156)
- Shasta (N = 151)
- Siskiyou (N = 86)
- Solano (N = 150)
- Tulare (N = 154)
- Tuolumne (N = 135)

Interviews were conducted between April 10 and 22, 2014. We completed between 56 and 158 interviews in each county. In most counties we completed about 150 interviews in English and Spanish. In total we completed 1,636 interviews across the 12 counties.

The sample frame was a list of all registered voters in each county who had telephone numbers listed in the official county voter file with addresses that appeared to be in multifamily structures and are not recorded as the owner of that structure in files kept by each county's assessor.

The margin of error for results from all 12 counties is about plus or minus 2.4% at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within 2.4% of the actual population proportions in the 12 counties. The margin of error for results within each county is much higher, ranging from plus or minus 8% to about plus or minus 12.6%.

The proportion of calls completed using wireless numbers varied widely by county, from 17% to 61%. In total, close to half the interviews (48%) were completed using wireless telephone numbers.

Where appropriate, we compare results from this 12-county survey with those from the following telephone surveys conducted for the American Lung Association of California over the past decade:

- A 2004 statewide survey of 602 renters, drawn from renters across the state who have a number recorded in commercially available lists. The sample for this study did not include wireless telephone numbers.
- A 2006 statewide survey of 409 Latino renters again drawing the sample from listed sources and screening for Latino names. The sample for this study did not include wireless telephone numbers.
- A 2008 statewide survey of 600 voters who appear to be renters based on their addresses as well as records kept by county assessors. This study did include wireless numbers.
- A 2013 survey of 607 renter-voters living in the City of Los Angeles. This study did include wireless numbers.

The sampling methodology used for the 12-county study reported in this memo is comparable to that used for the last two surveys listed above.

Summary

High Levels of Concern about Second-Hand Smoke

- The survey found that more than nine in ten renters (92%) across the 12 counties believe that second-hand smoke is harmful if inhaled. Seventy-one percent say it is “very” harmful. Even among renters living in smoker households we find that 83% say second-hand smoke is harmful. These responses have been very consistent across all the surveys we have conducted for the Lung Association over the past decade.
- A majority of 58% of renters in the 12 counties are concerned specifically about the health effects of second-hand smoke drifting into their apartments, with 32% who are not concerned. Among those who have reported that second-hand smoke has in fact drifted into their apartments in the past year, 80% are concerned about the health impacts.
- Over one-third (34%) say that second-hand smoke has in fact drifted into their rental unit in the past year.

Very Strong Support for Banning Smoking in Outdoor Common Areas

- Sixty-nine percent of renters across the 12 counties would favor a prohibition on smoking in outdoor common areas of apartment buildings. Just 26% would oppose this rule, with the proportion “strongly” in favor exceeding the proportion “strongly” opposed by three to one: 51% strongly favor compared to 14% strongly opposed. A similar question was asked in all of our previous surveys for the Lung Association and we found very similar results in the past studies.

Majority Support for Banning on Smoking inside Apartment Units

- By nearly two to one, renters would favor a ban on smoking within apartment units: 61% in favor and 34% opposed. Even among renters living in a smoking household, 45% would favor a ban on smoking inside units.

We do see consistently across the 12 counties and within most counties that concern about second-hand smoke and support for smoking limits is higher among Latinos, women, and renters under 50.