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

Prepared by The Gallup Organization for:

Washoe County District Health Department  
Washoe County, Nevada

## **BACKGROUND:**

The Washoe County District Health Department (DHD) is conducting program activities to reduce the use of tobacco and diminish environmental tobacco smoke (ETS) exposure in Washoe County, Nevada. In its work on tobacco prevention, the DHD recognized the importance of obtaining baseline information on opinions, attitudes, and behaviors related to the use of and exposure to tobacco.

Obtaining data on use, opinions, and attitudes related to tobacco by adult residents of Washoe County, Nevada, has been extremely limited. Past survey instruments and survey samples were not large, providing minimal data and a low level of confidence in the data. Most importantly, data which existed, provided little useful tobacco-related information to evaluate the DHD tobacco prevention effort.

The Adult Tobacco Survey (ATS) conducted by Gallup in October - December 2005 has provided tobacco use and related behavior information for Washoe County adult residents.

## **RESPONDENT DEMOGRAPHICS:**

### *Gender:*

- 49.9% of respondents were male
- 50.1% of respondents were female

### *Age:*

- 50.4% were between 18-44 years old
- 35.1% were between 45-64 years old
- 14.5% were 65 years old or older

### *Education:*

- 4.9% reported having less than a high school education
- 25.4% reported having a high school level education
- 29.4% reported having completed college or some other advanced professional training
- 27.2% reported some technical school training or some college courses
- 13.1% reported having a postgraduate or professional degree

### *Households with Children:*

- 39.5% of respondents reported they had children less than 18 years of age living in their home

### *Ethnicity/Race:*

- 82.4% of respondents were White or Caucasian
- 10.3% of respondents were Hispanic or Latino
- 1.7% of respondents were Black or African American
- 4.0% of respondents were Asian
- 3.9% of respondents were American Indian or Native American Indian

### *Income:*

- 4.8% reported having income less than \$15,000
- 7.1% reported having income between \$15,000 and \$24,999
- 34.9% reported having income between \$25,000 and \$54,999
- 53.3% reported having income greater than \$54,999

### *Sexual Orientation:*

- 97.3% of respondents were heterosexual
- 1.8% of respondents were homosexual
- 0.9% of respondents were bi-sexual

**In 2005, nearly one-third of Washoe County adults (33.3%) reported being exposed to tobacco smoke on the job at least one day a week.**





## SELECTED HIGHLIGHTS:

### *Rates and Perceptions of Use:*

The Washoe County adult cigarette smoking prevalence rate (20.6%) in 2005 was below the statewide smoking prevalence rate (24.9%). A respondent was classified as a 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. The actual 95% confidence interval for adult cigarette smoking rate is 20.6% + 3.5%. Among all adults 2.9% reported using chewing tobacco or snuff within the past 30 days.

In 2005, 26.4% of adults thought that more than 50% of Washoe County adults were smoking on a regular basis. Smokers and nonsmokers reported the perception of who smokes differently; the numbers are 34.1% of smokers and 24.3% of nonsmokers saying that more than one-half of all adults in the County are regular smokers.

### *Quitting:*

Most Washoe County adult smokers would like to quit smoking. In Washoe County 72.7% of smokers reported they would like to quit, which is higher than the statewide rate (62.8%).

Approximately one-half of all Washoe County smokers (47.3%) report that they had tried to quit smoking within the last twelve months.

### *At Work:*

Nearly one-third of adults (33.3%) reported being exposed to tobacco smoke on the job at least one day a week. This was in contrast to the statewide rate of 42.7%; and 9.5% of workers reported being exposed to smoke on the job every day of the week in 2005 versus 15.9% statewide in 2005.

About 74.2% of Washoe County workers reported policies that eliminate smoking from all work areas; and 1.3% of all workers reporting said that their workplace has no official policy on smoking. In the common areas at work, smoking was banned in 50.2% of these

**About 74.2% of Washoe County workers reported policies that eliminate smoking from all work areas.**

areas as reported by all working adults; and 6% have no official policy on smoking in common areas.

### *At Home:*

Among all Washoe County adults, 22.8% reported secondhand smoke exposure at least one day each week in their home compared to 28.8% statewide; approximately 9% reported daily exposure compared to 14.6% statewide. Regarding their home environment, 78% of all adults reported that smoking was not allowed anywhere in their home; 49.5% of smokers reported that they too had a no smoking policy in their home. Smoking was banned from the family car as reported by 72.2% of all adults; for smokers, 26.3% of smokers reported enforcing this ban in their car.

### *Attitudes on Smokefree Policies:*

Based on reports from all Washoe County adults, 69.3% supported (agree or strongly agree) a ban on smoking in gaming areas of convenience stores; 79.9% supported a ban on smoking in indoor restaurants; 47.2% favored a no-smoking policy in zoos/playgrounds; 44.8% supported a no-smoking policy in casinos; and 41.8% favored a ban on smoking in bars. As for smokers, 44.9% favored a ban on smoking in gaming areas of convenience stores; 63.1% favored a ban on smoking in indoor restaurants; 28% favored a no-smoking policy in zoos/playgrounds; and 13.6% favored a ban on smoking in bars.

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

Gallup completed a total of 777 telephone interviews with adults who were residents randomly selected from across Washoe 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 nonpublished 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 Washoe 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 Washoe County household telephone numbers of sufficient size was selected to yield the required number (777) 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 survey instrument was based on the use of successful survey instruments used by California's, 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 Washoe County's adult population. The weighting of data included the removal of non-responses and did not know answers. The population data for Washoe 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 777 adult interviews.

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