



# SPECIAL EDITION NEWSLETTER

## SIX YEARS OF SMOKEFREE HOUSING POLLS: NEW SUMMARY OF POLL DATA AVAILABLE

The Center has been active in efforts to promote smokefree housing around the state through organizing technical assistance, policy analysis and commissioning a series of scientific public opinion research surveys to assess attitudes about smokefree housing policies. A total of seven surveys have been commissioned by the Center and conducted by Goodwin Simon Victoria Research over the last six years that have focused on or featured questions about smokefree multi-unit housing.

These scientific telephone polls have surveyed a range of stakeholders — tenants, voters, apartment owners and managers about secondhand smoke exposure in multi-unit housing and a range of policies to address the issue. The seven polls were conducted between 2003 and 2008 and include both statewide surveys and local surveys.

The Center has created a new resource that analyzes and compares results from all seven smokefree housing polls. **Comparison of California Public Opinion Surveys About Smokefree Multi-Unit Housing** offers a side-by-side comparison of certain questions that have been asked in multiple surveys over six years. It is difficult to directly compare the results from one survey to another because they all have a different sample size and survey different populations. However, the overall trend shows that there is a strong recognition of the dangers of secondhand smoke and that support for strong local policies to protect apartment renters is growing.

In the new summary document, Comparison of California Public Opinion Surveys About Smokefree Multi-Unit Housing, the survey questions are divided into three categories with questions about the level of secondhand smoke exposure in multi-unit housing, questions about the support for certain types of policies and questions about arguments in favor of smokefree housing. The document also contains a description of each poll. Complete results for all seven surveys and this new summary document are available at [www.Center4TobaccoPolicy.org/polling](http://www.Center4TobaccoPolicy.org/polling).

**Table 1: Comparison of Results from Seven Smokefree Housing Surveys**

Survey	Feel secondhand smoke is harmful	Support a law requiring apartment buildings to have nonsmoking sections
Los Angeles 2003	86%	N/A
California Renters 2004	90%	69%
Owners/Managers 2005	86%	57%
Latino Renters 2006	98%	82%
Calabasas 2007	92%	67%
Rural 2008	86%	75%
Secondhand Smoke 2008	97%	78%

### WHAT'S INSIDE

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## WHAT'S THE VIEW ON SECONDHAND SMOKE? SUMMARIES AVAILABLE ON SMOKEFREE HOUSING, OUTDOOR DINING AND CASINOS

In November 2008, the Center for Tobacco Policy & Organizing commissioned a survey of 600 California voters to assess their views about secondhand smoke and to gauge their level of support on policies to reduce exposure to secondhand smoke. This survey covered a wide variety of secondhand smoke issues including smokefree housing, smokefree parks, smokefree outdoor dining and restricting smoking in California Indian casinos.

Overall the survey shows strong levels of support for the more than 20 types of smokefree policies asked about in the survey. There was strong support for prohibiting smoking in apartment units (78%), entryways (77%) and outdoor areas of healthcare facilities (70%). The survey also featured questions gauging the effectiveness of arguments for restricting smoking in outdoor areas and arguments for and against restricting smoking in outdoor dining areas and multi-unit housing. In addition, the survey gathered information about exposure levels, such as the fact that 60% of those surveyed have been bothered by secondhand smoke in outdoor dining in the past year.

The Center has created three issue specific summary documents to help advocates working on specific issues effectively use this survey data. Each summary document provides the results of the overall dangers of secondhand smoke questions as well as the questions focused on the specific issue. Summary documents are available for, [Smokefree Housing](#), [Outdoor Dining](#) and [California Indian Casinos](#).

These summary documents can be used to educate coalition members, elected officials and other key decision makers about the levels of public support for specific policies. The documents, along with overall survey results and summary documents for the secondhand smoke survey, are available on the Center's website at [www.Center4TobaccoPolicy.org/polling-shs](http://www.Center4TobaccoPolicy.org/polling-shs).



## RURAL AND SMALL TOWN VOTERS SUPPORT LICENSING: POLL RESULTS MAILED TO RURAL ELECTED OFFICIALS

In May 2008, the Center for Tobacco Policy & Organizing released the results of a survey of rural and small town voters in California. The Center commissioned the survey to determine the level of support in rural and small towns for a local tobacco retailer license and to identify unique challenges to getting an ordinance adopted in rural communities.

The Rural and Small Town Survey was conducted in three different rural and small town regions in California (Central Valley, Sierra and Northern) and survey results and a Summary of Key Findings are available for each area at [www.Center4TobaccoPolicy.org/polling-rural](http://www.Center4TobaccoPolicy.org/polling-rural).

The survey results demonstrate strong support for a licensing ordinance with 3 in 4 rural and small town voters supporting a local licensing ordinance. In addition, 66% of respondents felt that a fee of \$200 a year for the license is either "too low" or "about right" and 91% agree that a store owner who repeatedly sells cigarettes to minors should no longer have the right to sell cigarettes. This strong support for a licensing ordinance challenges the notion that rural residents would be less receptive to accept government regulation of store owners to prevent tobacco sales to minors.

In an effort to reach out to rural decision makers, the Center mailed survey results and summary documents to rural elected officials around the state. In September 2008, the Center mailed packets to the 29 counties that were included in the survey, as well as seven counties who were not surveyed but are mostly rural. In total, more than 900 key decision maker packets were sent to city council members, county supervisors, county health officers, and county sheriffs. If you have heard from your elected officials about this packet or would like to request additional packets for newly elected officials, please let us know by emailing Vanessa Marvin at [vmarvin@alac.org](mailto:vmarvin@alac.org).