

**Pasadena Tobacco Control Program
Community Intercept Survey
March 2008**

Between August 2007 and March 2008 the Pasadena Tobacco Control Program conducted a community intercept survey to assess community support for smoke-free policies and views on secondhand smoke. The Pasadena day time population, defined as people who live, shop or dine in the City of Pasadena, were the targeted respondents for the community intercept survey. Volunteers asked people to complete the survey at a variety of locations throughout the city of Pasadena. This report includes analysis of the 900 completed community intercept surveys.

Characteristics of Survey Participants

The characteristics of those completing the Pasadena Community Intercept Survey are presented below in Table 1. There was a fairly even distribution of people completing surveys by age and gender.

Table 1. Demographics of Survey Participants

	# of respondents	%
Gender		
Male	408	46%
Female	484	54%
Age		
18 – 25	174	20%
26 – 35	202	23%
36 – 45	161	18%
46 – 55	160	18%
56 +	193	22%
Ethnicity		
Native American	19	2%
Caucasian	329	37%
Latino/Hispanic	242	28%
African American/Black	156	18%
Asian/Pacific Islander	93	11%
Other	41	5%
Smoked or used tobacco in the last 30 days		
Yes	157	18%
No	420	47%
Never	310	35%

Almost half of the respondents state that they reside in the City of Pasadena. Table 2 below shows the number of completed surveys by the respondents' reported residence.

Table 2. Survey Respondents by Zip Code

Zip Codes	# of Respondents	% of Total Respondents
Pasadena Resident Subtotal	416	47%
Non-Pasadena Resident Subtotal	469	53%

Perceptions of Secondhand Smoke

When asked to rate the extent to which they believed that secondhand smoke causes health problems on a scale of one to six, over 60% of respondents gave the highest rating of six selecting that they believe that secondhand smoke causes a *great deal* of health problems. In addition, survey respondents were asked how often they are exposed to second hand smoke in outdoor areas and inside their residential building. While most stated that they were *occasionally* (40.6%) or *often* (21.8%) exposed to second hand smoke in outdoor areas, fewer stated that they were exposed to drifting tobacco smoke in their residential building *occasionally* (21.3%) or *often* (11.2%).

Figure 2. How often are you exposed to secondhand smoke in outdoor areas?

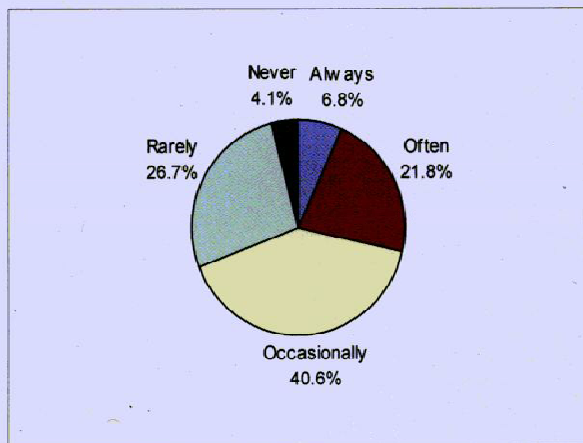
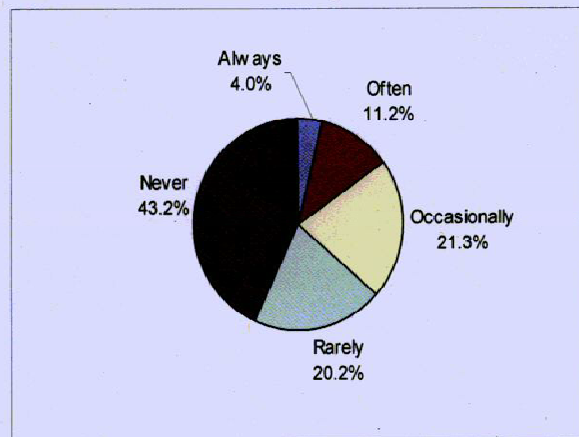


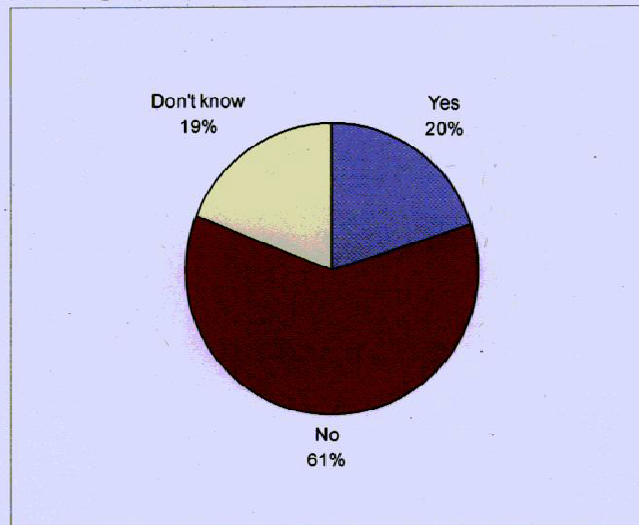
Figure 3. How often are you exposed to drifting tobacco smoke inside your residential building?



Perceptions of Outdoor Dining Laws

Most people report dining in Pasadena restaurants on a regular basis with almost 60% stating that they dined in Pasadena restaurants at least once a month. As shown in Figure 4 below most (61%) thought that outdoor dining laws would not discourage people from coming to Pasadena to shop, dine, or be entertained. Twenty percent thought that such laws would discourage people from coming to Pasadena and 18% stated that they didn't know.

Figure 4. Do you think outdoor dining laws will discourage people from coming to Pasadena to shop?



Close to three-fourths of those surveyed (74.4%, N=670) state that they have taken at least one or more action because someone was smoking near them in an outdoor dining area. The action that most respondents have taken include moving to another location (52.3%, N=471) and leaving the area earlier than planned (33.4%, N=301). Other actions that respondents identify having taken include asking the person smoking to move, not returning to that location or just enduring the smoke.

Table 3. Actions Taken in Outdoor Dining Situations

	%
In an outdoor dining area, have you ever had to do any of the following because someone was smoking near you?	
Move to another location	52%
Leave the area earlier than planned	33%
Complained to the manager	12%
Ask the person to stop smoking	10%
Other	3%

Support for Smoke-Free Policies

Survey respondents were asked whether they would support a smoke-free policy in the City of Pasadena as well as their level of support for certain aspects of such a policy. Table 4 shows the percentage of respondents that express support or agreement for such policies. Generally, respondents were supportive of a policy that would prohibit smoking in all public places in Pasadena and a policy that would prohibit smoking in outdoor dining in Pasadena with 58.7% and 64.4% respectively choosing the highest level of support for such policies. Participants' ratings show that while there is general support for all aspects of the proposed smoke-free policy, respondents were less supportive of a policy that would prohibit smoking on residential balconies and patios and inside residential units.

Table 4. Support for Smoke-free Policies

	N	% selecting 3 or 4
I would support a policy prohibiting smoking in...*		
All public places in the City of Pasadena	879	76%
Outdoor dining in Pasadena	859	81%
To what extent would you support/not support a policy that would...**		
Prohibit smoking within a certain distance from the main entrance or exit to office buildings, stores, and restaurants	889	82%
Prohibit smoking at all outdoor entertainment/gathering events, not on parkland (e.g., special events, parades, festivals, flea markets, etc.)	886	78%
Prohibit smoking at Brookside Golf Course	853	72%
Prohibit smoking in public service waiting lines (e.g., bus stops, ATM, movie lines, etc.)	882	82%
Prohibit smoking on residential balconies and patios	873	59%
Prohibit smoking inside residential units	872	61%
Prohibit smoking in outdoor common areas of residential units (e.g., pools, recreation rooms, courtyard areas, etc.)	879	77%

*Response options ranged from 1 = Strongly Disagree to 4 = Strongly Agree

**Response options ranged from 1 = Strongly Do Not Support to 4 = Strongly Support

Pasadena Residents Ratings Compared to Non-Residents

Analysis of survey data comparing the responses of those people who identified themselves as Pasadena residents against non-residents revealed some differences as described below in Tables 5 and 6.

Table 5. Pasadena Residents and Non-Residents Level of Support for Smoke-free Policies

	Pasadena Residents (N=416)	Non-Pasadena Residents (N=469)
Percentage of respondents who <i>often</i> or <i>always</i> are exposed to secondhand smoke in outdoor areas.	34%	24%
Percentage of respondents who <i>often</i> or <i>always</i> are exposed to drifting tobacco smoke inside your residential building.	20%	10%
Percentage that dine at Pasadena restaurants <i>at least once a month</i> .	69%	51%
Percentage of respondents who think that outdoor dining laws would NOT discourage people from coming to Pasadena to shop?	60%	63%

Table 6. Average Survey Ratings of Residents Compared to Non-Residents

	% of Pasadena Residents selecting two highest ratings (N=416)	% of Non-Residents selecting two highest ratings (N=469)
I would support a policy prohibiting smoking in all public places in the City of Pasadena.*	73%	80%
I would support a policy prohibiting smoking in outdoor dining in Pasadena.*	79%	83%
To what extent would you support/not support a policy that would prohibit smoking within certain distance from the main entrance or exit to office buildings, stores and restaurants?***	79%	85%
To what extent would you support/not support a policy that would prohibit smoking at all outdoor entertainment/gathering events (not on parkland) such as special events/parades/festivals/flea markets?***	77%	80%
To what extent would you support/not support a policy that would prohibit smoking at Brookside Golf Course?***	71%	73%
To what extent would you support/not support a policy that would prohibit smoking in public service waiting lines (such as bus stops, ATM, and movie lines)?**	82%	83%
To what extent would you support/not support a policy that would prohibit smoking on residential balconies/patios?***	63%	54%
To what extent would you support/not support a policy that would prohibit smoking inside residential units?***	63%	59%
To what extent would you support/not support a policy that would prohibit smoking in outdoor common areas (such as pools, recreation rooms, courtyard areas, etc.)?***	77%	78%
To what extent do you believe that secondhand smoke causes health problems?***	78%	81%

*Response options ranged from 1 = Strongly Disagree to 4 = Strongly Agree

**Response options ranged from 1 = Strongly Do Not Support to 4 = Strongly Support

***Response options ranged from 1 = Not at all to 6 = A great deal

Smokers Ratings Compared to Non-Smokers

The average ratings of support for new policies expressed by those people who indicated that they had smoked or used tobacco products within the past 30 days differed markedly from those who stated that they had not smoked or used tobacco products within the past 30 days.

Generally, people stating that they had used tobacco products in the past 30 days were less supportive of policies prohibiting smoking.

Summary

To assess support for smoke-free policies and views on secondhand smoke amongst Pasadena's day time population, a brief community intercept survey was completed by 900 people in various locations throughout the City of Pasadena. Analysis of the survey data

indicate that the majority of respondents (61%) believe that secondhand smoke causes a great deal of health problems. Overall, one-fourth of respondents (29%) state that they are *often* or *always* exposed to second hand smoke in outdoor areas. A smaller percentage of survey respondents (15%) reported *often* or *always* being exposed to secondhand smoke inside their residential building. Compared to non-residents (24%), a larger proportion of Pasadena residents (34%) report being exposed to secondhand smoke *often* or *always* in outdoor areas. Likewise a larger percentage of Pasadena residents (20%) indicated that they are *always* or *often* exposed to drifting tobacco smoke inside their residential unit compared to non-residents (10%). Survey respondents generally indicate that they would support a policy prohibiting smoking with 76% of respondents selecting that they would support a policy that would prohibit smoking in all public places in the City of Pasadena and 81% indicating support for a policy that would prohibit smoking in outdoor dining in Pasadena.