

# 2002

## Little Rock Adult Tobacco Survey



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## Executive Summary

### 2002 Little Rock Adult Tobacco Survey

#### Reported December 2003

The KICK Tobacco Coalition has worked since 1997 to reduce the harmful effects of tobacco in central Arkansas. In order to better understand the smoking attitudes and behaviors of the residents of Little Rock regarding tobacco, this report was compiled to examine the tobacco use of residents of Little Rock. The report is based on data from the 2002 Arkansas Adult Tobacco Survey.

The majority of Little Rock residents (64%) report that they are non-smokers, while a considerably smaller number report that they are either former smokers (18%) or current smokers (18%). More black residents (73%) had never smoked than white residents (60%). Current smokers were more likely to be male and less educated.

Many citizens are exposed to second hand smoke at home (26%) or at work (9%). In both locations, higher numbers of people live (35%) and work (29%) in environments that allow smoking. Further, 25% of Little Rock citizens are exposed to second hand smoke weekly while riding in a car with a smoker. This suggests that the number of people exposed to smoke is substantial. Residents most at risk for second hand smoke exposure include black residents, residents with less education and lower income.

The results of this study suggest support for a smoking ban in restaurants. The strongest support for a ban was among females and college graduates. Nearly half (49%) of residents thought that smoking should not be allowed in any indoor dining areas of restaurants and 71% would support a legal ban of smoking in restaurants. A sizeable number (15%) of residents felt strongly enough about smoking in restaurants that they reported avoiding eating at restaurants that allowed smoking. Some residents (14%) responded that if there were such a law banning smoking in restaurants that they would eat out more often.

There was a great deal of support for banning smoking in public areas – with the exception of bars. For example, 60% thought that smoking should not be allowed in public buildings, 68% thought that smoking should not be allowed in indoor shopping malls, and 74% thought that smoking should not be allowed in indoor sporting events and concerts. Not surprisingly, this support waned when respondents were asked whether smoking should be allowed in bars or cocktail lounges; only 21% would thought that smoking should not be allowed. In contrast, an overwhelming 97% of Little Rock residents would support a ban of smoking in day care centers.

Compared to residents of surrounding areas and the state as a whole, Little Rock residents smoked less and were exposed to less second hand smoke. More Little Rock residents supported limiting the use of tobacco in public places. For example, 71% of Little Rock residents thought that smoking should not be allowed in restaurants compared to 61% of residents of the state.

In conclusion, residents of Little Rock reported a relatively low incidence of smoking. Exposure to cigarette smoking occurs in the home, in cars, and in the workplace, but is more common at home or in vehicles. The majority of residents are in favor of a legal ban on smoking in public places, although the strength of that support varied by the type of public place and by demographics of the respondent.

## **An Introduction: Little Rock Adult Tobacco 2002 Survey**

### **Why is Tobacco Use a Health Risk?**

According to the Center for Disease Control, tobacco use remains the leading preventable cause of death in the United States, causing more than 440,000 deaths each year and resulting in an annual cost of more than \$75 billion in direct medical costs.

### **What is the Adult Tobacco Survey?**

The Survey uses questions developed by the Center for Disease Control and consists of questions regarding the adult respondents smoking history, efforts to quit smoking, exposure to second-hand smoke, policies regarding smoking that affect respondents' lives, and opinions about various issues related to smoking. The interview questions varied depending on whether the respondent was a smoker, a former smoker, or a non-smoker (had not smoked 100 cigarettes in his/her lifetime).

Survey questions summarized in this report are from the BRFSS. In the early 1980s, the Centers for Disease Control and Prevention worked with the states to develop the Behavioral Risk Factor Surveillance System. This state-based survey, the first of its kind, collected, analyzed and published information on the prevalence of risk behaviors among Americans and their perceptions of a variety of health issues.

### **How was the Adult Tobacco Survey conducted?**

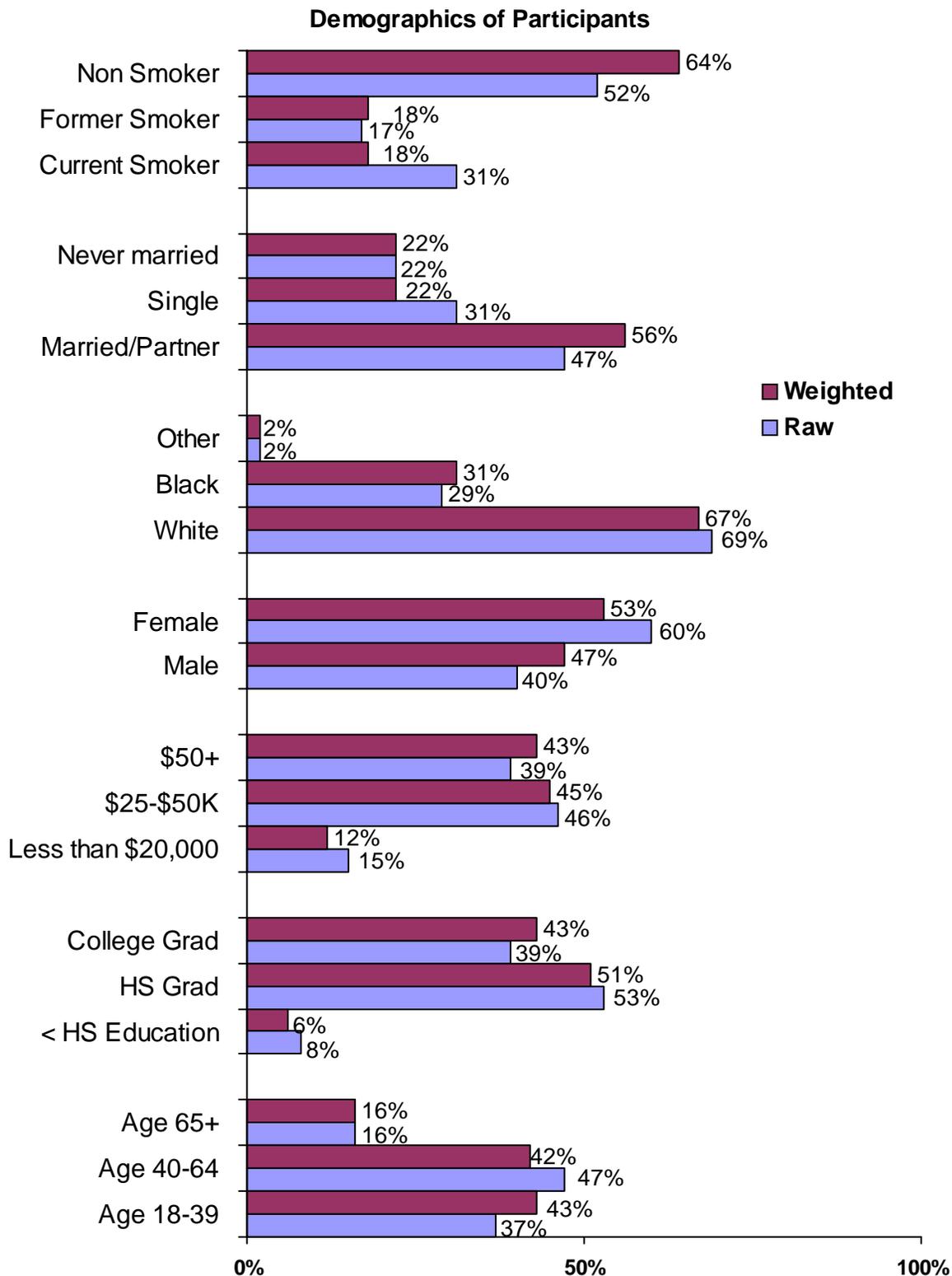
During the Spring of 2002, 6,006 randomly selected adults in Arkansas answered the Adult Tobacco Survey. Interviews were conducted and supervised by trained telephone research interviewers at the University of Arkansas at Little Rock's Institute of Government. The data were then weighted to be representative of the race, sex and age distribution of Arkansas (or specific region of the state). All percentages presented in this report are rounded to the nearest whole percent. This report was compiled through a collaboration between The Arkansas Health Department and the University of Arkansas for Medical Sciences' Partners for Inclusive Communities.

### **Who Participated in the Little Rock ATS?**

Participants were included in the Little Rock Adult Tobacco Survey based upon their reported zip code. Zip codes included in the report were 72201, 72202, 72204, 72205, 72206, 72207, 72209, 72210, 72211, 72212, 71119, 72223, and 72227. In addition to zip codes, telephone area codes and prefixes were also used to limit the report to Little Rock residents.

Of the 424 Little Rock respondents, 285 were white, 126 were African American, and 8 were Hispanic. Male respondents numbered 171, while 253 respondents were female.

The following chart summarizes the demographics of the survey participants as both raw numbers and as weighted data. All other data presented in the report is based on the weighted data.



## For More Information about the Adult Tobacco Survey

For more information about the Little Rock Adult Tobacco Survey or analysis of the survey data, please contact:

**Marq Golden  
KICK Tobacco Coalition  
City of Little Rock  
Department of Community Programs  
500 W. Markham Room 220W  
Little Rock, AR 72201  
501-399-3420**

For more information about the Arkansas Adult Tobacco Survey or analysis of the survey data, please contact:

**Arkansas Center for Health Statistics  
4815 W. Markham Street, Slot 19  
Little Rock, AR 72205  
501-661-2194**

This report was produced by the Partners for Inclusive Communities for the City of Little Rock Coalition with funding from the Arkansas Department of Health.

## Smoking and Tobacco Use

### Smoking Status

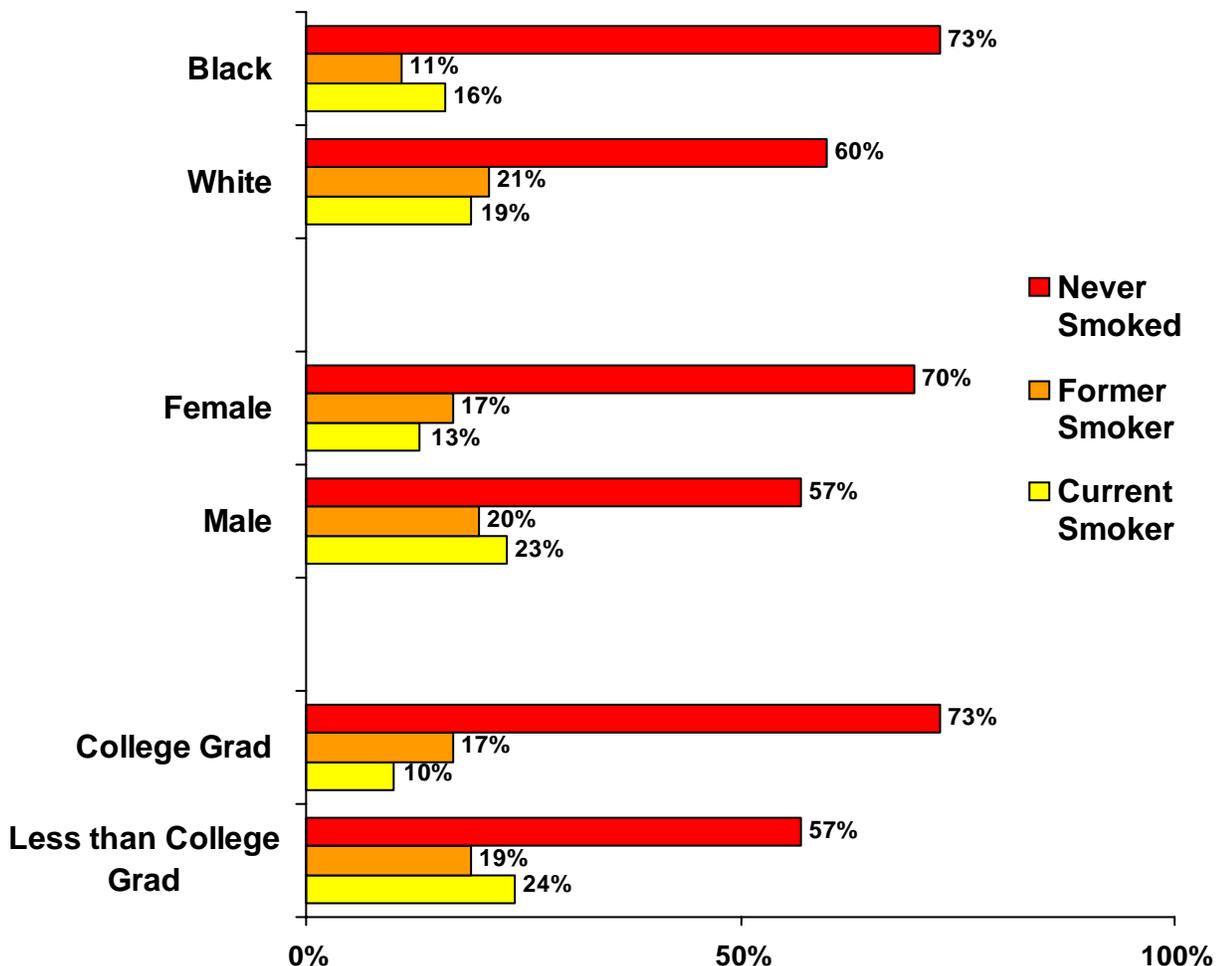
Questions: Have you smoked at least 100 cigarettes in your entire life?  
Do you now smoke cigarettes “everyday”, “some days”, or “not at all?”

At Risk: Those who have smoked at least 100 cigarettes in their life and now smoke “everyday” or “some days” are considered at risk.

Definitions: Non smokers are defined as respondents who have never smoked 100 cigarettes in their life and do not smoke at all now. Sixty four percent of respondents were non smokers.

Former smokers are defined as respondents who reported smoking at least 100 cigarettes in their life but do not smoke at all now. Eighteen percent of respondents were former smokers.

Current smokers are defined as respondents who reported smoking at least 100 cigarettes in their life and currently smoke some days or everyday. Eighteen percent of respondents were current smokers.



## Second Hand Smoke Exposure

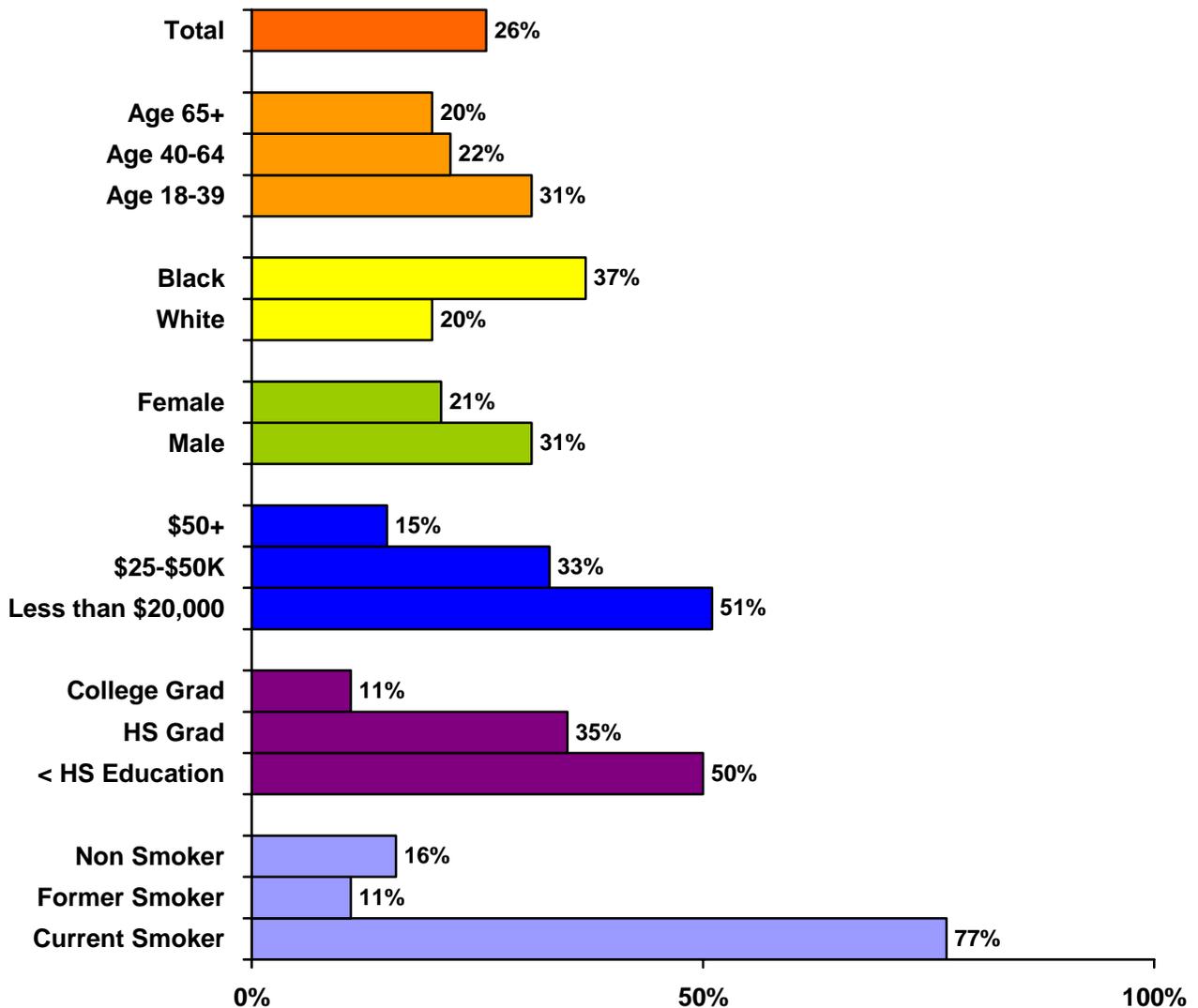
### Others Smoking in Home

Question: During the past 7 days, how many days did anyone smoke cigarettes, cigars, or pipes anywhere inside your home?

At Risk: Those who are exposed to any cigarette, cigar or pipe smoking in their home are considered at risk.

Twenty-six percent of respondents reported someone smoked in their home at least once in the past 7 days.

### Smoking Exposure In Home



Second Hand Smoke Exposure

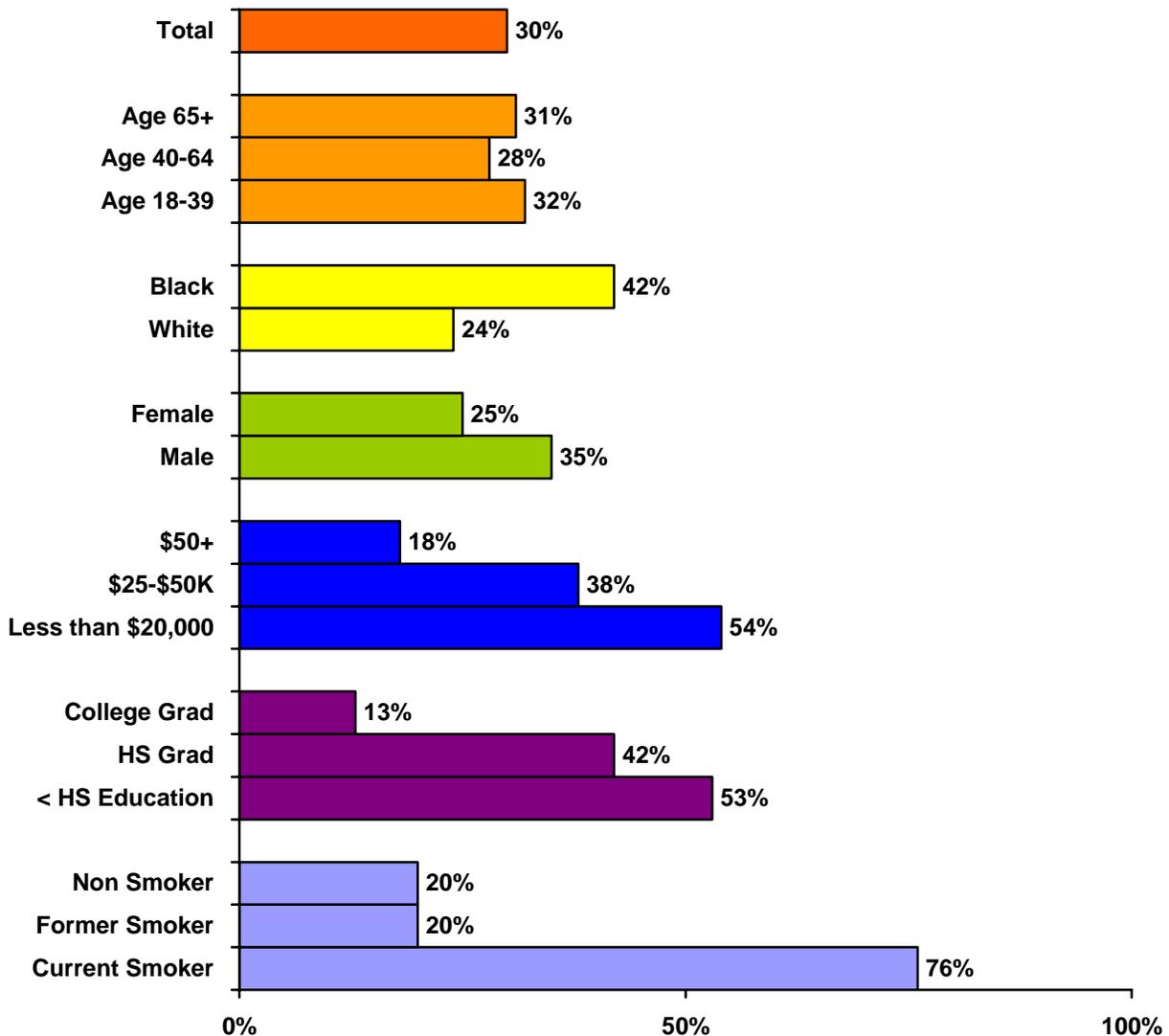
### Rules of Smoking in Home

Question: Which statement best describes the rules about smoking in your home?  
"Smoking is not allowed anywhere inside your home", "Smoking is allowed in some places or at some times", "Smoking is allowed anywhere inside the home."

At Risk: Those who allow smoking in some or all places or at some times in the home are considered at risk.

Thirty percent of respondents reported that smoking was allowed in some or all places or at some times in the home.

### Smoking Allowed in Home



## Second Hand Smoke Exposure

### Exposure in the Work Place

Questions: As far as you know, in the past 7 days, has anyone smoked in your work area?

Which of the following best describes your place of work's official smoking policy for work areas, "not allowed in any work area", "allowed in some work areas", "allowed in all work areas," or "no official policy?"

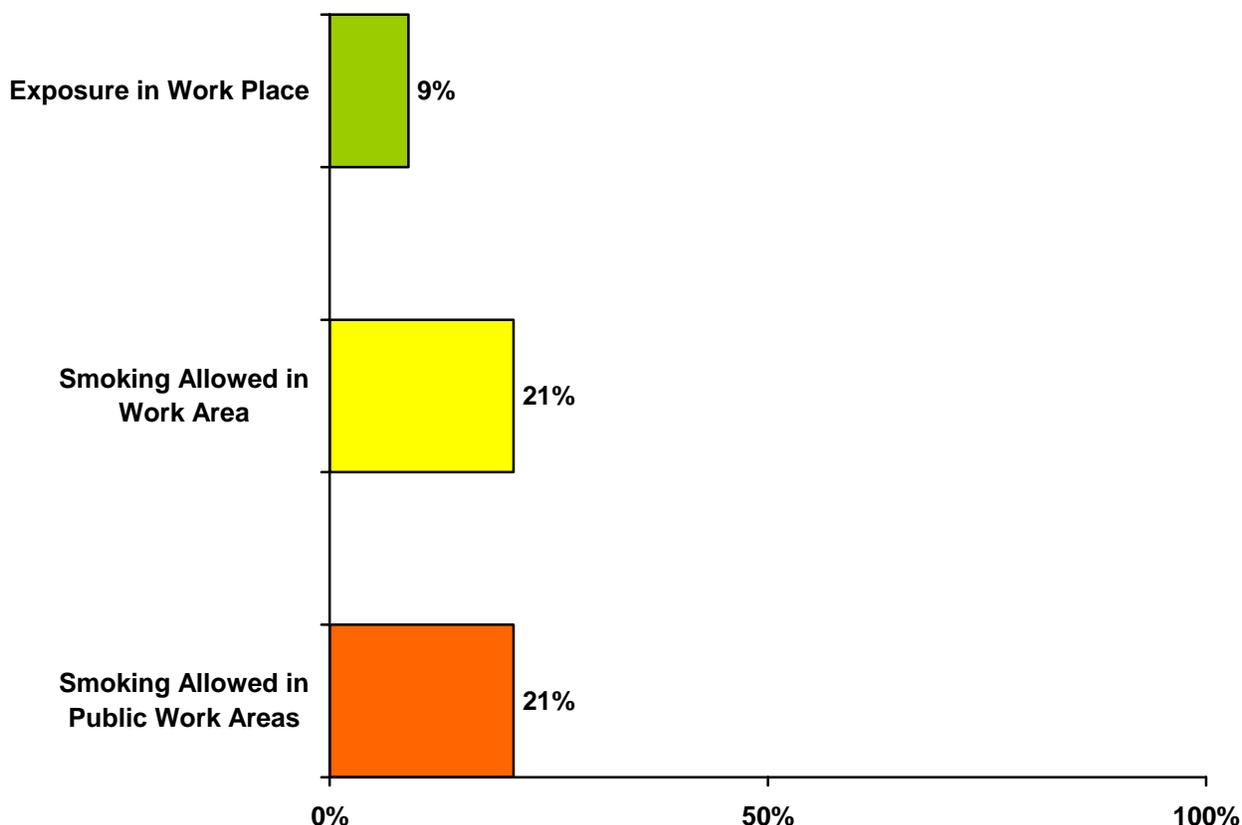
Which of the following best describes your place of work's official smoking policy for indoor public or common areas, "not allowed in any public place", "allowed in some public areas", "allowed in all public areas", or "no official policy."

At Risk: Those who are exposed to smoking in their work area are considered at risk.

Nine percent of respondents working indoors most of the time reported someone smoked in their work area in the past 7 days.

Twenty one percent of respondents working indoors most of the time reported that smoking was allowed in all or some areas or there was no official policy for work areas.

Twenty one percent of respondents working indoors most of the time reported that they did not have an official smoking policy or that smoking was allowed in all or some indoor public or common areas.



## Second Hand Smoke Exposure

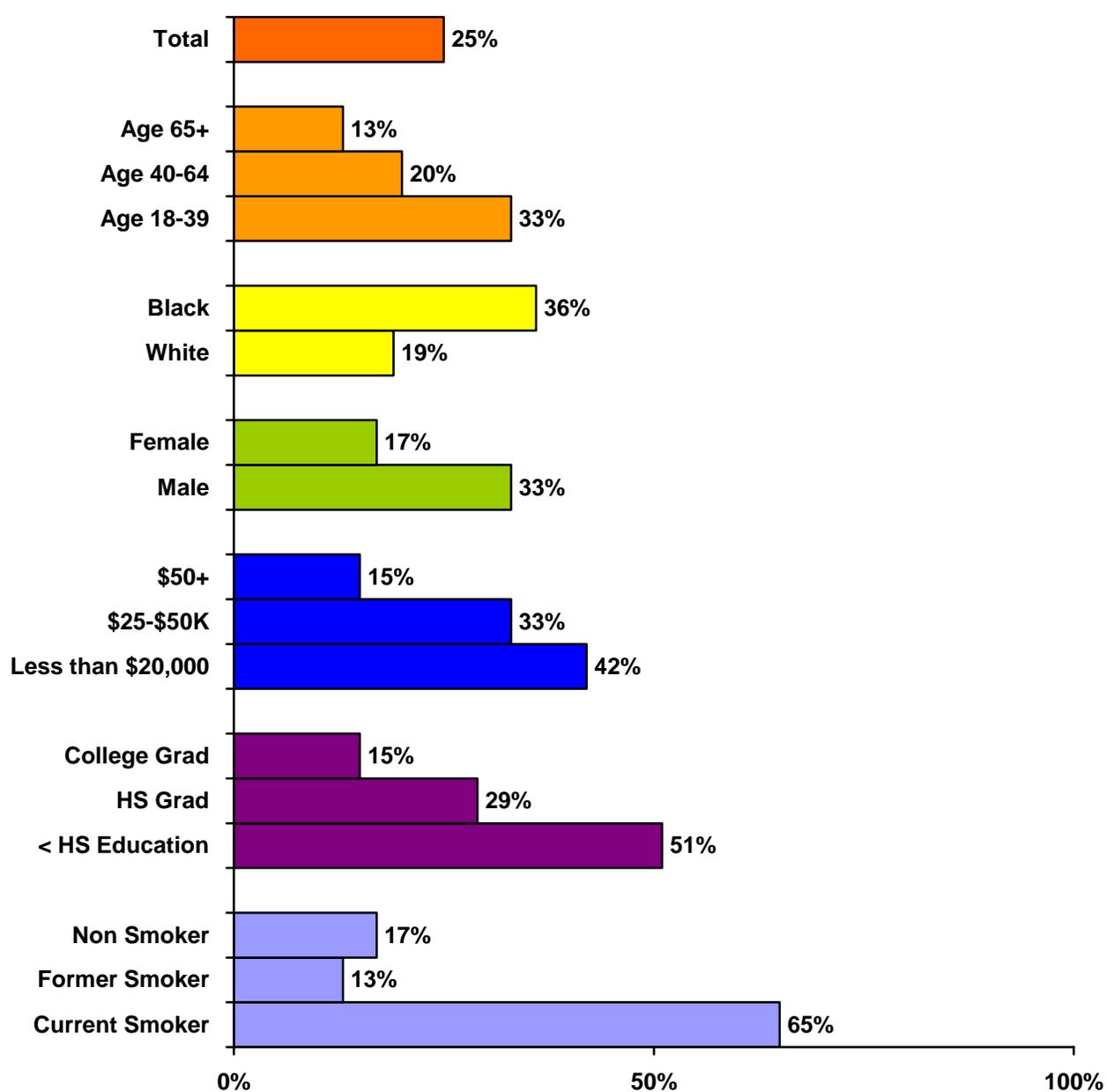
### Smoking in Cars

Question: In the past 7 days, have you been in a car with someone who was smoking?

At Risk: Those who have been in a car with someone smoking in the past 7 days are considered at risk.

Twenty-five percent of respondents were in a car with someone smoking in the past 7 days.

### In Cars With Smokers



## Support for Bans

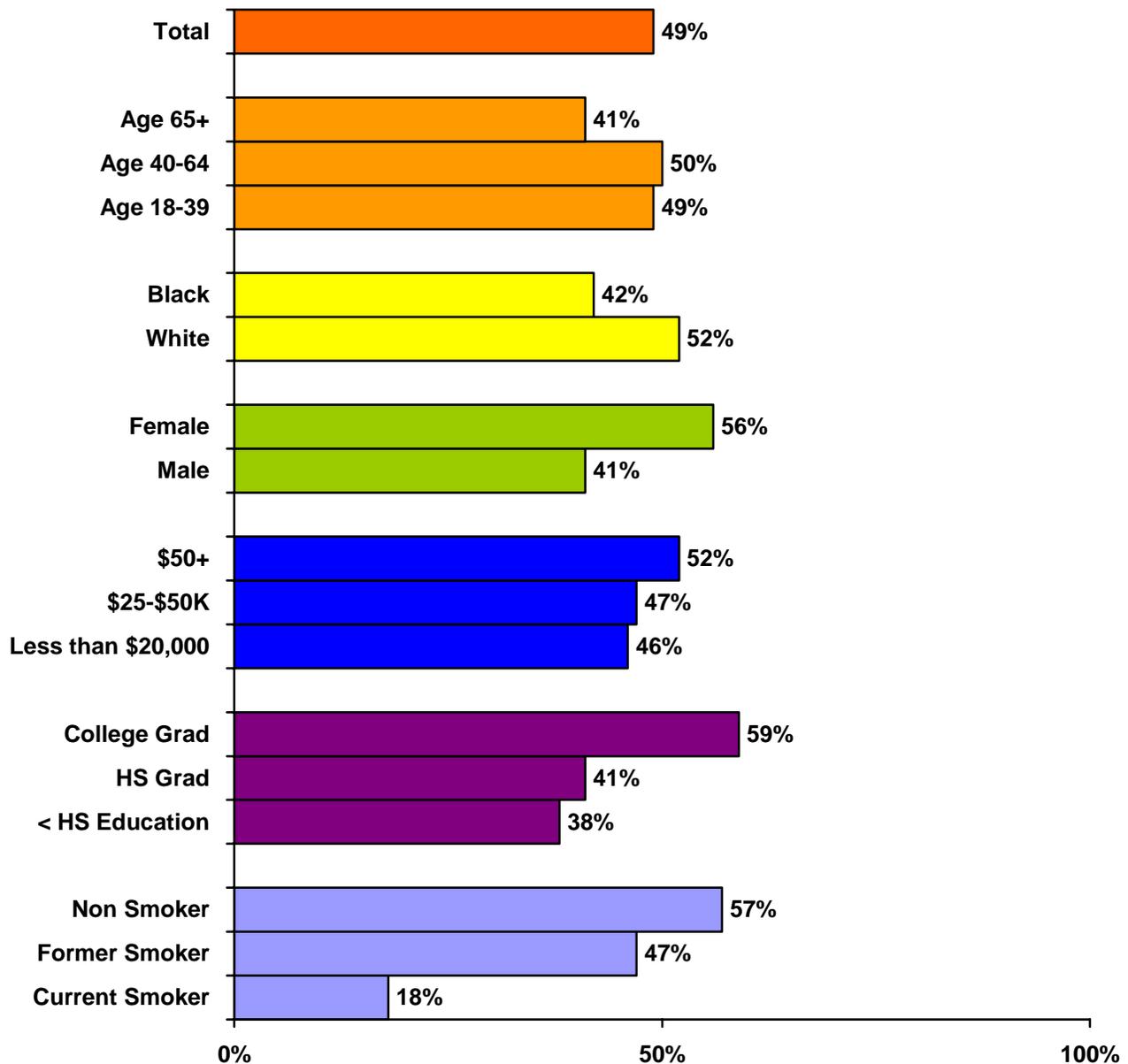
# Smoking in Restaurants

Question: In the indoor dining area of restaurants, do you think that smoking should be “allowed in all areas”, “some of the areas”, or “not allowed at all?”

Support Ban: Those who would not allow smoking in all or some areas.

Forty-nine percent of respondents would support bans on smoking in all or some areas in indoor restaurant.

## Ban Smoking Inside Restaurants



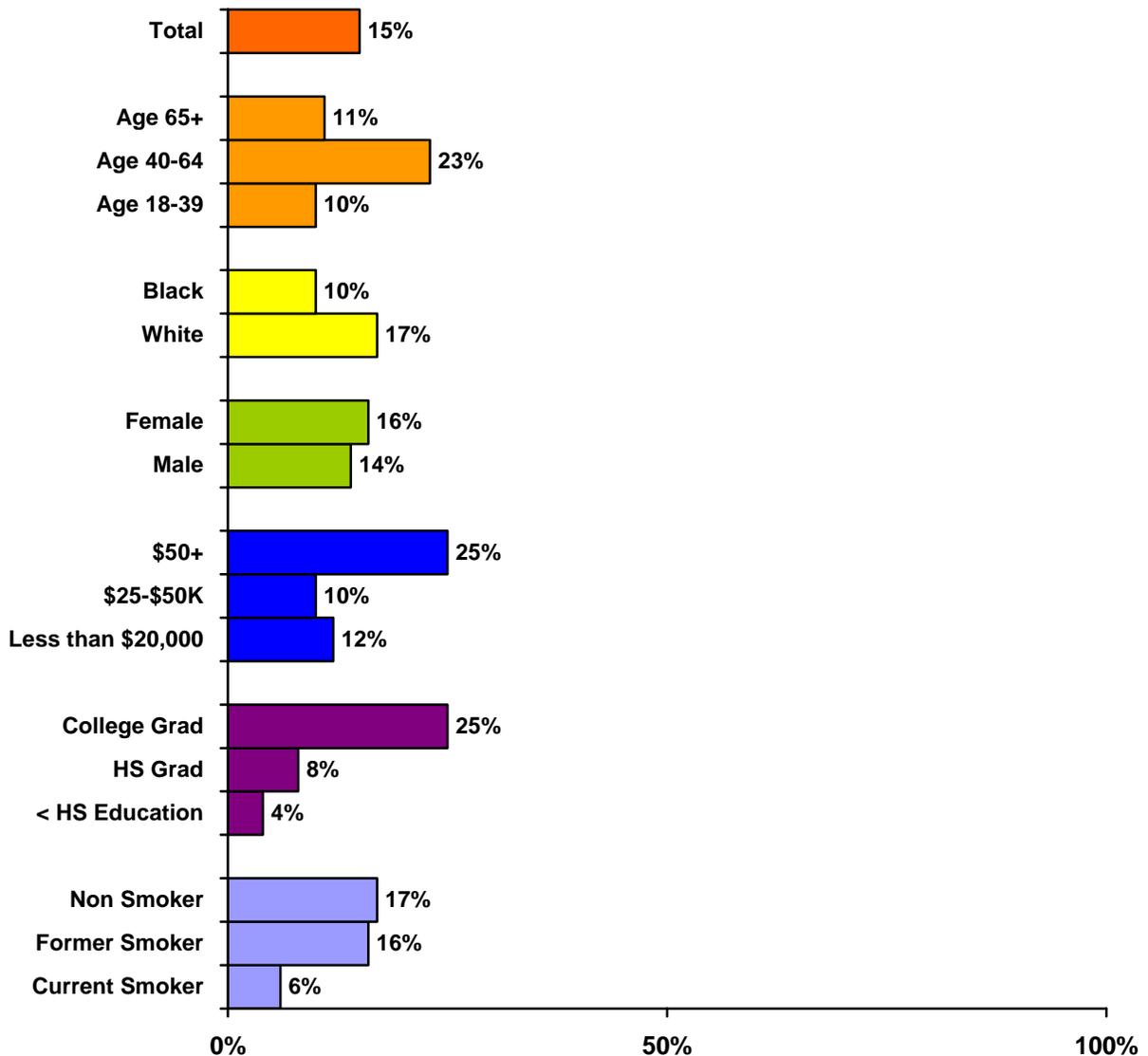
Support for Bans  
**Reason for Not Going to a Restaurant**

Question: In the past year, did you **not** go to a restaurant because you knew smoking was permitted?  
 About how often do you eat out in a week. Would you say: “more than once per week”, “about once a week”, “about once or twice a month”, “less than once a month”, or “never?”

Support Ban: Those who did not eat out to avoid smoking-allowed restaurants.

Fifteen percent of respondents who eat out sometimes did not eat out to avoid smoking allowed restaurants.

**Avoided Smoking-Allowed Restaurants**



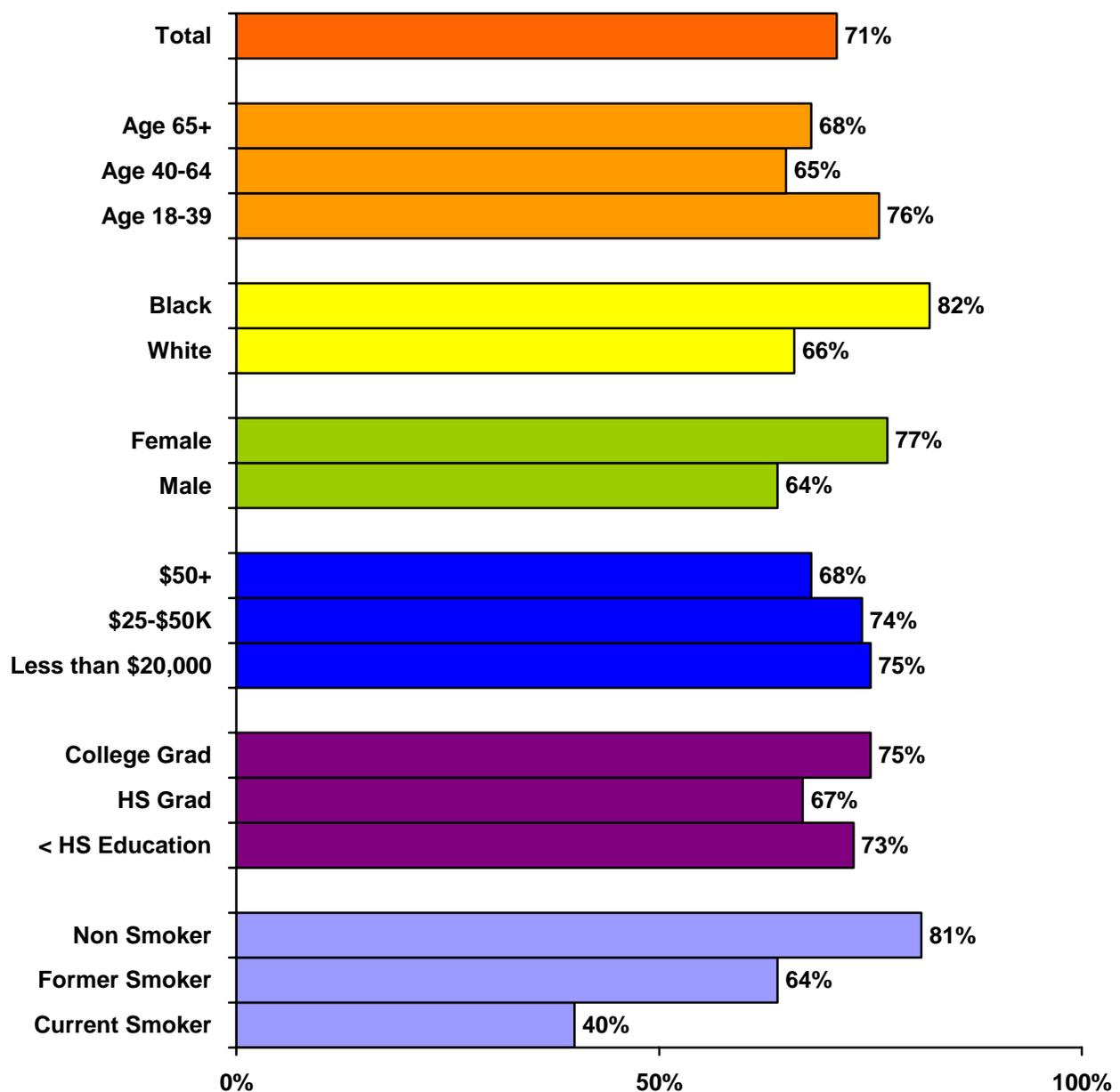
## Laws Banning Smoking in Restaurants

Question: Some cities and towns are considering laws that would make restaurants smoke free; that is eliminating all tobacco smoke from restaurants. Would you support such a law in your community?

Support Ban: Those who would support a law to eliminate tobacco smoke from restaurants.

Seventy-one percent of respondents would support a law to eliminate tobacco smoke from restaurants.

### Support of Smoke Banning Laws



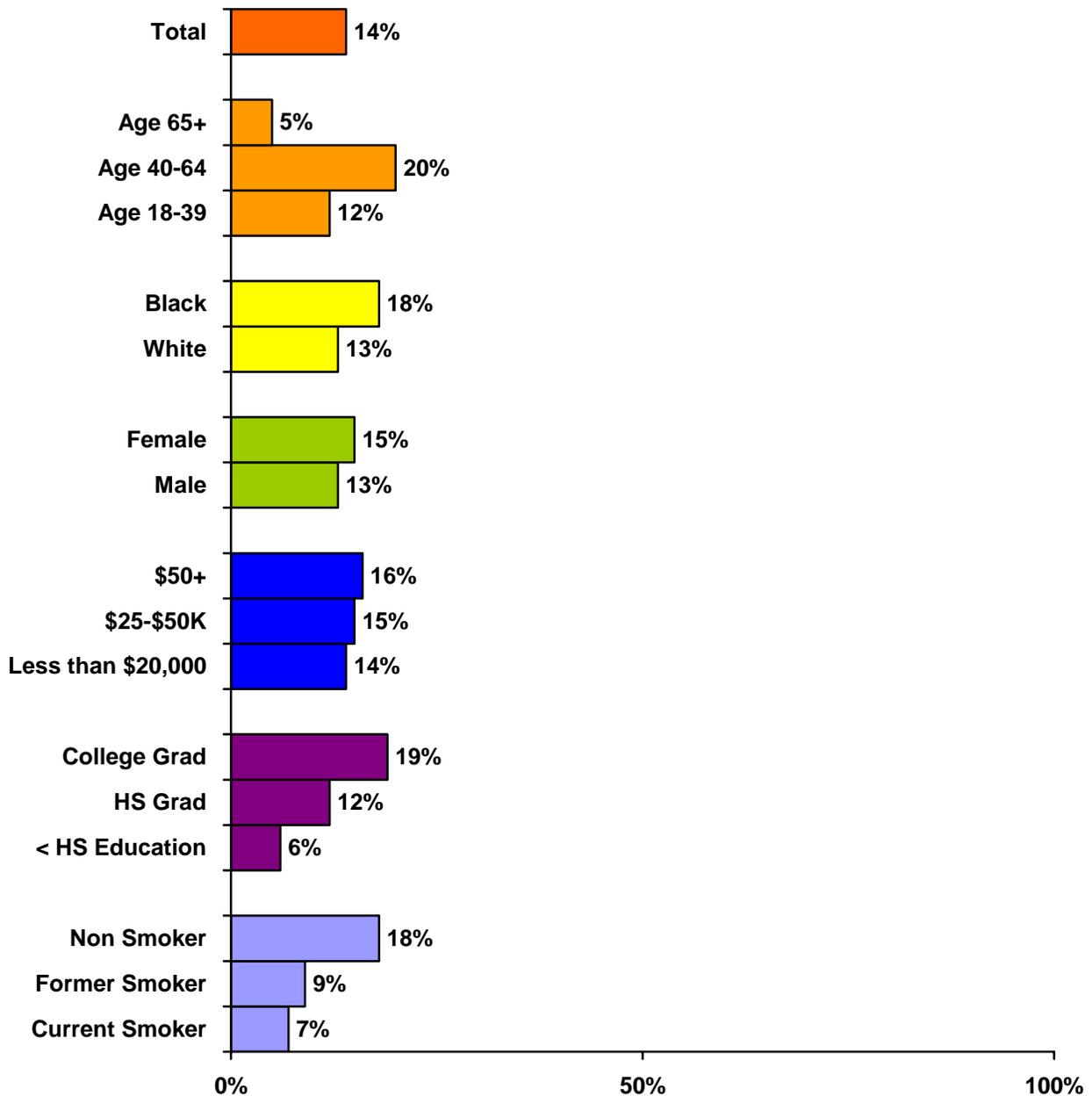
# Smoking in Restaurants

Question: If there was a total ban on smoking in restaurants, would you eat out "more", "less", or "would it make no difference."

Support Ban: Those who would eat out more.

Fourteen percent of respondents would eat out more if there was a total ban on smoking in restaurants.

## Eat Out More



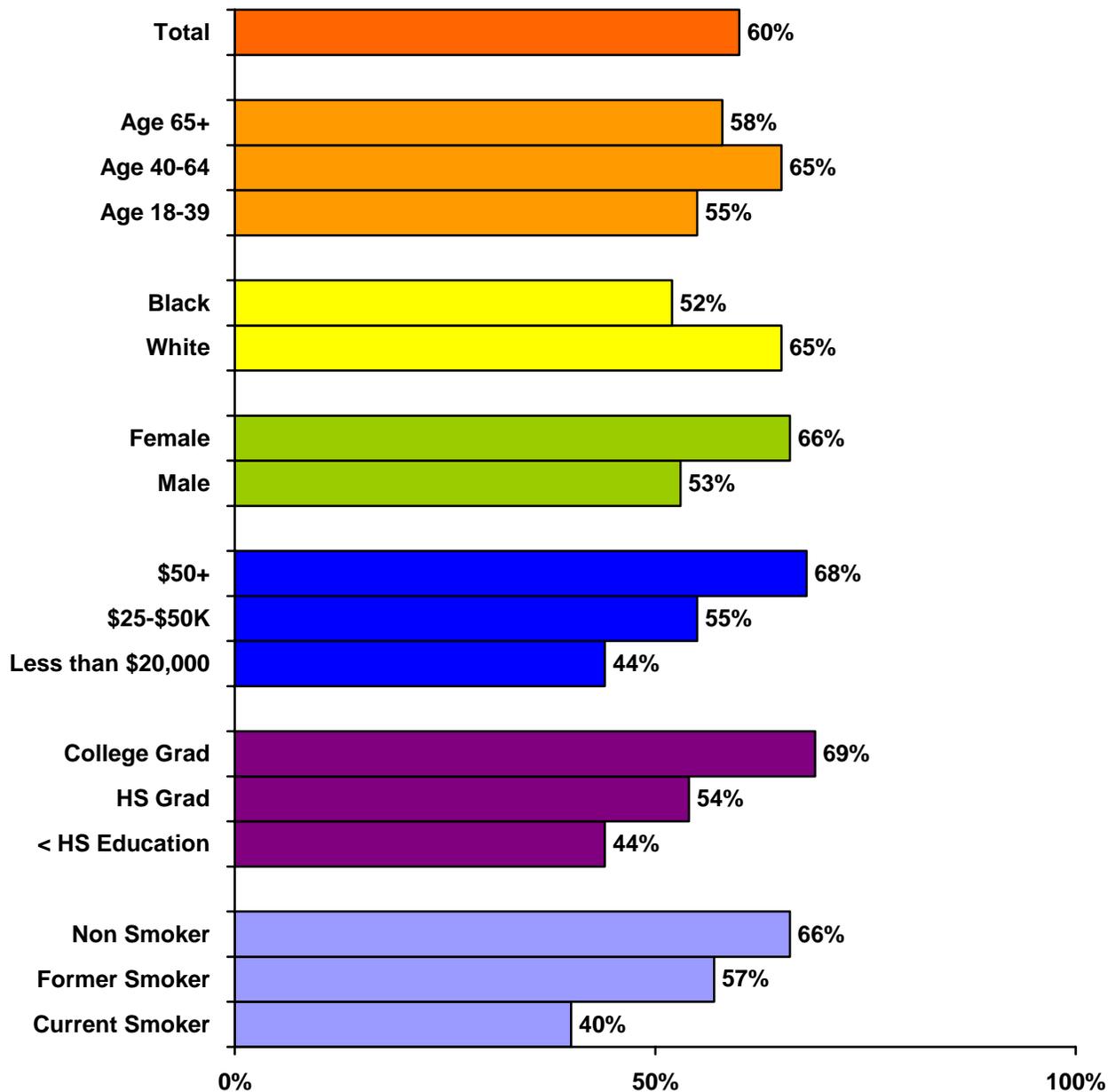
## Restrictions in Public Buildings

Question: In public buildings, do you think that smoking should be “allowed in all areas”, “some areas”, or “not allowed at all?”

Support Ban: Those who would not allow smoking in public areas.

Sixty percent of respondents would not allow smoking in any areas in public buildings.

### Ban Smoking In Public Buildings



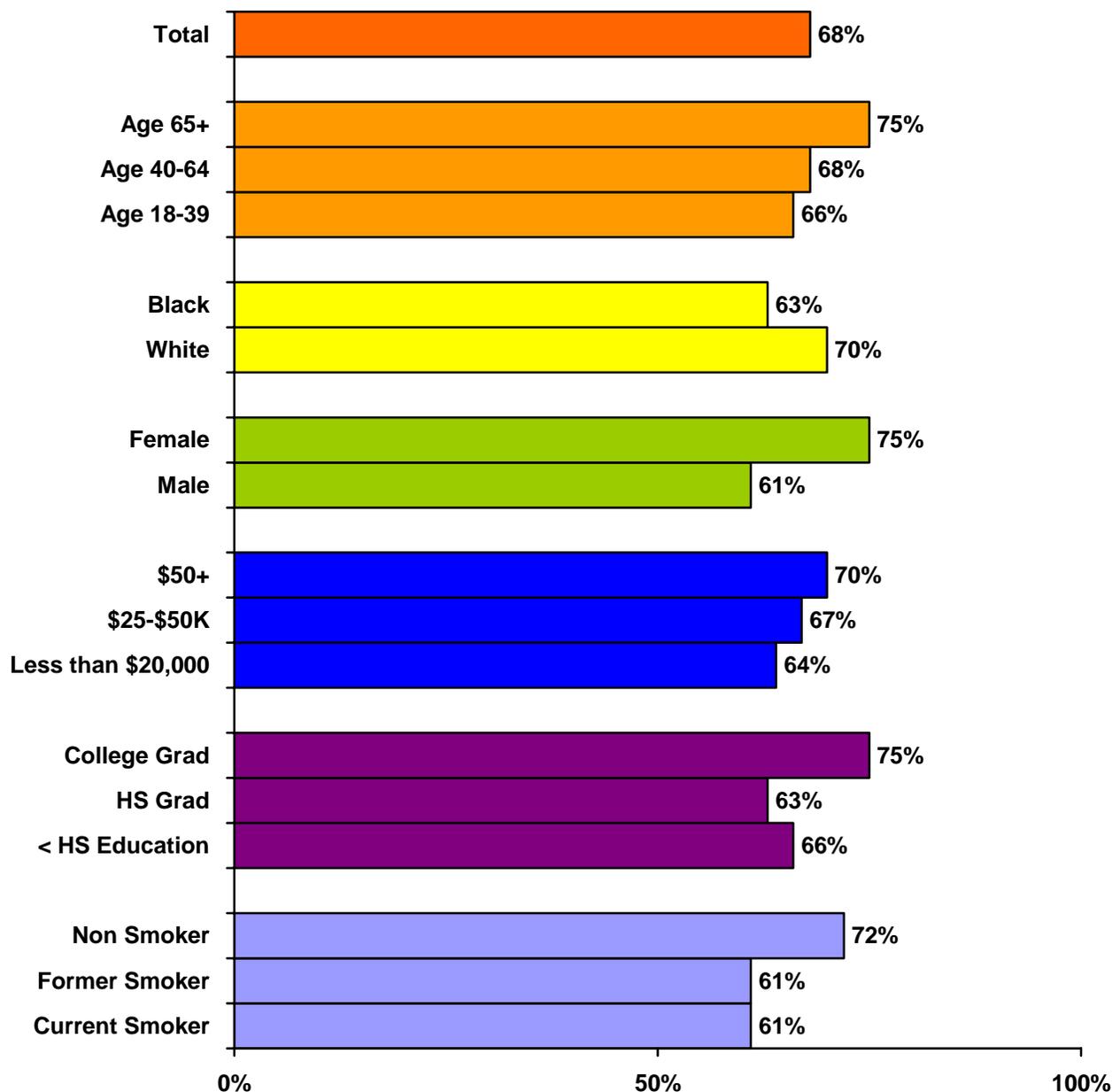
## Restrictions in Indoor Shopping Malls

Question: In indoor shopping malls, do you think that smoking should be “allowed in all areas”, “some areas”, or “not allowed at all?”

Support Ban: Those who would not allow smoking in indoor shopping malls.

Sixty-eight percent of respondents would not allow smoking in any areas in indoor shopping malls.

### Ban Smoking in Indoor Shopping Malls



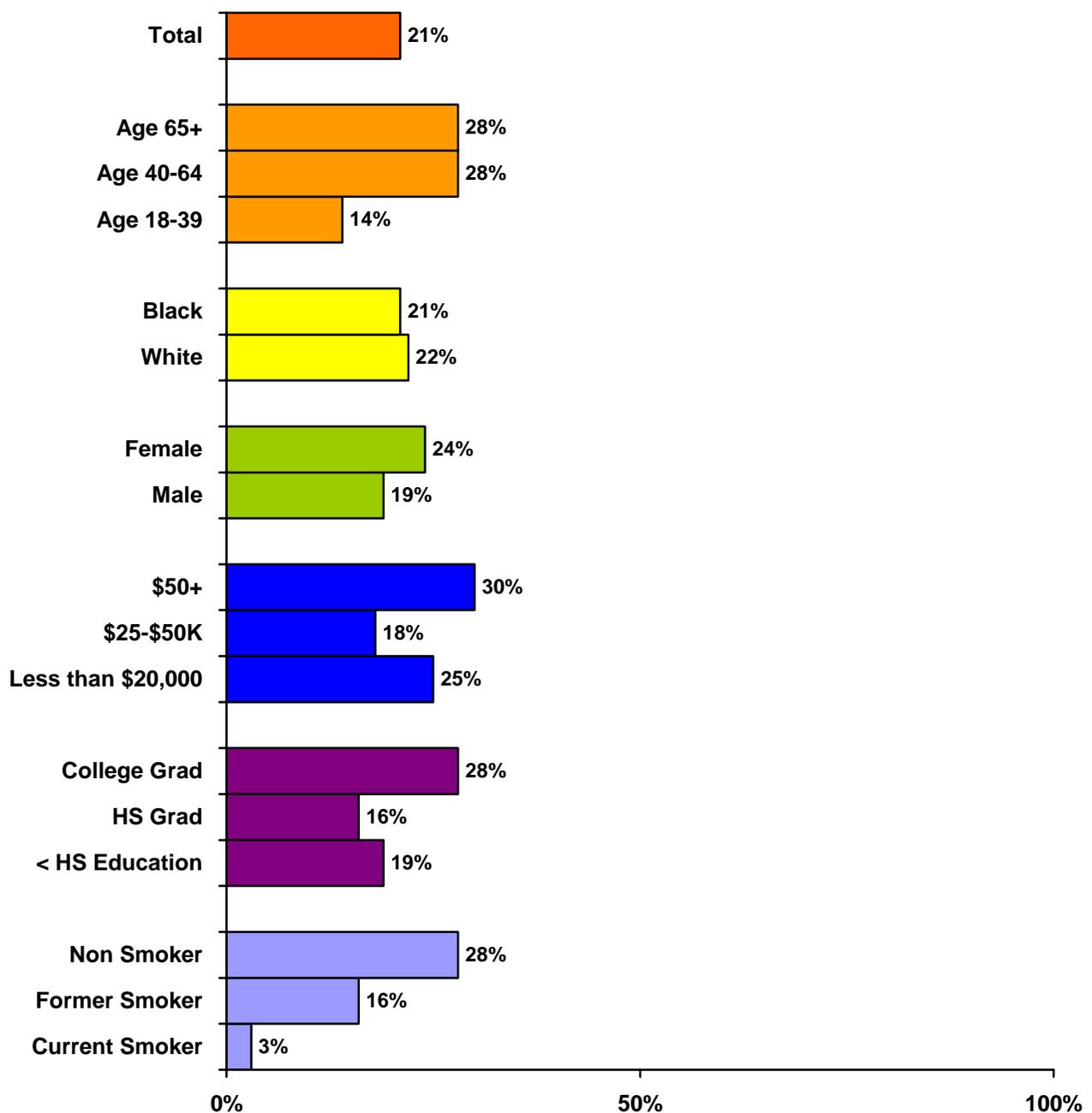
## Restrictions in Bars

Question: In bars and cocktail lounges, do you think that smoking should be “allowed in all areas”, “allowed in some areas”, or “not allowed at all?”

Support Ban: Those who would not allow smoking in bars or cocktail lounges.

Twenty-one percent of respondents would not allow smoking in any areas in bars or cocktail lounges.

### Ban Smoking in Bars



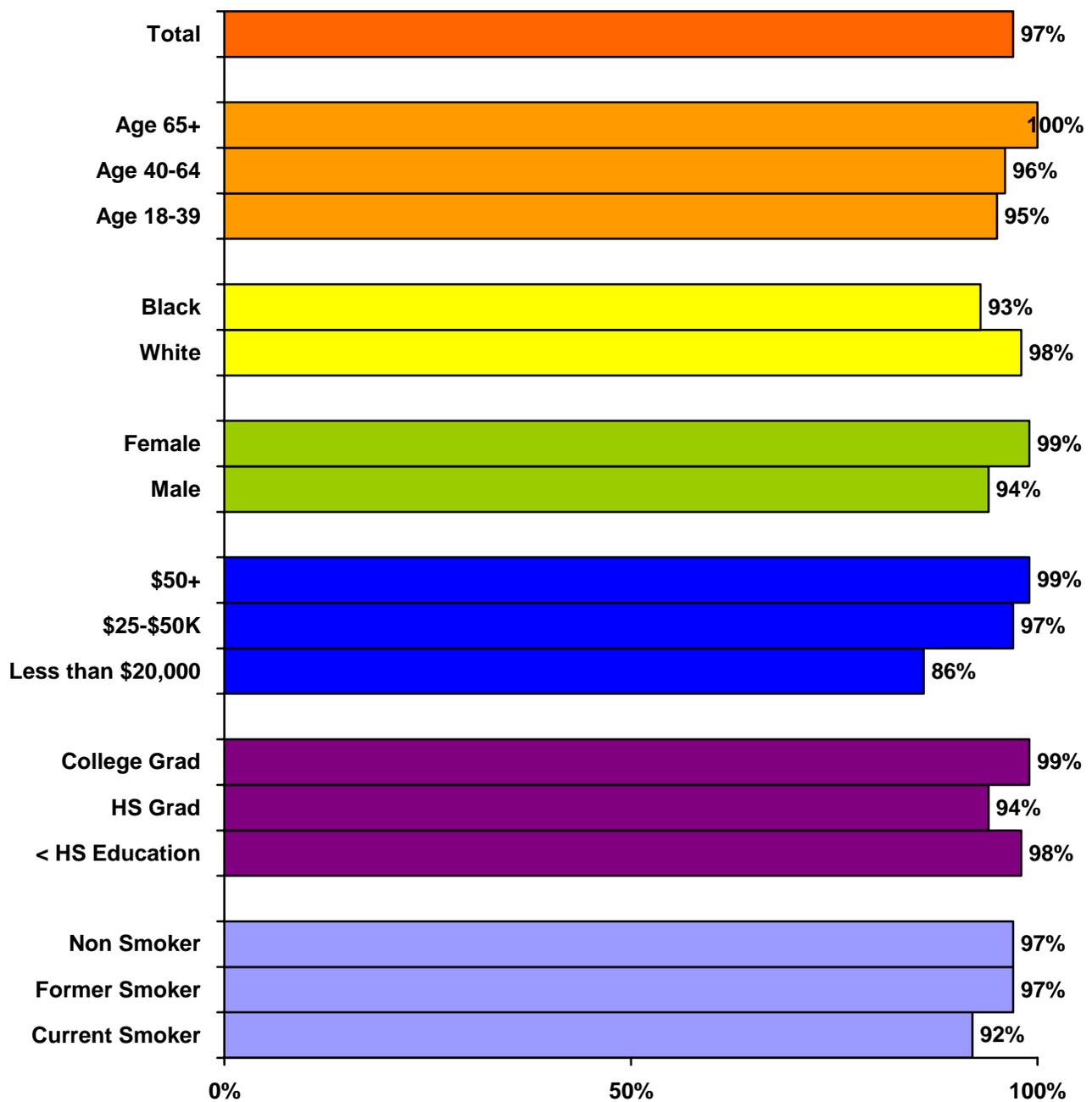
## Restrictions in Day Care Centers

Question: In day care centers, do you think that smoking should be “allowed in all areas”, “allowed in some areas”, or “not allowed at all?”

Support Ban: Those who would not allow smoking in day care centers.

Ninety-seven percent of respondents would not allow smoking in any areas in day care centers.

### Ban Smoking in Day Care Centers



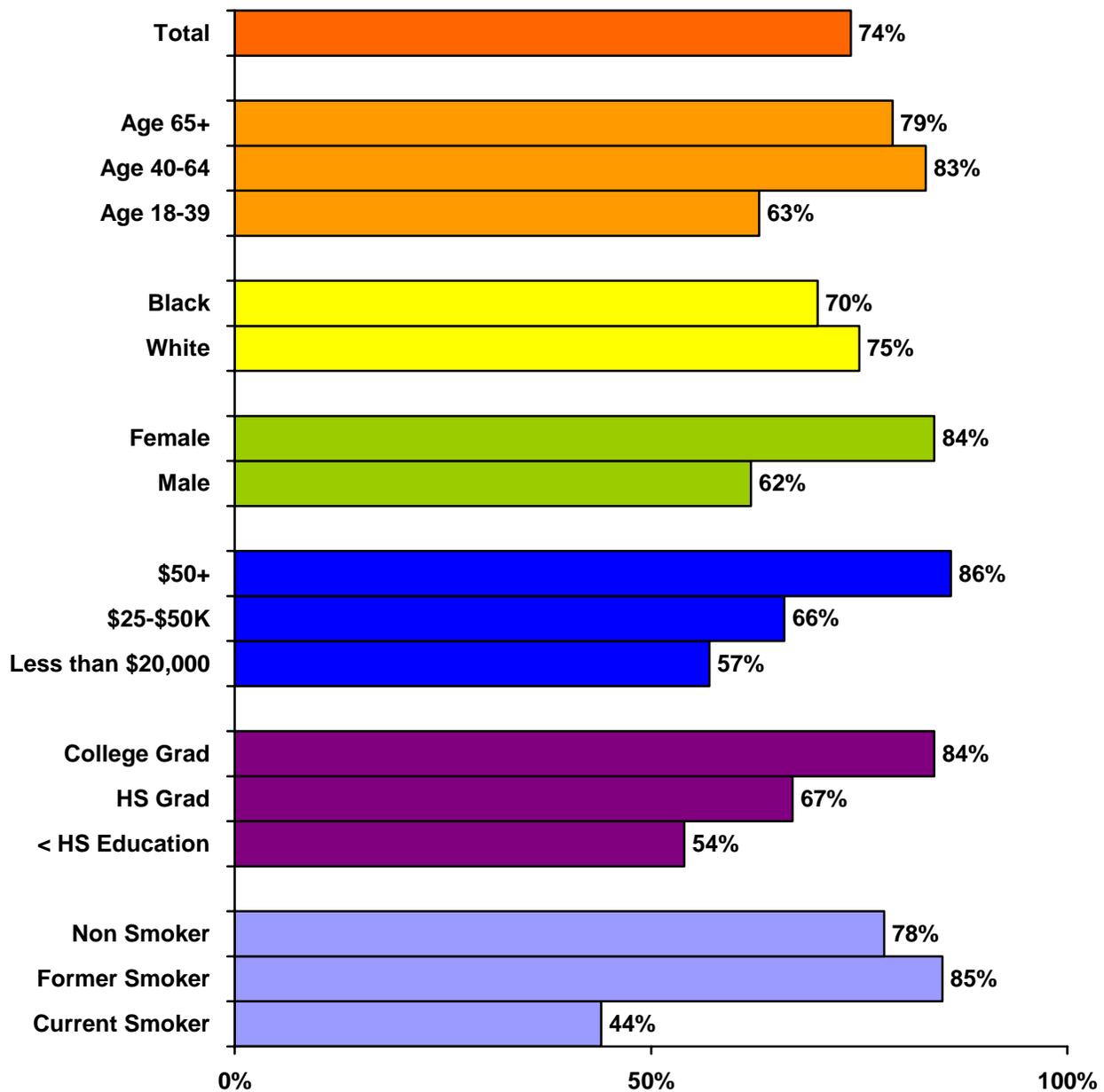
## Restrictions in Sporting Events

Question: In indoor sporting events and concerts, do you think that smoking should be “allowed in all areas”, “allowed in some areas”, or “not allowed at all?”

Support Ban: Those who would not allow smoking at sporting events.

Seventy-four percent of respondents would not allow smoking in any areas at sporting events.

### Ban Smoking in Sporting Events and Concerts



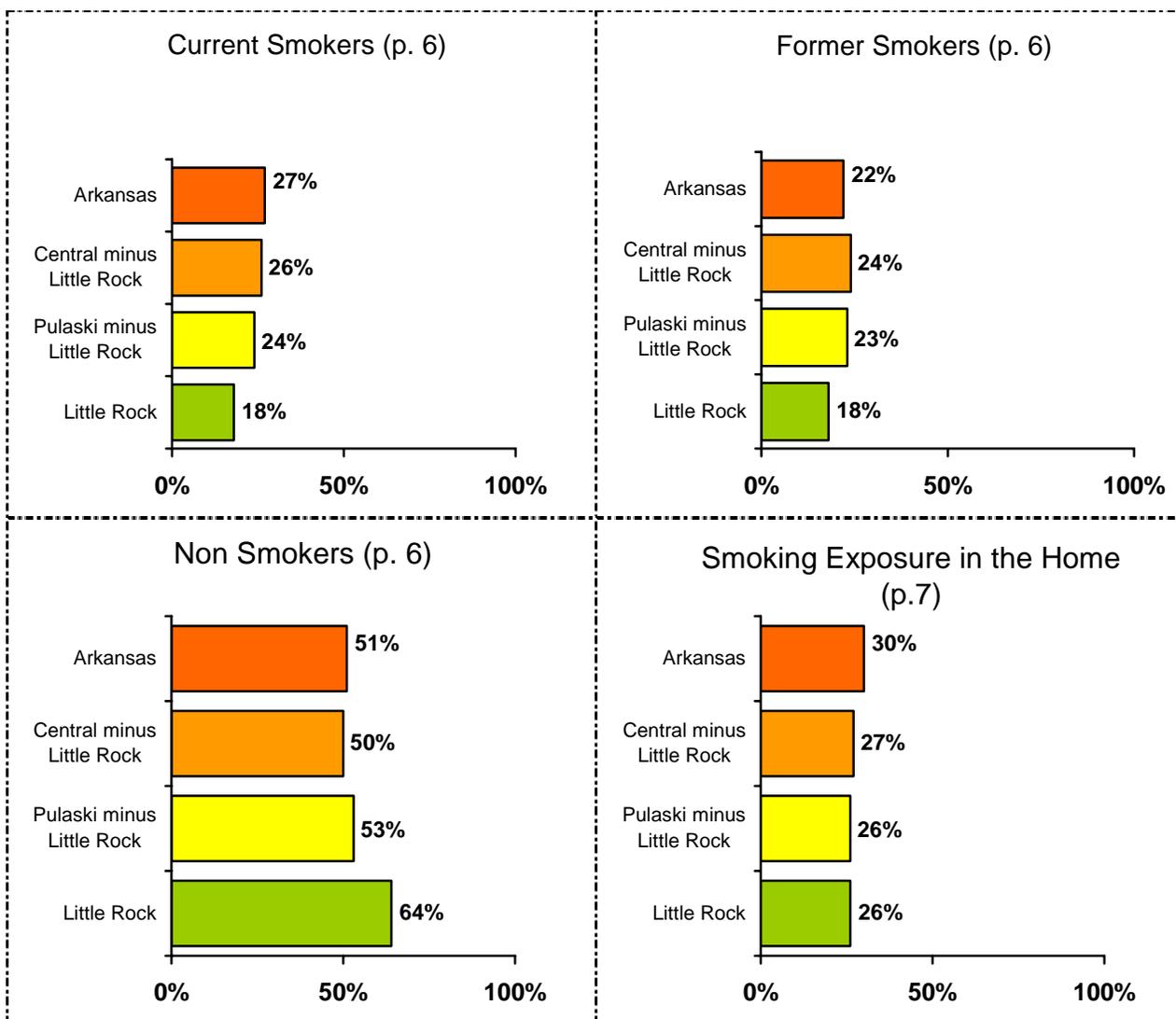
# **Comparisons of Little Rock and Other Regions of Arkansas**

## How Does Little Rock Compare?

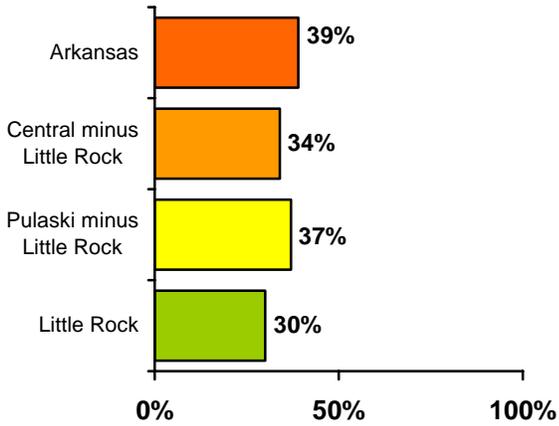
The following charts compare the responses of Little Rock residents to each of the previous questions residents of other areas of the state of Arkansas each weighted for the populations they represent. All use data from the Arkansas Adult Tobacco Survey. The Arkansas bar represents the responses of residents of Arkansas based on all of the adults interviewed in Arkansas Adult Tobacco Survey. Among the 6006 Arkansas respondents, 85% were white, 12% were African American, and 59% were female.

The Central minus Little Rock bar represents those respondents living in Faulkner, Garland, Grant, Lonoke, Perry, Pulaski, and Saline counties excluding Little Rock residents. Among the 1147 Central region minus Little Rock respondents, 88% were white, 10% were African American, and 59% were female.

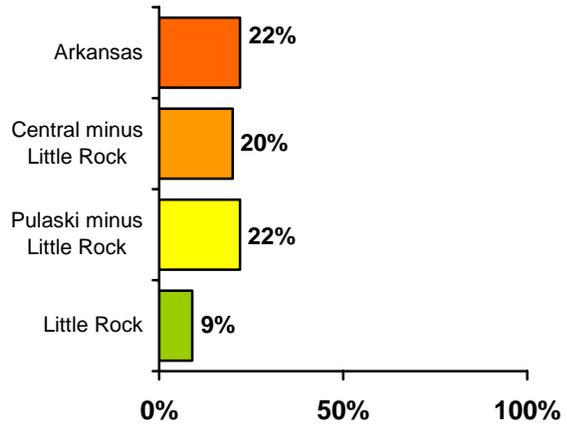
The Pulaski minus Little Rock bar represents residents of Pulaski County excluding residents of Little Rock. Among the 398 Pulaski County respondents minus Little Rock respondents, 80% were white, 17% were African American, and 59% were female.



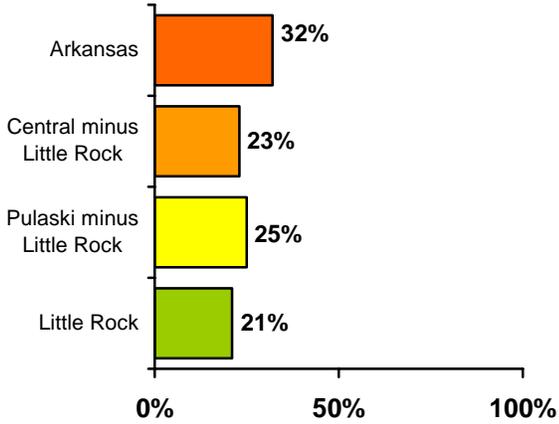
**Smoking Allowed In the Home**  
(p. 8)



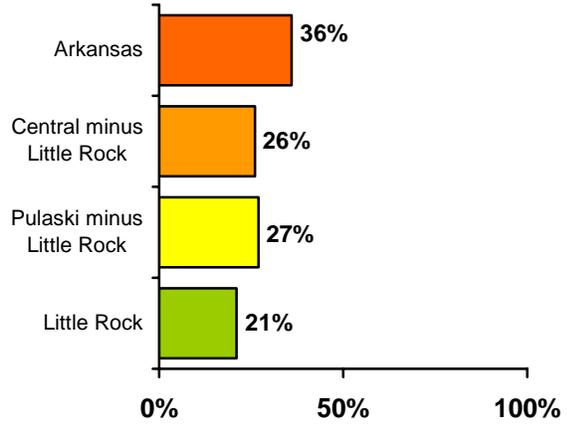
**Exposed to Smoke at Work (p.9)**



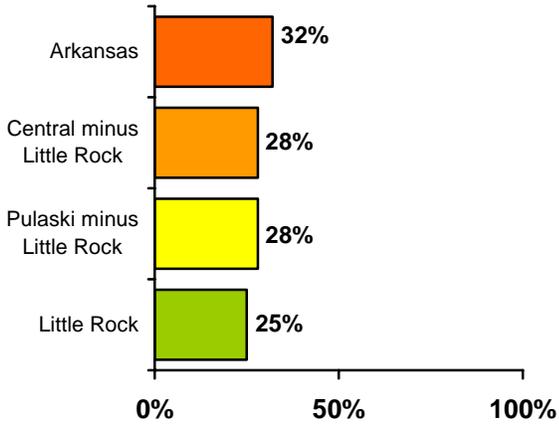
**Smoking Allowed at Work (p.9)**



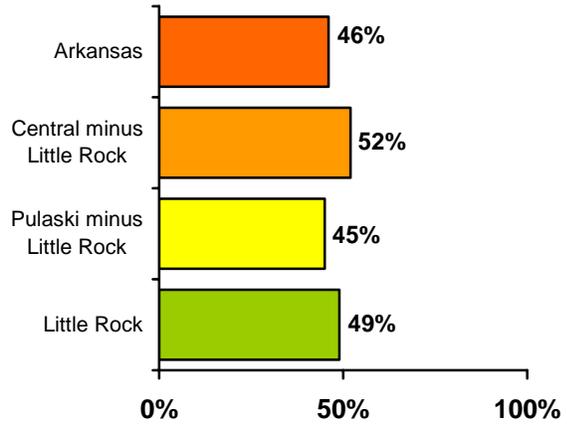
**Smoking Allowed in Public Areas at Work (p. 9)**



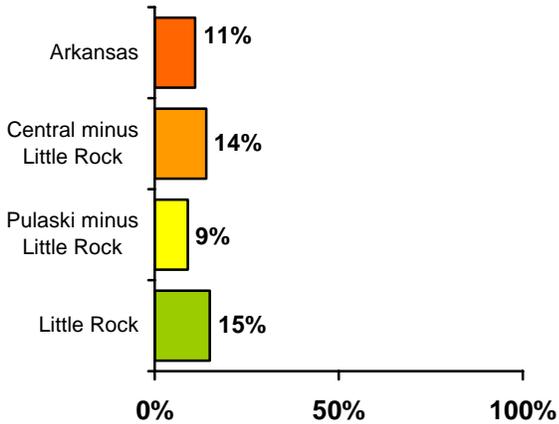
**Exposed to Smoke in the Car**  
(p. 10)



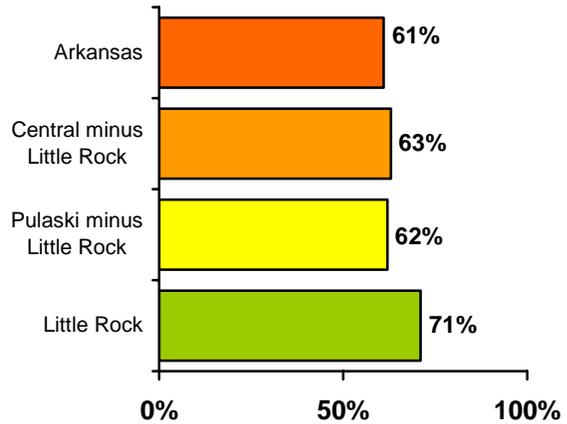
**Ban Smoking in Restaurants**  
(p.11)



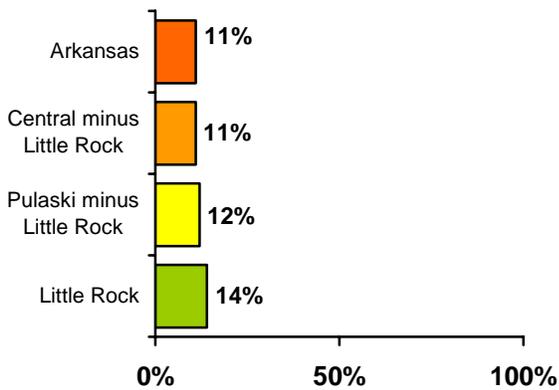
**Avoided Smoking Restaurants**  
(p.12)



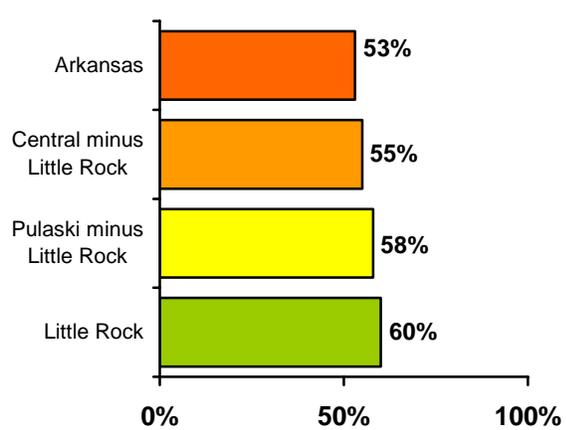
**Support Law Banning Smoking**  
(p.13)



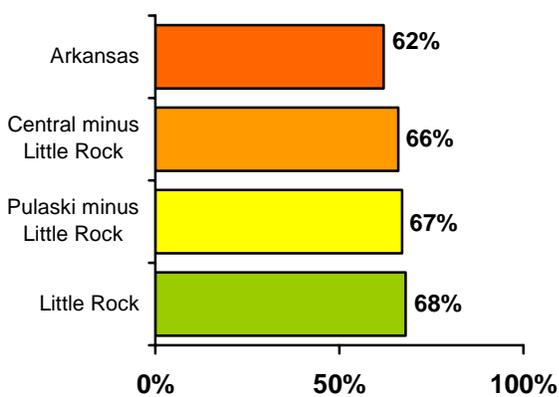
**Eat Out More if There was a Total Ban on Smoking in Restaurants**  
(p. 14)



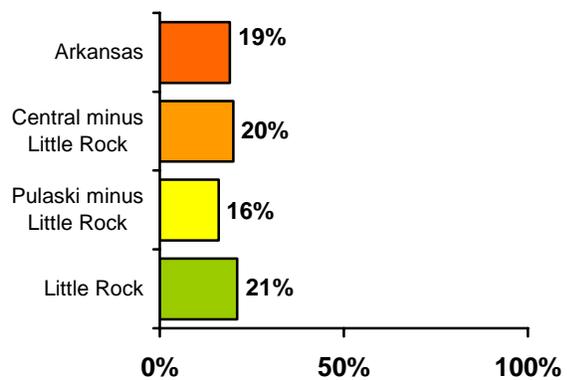
**Support Ban Smoking in Public Buildings** (p. 15)



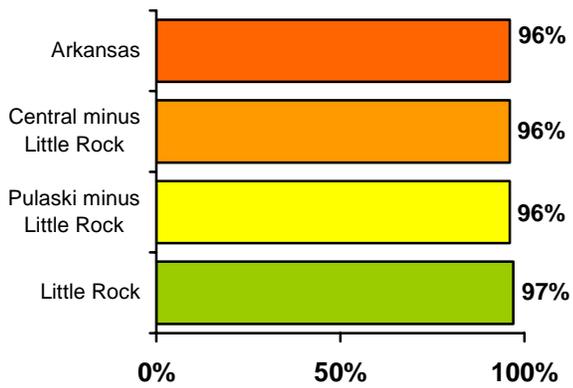
**Support Ban Smoking in Shopping Malls** (p. 16)



**Support Ban Smoking Bars** (p. 17)



Support Ban Smoking in Day  
Care Centers (p. 18)



Support Ban Smoking in Indoor  
Sporting Events or Concerts (p. 19)

