

Arkansas Department of Health—Act 13 Awareness Research

2008 Final Report

Prepared for:



Prepared by:



January 2008

Overview

Background and Methodology

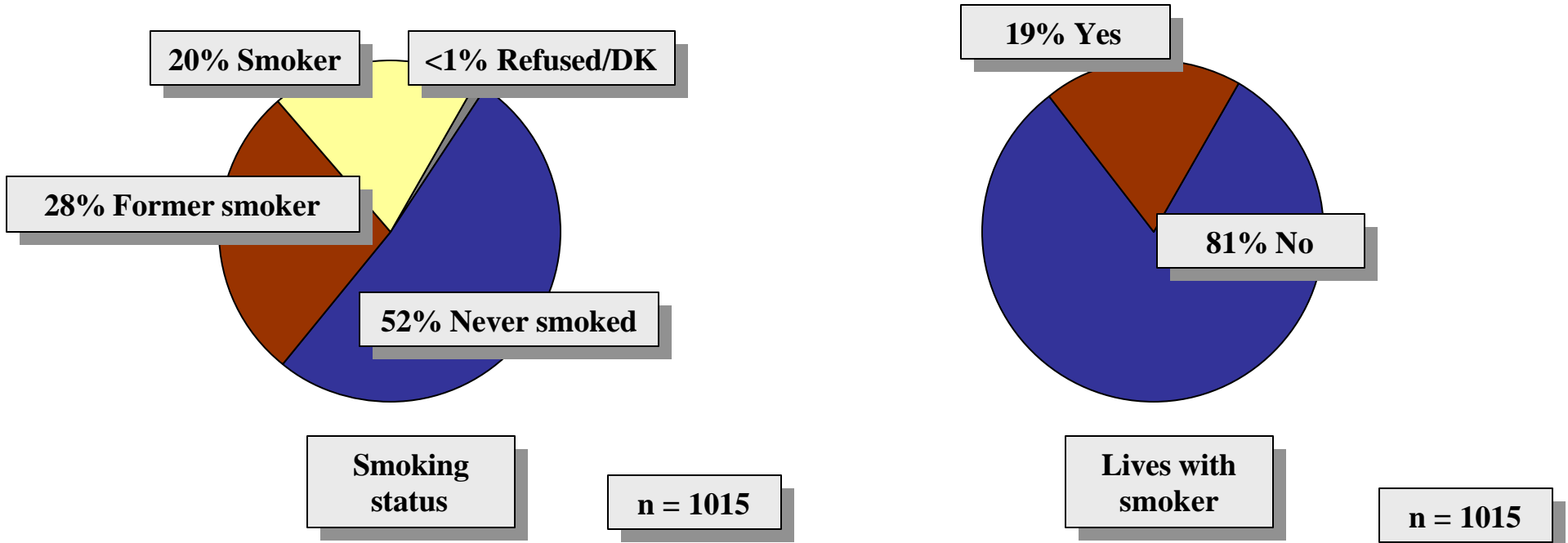
- ◆ The Arkansas Department of Health (ADH) contracted with Flake-Wilkerson Market Insights (FWMI), a Market Strategies International Industry Group (MSI) to conduct a telephone survey for the Arkansas Department of Health's Tobacco Prevention and Cessation Program among 1,000 Arkansans who are registered voters to measure their attitudes regarding Act 13.
- ◆ Just over two hundred and fifty respondents were surveyed from each of the state's four congressional districts, totaling 1,015 surveys.
- ◆ Surveys were completed in both Black and Hispanic households to accurately reflect the state's population of these ethnic groups.
- ◆ A survey was developed by FWMI with input from the ADH, and then programmed using CATI phone interviewing technology.
- ◆ Telephone interviewing was conducted from January 16-January 19 2008.

Objectives

- ◆ To measure public opinion regarding Act 13 in order to determine the extent of awareness, enforcement and compliance.
- ◆ Since the statewide campaign began on January 21, 2008, the research was completed beforehand.

Detailed Findings

Smoking Status



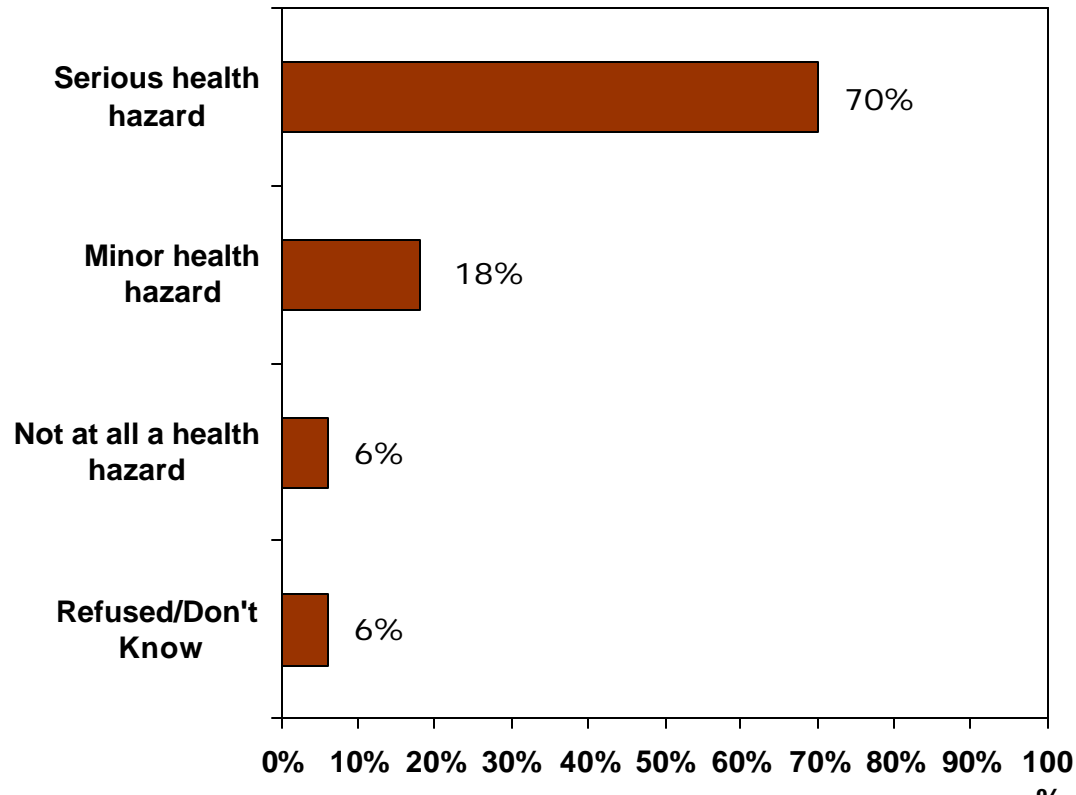
Twenty percent of respondents indicate they are smokers. Of this group, 97% say they smoke daily. Interestingly however, the majority (52%) say they have never smoked.

The vast majority (81%) do not live with someone who smokes.

Q1. Are you currently a cigarette smoker, a former smoker, or would you say you have never smoked? Q1b. Do you smoke daily?

Q2. Is there another person living in your home who smokes?

Smoking as a Health Hazard

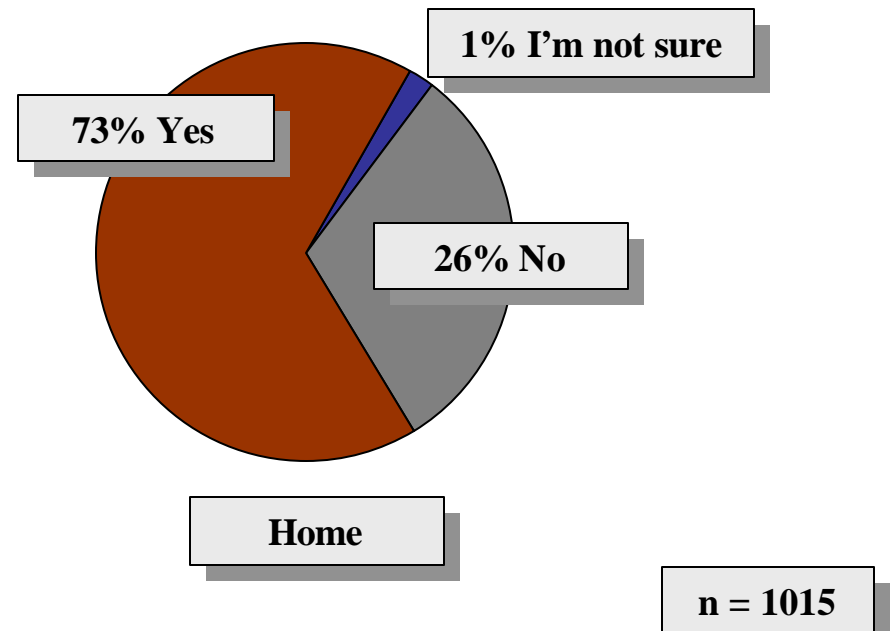
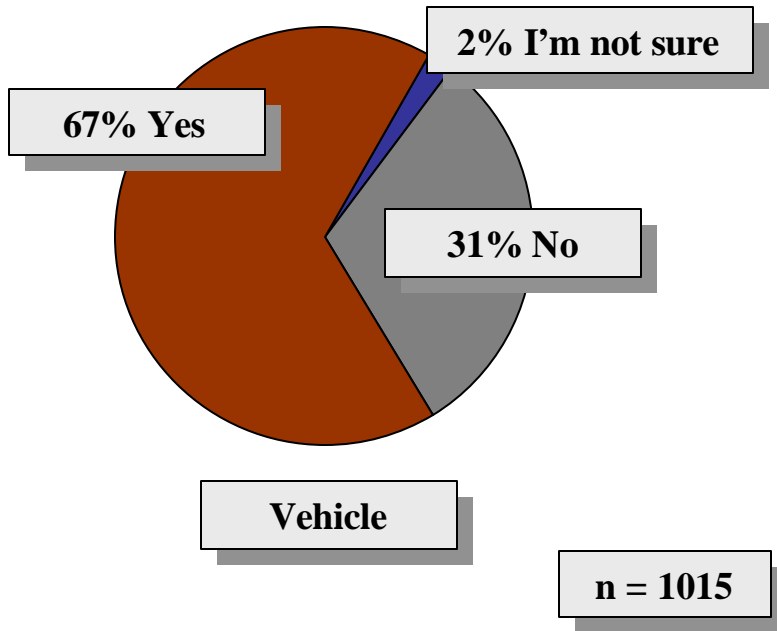


Overall, the vast majority of respondents feel that exposure to secondhand smoke is a serious health hazard (70%).

Interestingly, females were significantly more likely (77%) than males (55%) to indicate so.

n = 1015

Rules About Smoking



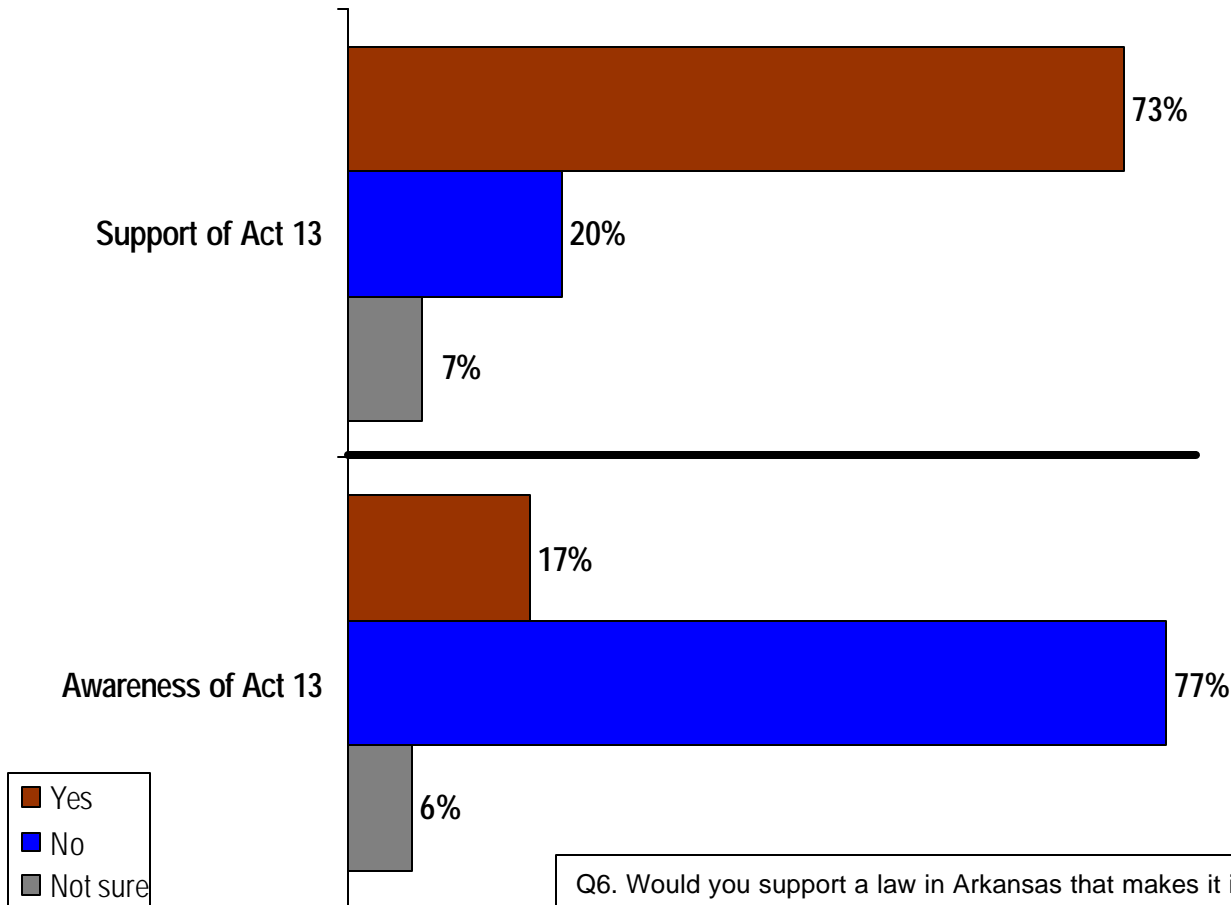
Although the majority have rules about smoking in their vehicle, nearly a third (31%) of all respondents do not.

Again, the majority have rules about smoking in their home, however, just over a quarter (26%) do not.

Q4. Do you have rules about smoking or not smoking in your vehicle?

Q5. Do you have rules about smoking or not smoking in your home?

Support and Awareness of Act 13



The majority (73%) say they would support a law making it illegal to smoke in a vehicle with young children. Females were significantly more likely to answer this way (76%) compared to males (65%). Those with children 0-10 years old were significantly more likely to support a law protecting children from secondhand smoke in a vehicle (83%) compared to those with children between 14 and 18 years old (72%).

Only 17% of respondents reported they were aware of Act 13. The vast majority were unaware (77%).

n = 1015

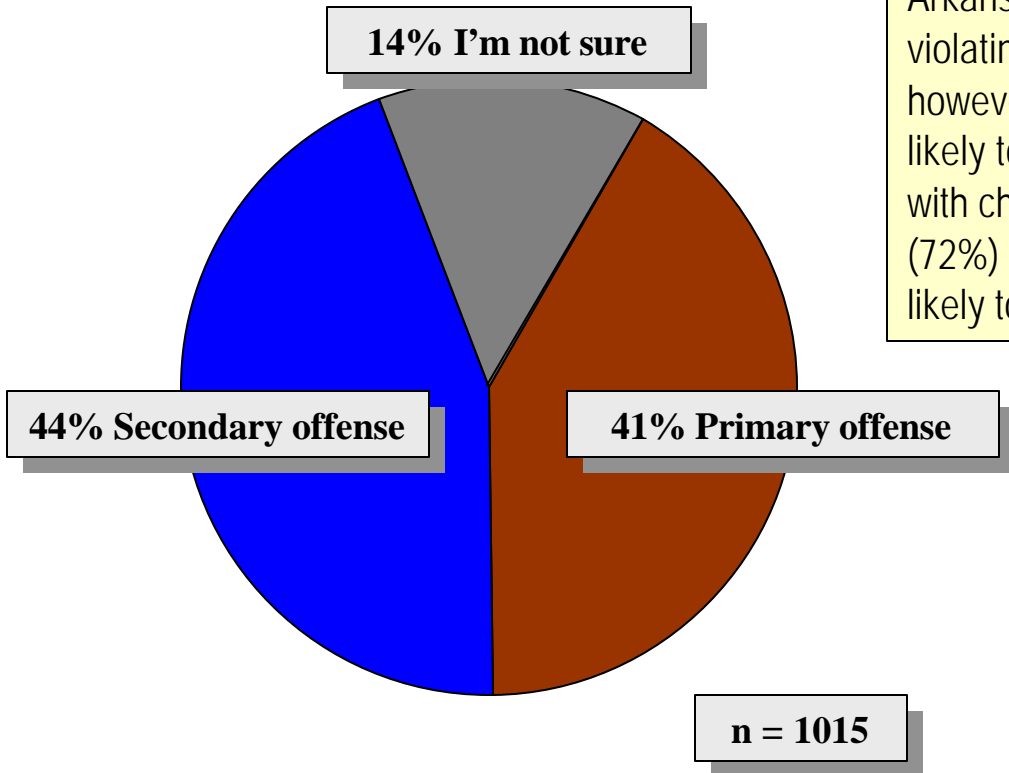
Q6. Would you support a law in Arkansas that makes it illegal to smoke in a vehicle with young children present?

Q7. Are you aware of any law that makes it illegal to smoke in a vehicle with a child less than 6 years old?

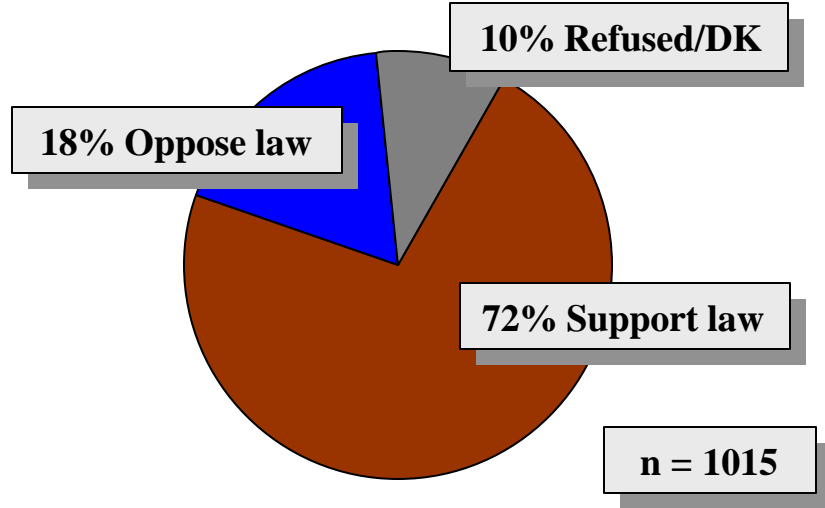


Violation and Support of Act 13

Arkansans are nearly dividend in terms of whether violating Act 13 is a primary or secondary offense, however, those with children 0-5 were significantly more likely to say 'primary offense' (57%) compared to those with children in the 11-18 age range (39%). The majority (72%) do support the law. Females are significantly more likely to support the law (75%) compared to males (66%).

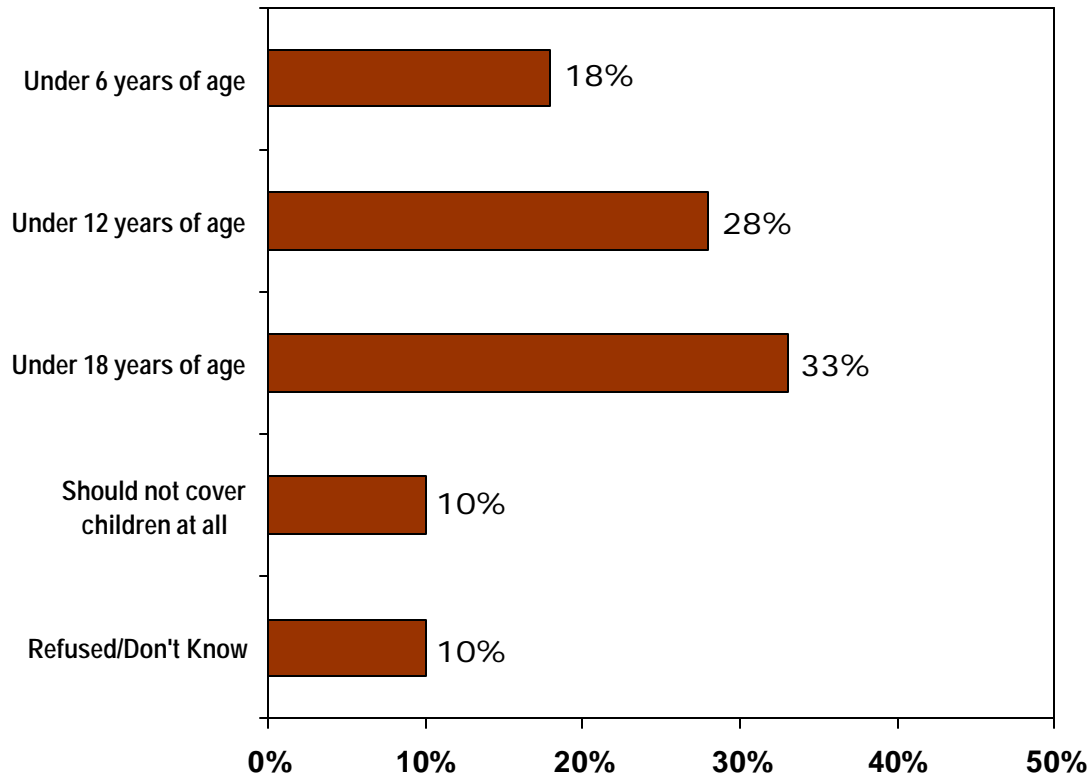


Q8. There is a law in Arkansas, Act 13, which does make it illegal to smoke in a vehicle with a child under six. Do you think violating this law would be a primary or secondary offense?



Q9. Do you personally support or oppose this law?

Coverage of Act 13



n = 1015

A third of Arkansans (33%) think that Act 13 should cover all children under 18 years of age, while over a quarter (28%) think the law should cover all children under 12 years of age. Only 10% indicate the law should not cover children at all.

Eighty-seven percent of all respondents hold the point of view that 'A child has a right to breath clean air.' Just 6% indicate 'People have a right to smoke in a car with a child.'



Q10. Do you think that Act 13 should cover all children...?

Q11. People speak about having a 'right' to smoke. Which statement is closest to your point of view?



Conclusions

In Conclusion

- ◆ Worth mentioning is that 68% of those who responded did not have children under the age of 18 living in their household.
- ◆ The majority have rules about smoking in their homes (73%) and in their cars (67%).
- ◆ Seventy percent feel that exposure to secondhand smoke is a serious health hazard.
- ◆ Seventy-three percent indicate they would support a law making it illegal to smoke in a vehicle with a child prior to being informed of Act 13.
- ◆ However, seventy-seven percent of respondents were not aware of the existence of Act 13.
- ◆ After being informed of the details of Act 13, 72% say they support the law.
- ◆ Arkansans are nearly divided in terms of violating Act 13 with 41% thinking it should be a primary offense and 44% thinking it should be a secondary offense.
- ◆ A third (33%) think Act 13 should cover all children under 18, while only 18% think it should cover children under six years of age.