
Health Promotion and
Chronic Disease Prevention

TPEP Market Research Poll – Findings and Best Practices

Conducted by Lake Research Partners
December 2010



Context

Purpose of this PPT:

- Synthesize the statewide poll results.
- Provide key messages around support of policies you may be working on.
- Provide you with best practices related to sharing the results with media and decision-makers in your local communities.

Goals of the research:

- Help you identify and prioritize BPOs as you finalize your work plans.
- Provide you with persuasive proof points about Oregonians' support for policy objectives you are or will be working on.
- Reinforce the power of key message delivery in shifting opinions about proposed policy objectives.
- Share key messages that worked in shifting opinions on key policy areas.



Research

- Random digit dial sample (RDD) phone survey conducted Dec. 7-12, 2010.
- Reached a total of 873 adults 18 years and older statewide in Oregon.
 - Cell phone sample of 120 adults.
 - Oversample of 150 adults in Clackamas County.
- Sample was stratified geographically based on the proportion of adults in each region.
- Clackamas oversample was weighted into the base sample and the proportion of adults with landline phones only and cell phones only were weighted slightly.
- The data were weighted slightly by region, age, education, race and parental status to ensure an accurate reflection of the demographic configuration of this population.
- The margin of error for the total survey is +/- 3.7%.
 - Base sample of 603 adults.



Core findings

- **Views toward the Oregon Tobacco Prevention and Education Program remain positive and all Oregonians prove net favorable toward the program.**
 - More than eight in 10 Oregonians say it is important to increase funding to the level recommended by public health and medical experts to keep kids from starting to smoke and help smokers quit.
 - On average, Oregonians believe about 70 percent of the settlement with tobacco companies should be spent to keep kids from starting to smoke and on helping smokers quit.
- **Oregonians overwhelmingly favor the 2009 Smokefree Workplace Law.** Knowledge around smoking not being permitted in bars has increased over time and the large majority have heard of the law.



Core Findings II

- Oregonians show the most support for making public **playgrounds, health clinics and hospital grounds, and the Oregon Zoo** smokefree. Making outdoor seating areas at bars smokefree is less popular.
- Oregonians also respond well to the policies of **displaying public service messages and requiring licenses for tobacco retailers**. Prohibiting menthol, and discounts and coupons are less popular.
- A strong majority of Oregonians find it very important to keep new **smokeless tobacco products** out of the hands of youth and teens.
- Chewing tobacco is universally known to Oregonians, but **hookah use is most prevalent**, with one quarter of Oregonians saying they have used this product.



Program and funding support

- Oregonians support Oregon’s Tobacco Prevention and Education Program, and overwhelmingly think programs to prevent tobacco use and get people to quit are important.
 - For the health and well-being of Oregonians (88 percent).
 - For holding down the cost of health care (84 percent).



Program and funding support

- After hearing that Oregon spends less than 20 percent of the amount recommended by public health and medical experts to keep kids from starting to smoke and on helping smokers quit, **eight in 10 Oregonians think it is important to increase funding** to the level recommended by public health and medical experts.
- Nearly six in ten think it's *very* important, which is a 10 point increase since 2008.



Program and funding support I

- On average, Oregonians believe about **70 percent of the tobacco company settlement** should be spent on programs to keep kids from starting to smoke and on helping smokers quit.
 - 75 percent of those surveyed believe half or more should be dedicated these programs
 - 41 percent think 100 percent should go to these programs.
- **Almost three quarters of Oregonians would support an additional tax on a pack of cigarettes** for these programs.
 - 25 to 75 cents (26 percent)
 - \$1 - \$2 (24 percent)
 - \$3 + (22 percent)



Smokefree Workplace Law

- **Oregonians overwhelmingly favor the Oregon Smokefree Workplace law.**

- Eighty- two percent of Oregonians favor the law. The small percentage of Oregonians who oppose the law are mostly current smokers.

- **A majority of Oregonians favor expanding the area that smoking would be prohibited by doors and windows beyond 10 feet.**

- *Note: Messaging is important*—Support increased from 62 to 73 percent (11 points) among people who were told:

- Washington state’s law prohibits smoking within 25 feet of doors and windows and studies show that secondhand smoke can drift at least 20 feet.

- Six in 10 Oregonians think the law should be expanded to 20 feet or more.

- *Note: There is less support for making outdoor seating areas at bars smokefree, so messaging in this policy area should focus on expanding the 10-foot rule.*

- **More than eight in 10 Oregonians have seen or heard something about the law.** More than three quarters know that smoking is not permitted in bars.

- GREAT JOB GRANTEES!

Strongest support for the law comes from those ages 35-44, college-educated women, senior women, and Hispanics (small sample size).

Women, Latinos and parents are more likely to favor expanding the law beyond 10 feet.

Coastal-region residents are less likely to favor expanding the law beyond 10 feet.

Support for local policies

- Oregonians overwhelmingly favor making outdoor spaces smokefree.
 - More than eight in 10 Oregonians favor smokefree public playgrounds.
 - Nearly eight in 10 Oregonians favor smokefree policies on grounds of **health clinics and hospitals.**
 - Nearly eight in 10 favor making the **Oregon Zoo smokefree.**
 - Nearly two-thirds favor smokefree **outdoor seating areas at restaurants.**
 - Two-thirds favor smokefree policies outside **public facilities, like libraries, county courthouses or city halls.**
 - Nearly two-thirds favor smokefree **bus and train stops.**

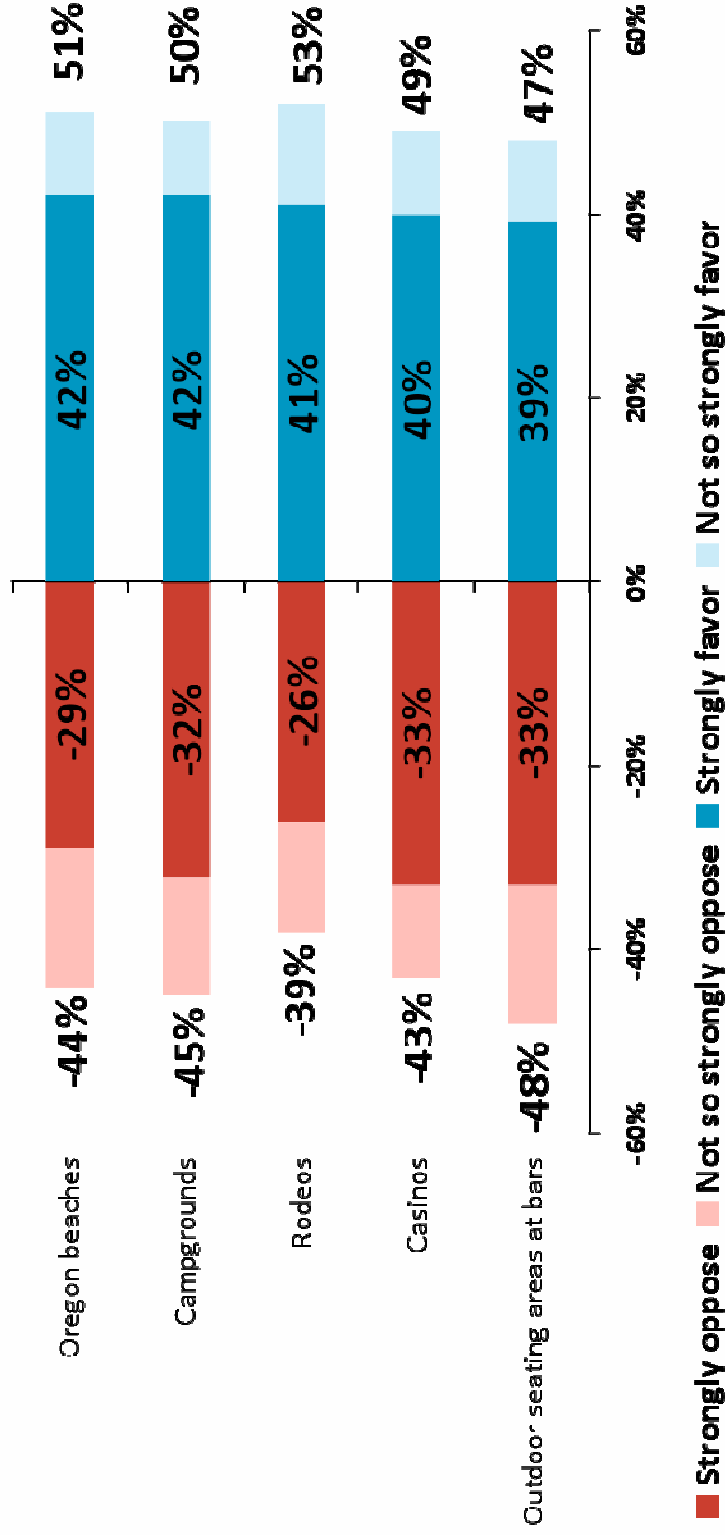


Support for common BPOs

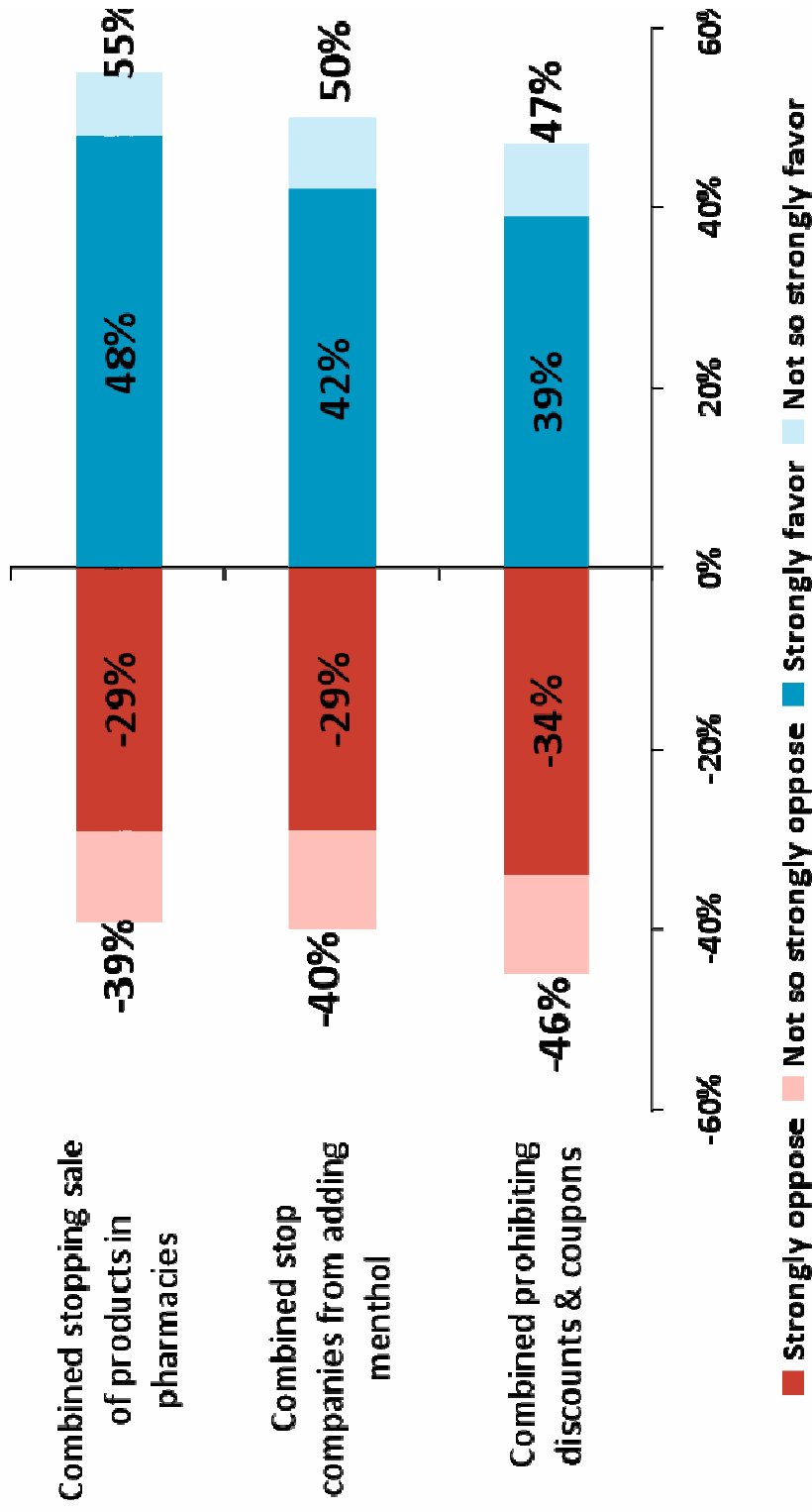
- **More than two-thirds of Oregonians support making college and university campuses smokefree.** More than half say they *strongly* favor such a policy.
- **A large majority of Oregonians favor smokefree outdoor sporting events (64 percent) and other outdoor events, like fairs and festivals (61 percent).**
- **A large majority of Oregonians (61 percent) support smokefree public parks.**
- **Fifty-eight percent of Oregonians favor outdoor concerts.**



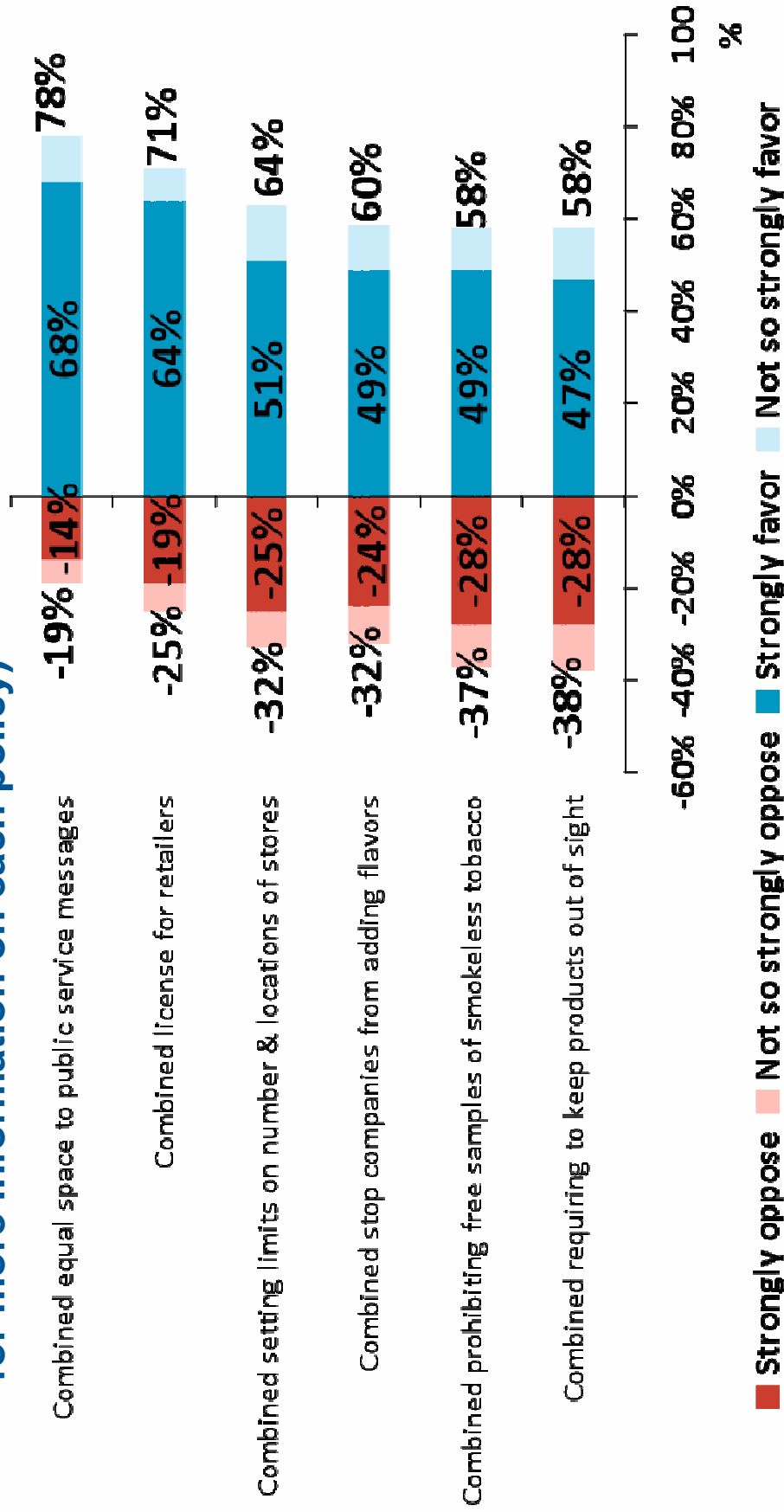
Policies with less support



Policies with less support II



Policies with most support (see next slides for more information on each policy)



Equal space for public service messages

By wide margins, both genders and all regions favor giving equal space to public service messages that warn about the health hazards of tobacco use and advertise the toll-free Oregon Tobacco Quit Line. Those in the coastal region are slightly less favorable than others.

- **Oregonians overwhelming support** requiring tobacco retailers to provide equal space for public services messages that warn about the health hazards of tobacco use and advertise the Oregon Tobacco Quit Line.
- **Note: *Messaging is important*—Support increased from 74 to 83 percent (nine points) among people who were told:**
 - Studies show that tobacco companies spend billions of dollars on advertising inside retail stores and on storefronts, and that young children and teenagers who see these tobacco ads are more likely to start smoking.

Tobacco Retail Licensure

Favorability for requiring a license for tobacco retailers spans gender and region.

- **Oregonians overwhelmingly support requiring tobacco retailers to get a license.**
 - Nearly eight in 10 nonsmokers favor the policy
 - Nearly six in 10 smokers *also favor the policy.*
 - *Note: While still important, messaging is less needed as support for this policy is high without providing additional information about how requiring a license is a way to make sure they are following the laws.*

Limiting the number and location of tobacco stores in neighborhoods

Women and Eastern Oregonians are especially favorable toward limiting the number and locations of stores that sell tobacco products in neighborhoods, although men and all regions favor this overall.

- A large majority of Oregonians favor setting limits on the number and location of tobacco stores in neighborhoods.
- *Note: Messaging is extremely important to make the above statement true—Support increased from 57 to 70 percent (13 points), among people who were told:*
 - In Oregon, there is no limit to the number of tobacco stores that can be located in a particular neighborhood. Zoning and land use laws can put limits on the number of tobacco stores, or prevent them from being located near schools or playgrounds.

Flavored tobacco products

Messaging was particularly important in the Clackamas County sample.

- A majority of Oregonians strongly favor a law that would stop tobacco companies from adding flavors to other tobacco products.

Two thirds of women and Eastern

Oregonians favor stopping tobacco companies from adding flavors to tobacco products, like cigars, hookah and chewing tobacco.

- *Note: Messaging is extremely important to make the above statement true—Support increased from 53 to 67 percent (14 points), among people who were told:*

- Cigarettes flavored like candy, fruit and cocktails are prohibited by federal law because studies show these sweet flavors appeal to children and teenagers. Right now, this law does not apply to other tobacco products, like cigars, hookah and chewing tobacco.

Free samples

A majority of women, residents of the Portland Metro and Eastern Oregon regions strongly favor prohibiting free samples of smokeless tobacco products; men, residents of the Upper Willamette Valley and coastal residents favor forbidding these samples overall.

- **A majority of Oregonians favor prohibiting free samples of smokeless tobacco.**
- **Support increased, from 56 to 60 percent, among people who were told:**
 - A new federal law prevents tobacco companies from giving out free samples of cigarettes, cigars, little cigars and hookah tobacco to keep the free samples out of the hands of youth, but the federal law still allows some free samples of smokeless tobacco products in adult-only tents at places like rodeos.

Keeping tobacco products out of sight

- Only Coastal Oregonians oppose keeping tobacco products out of sight.
- **A majority of Oregonians favor requiring tobacco retailers to keep tobacco products out of sight.**
- **Support increased from 54 to 62 percent (eight points), among people who were told:**
 - Most stores that sell tobacco products display them on the shelves right behind the cash register, but studies show that the more children and teenagers see these displays, the more likely they are to start smoking or chewing.

Smokeless tobacco products

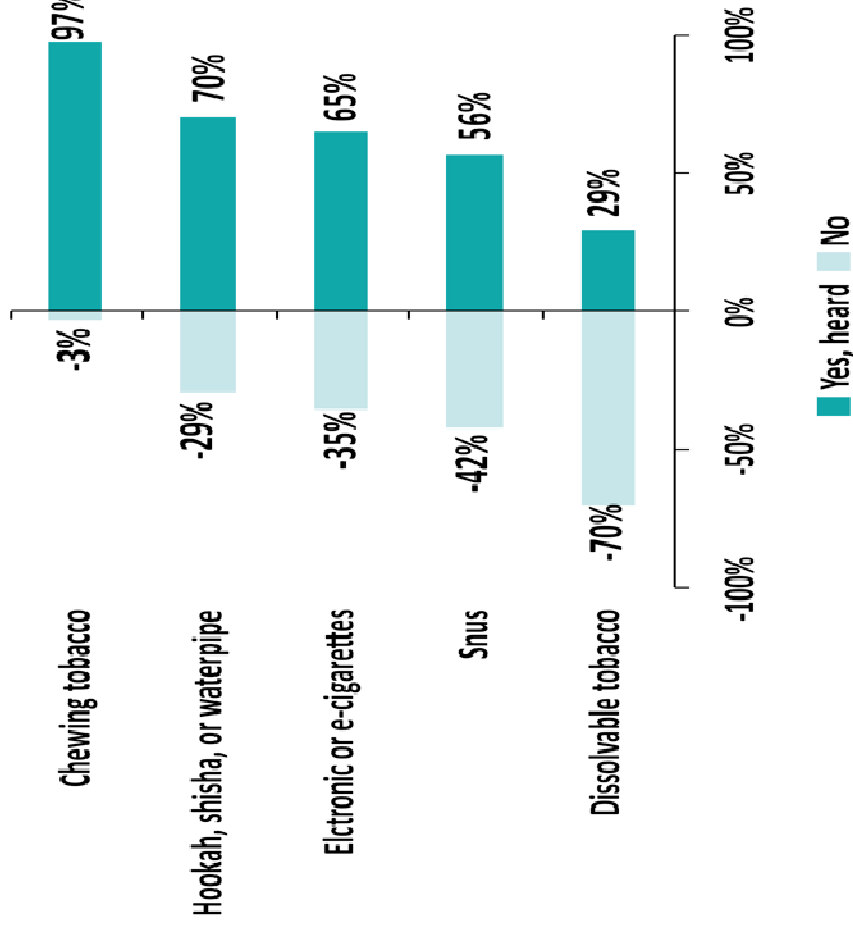
- **More than nine in 10 Oregonians think it is important to keep new smokeless tobacco products out of the hands of youth and teens.**
- Support was consistent among people who heard two different messages:
 - In the last few years, tobacco companies have come out with many new smokeless tobacco products, **including chewing tobacco in pouches that does not make you spit, as well as finely grained tobacco mixed with flavorings and formed like hard candy for dissolving in your mouth.** These products make it easy for children and teenagers to start using tobacco and hide it from their teachers and parents (92 percent).
 - In the last few years, tobacco companies have come out with many new smokeless tobacco products **and packaged them in tins or dispensers that look like they contain breath mints or Listerine Strips.** This packaging is attractive to **children and teenagers**, and makes it easy for them to start using tobacco and hide it from their teachers and parents (91 percent).



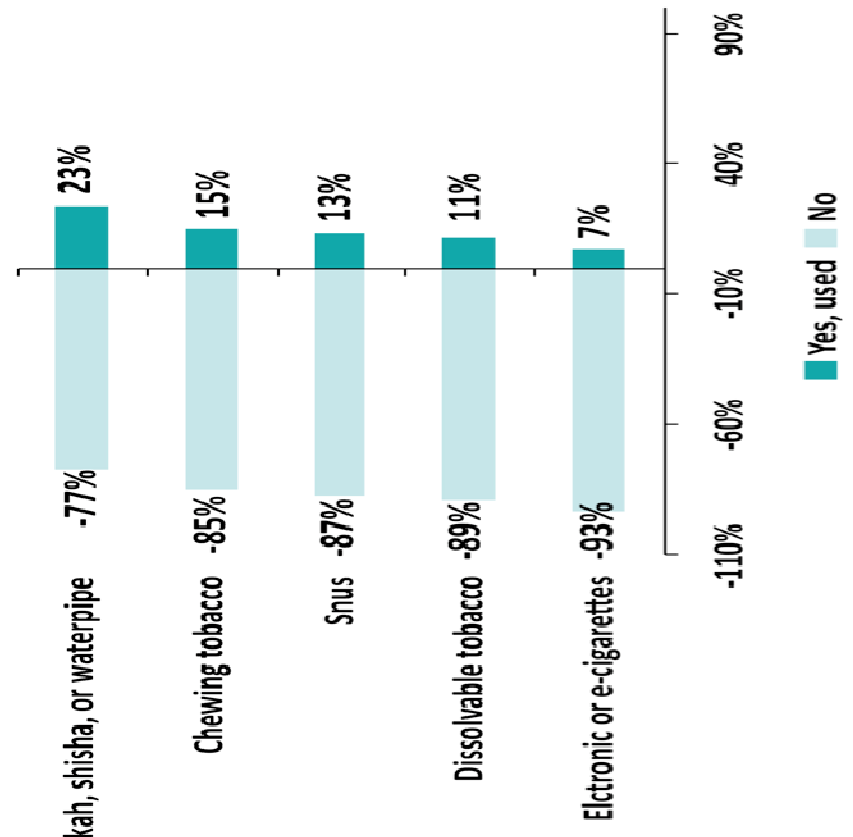
Tobacco use and awareness

- **Chewing tobacco is nearly universally known** while less than one-third of Oregonians have heard of dissolvable tobacco.
- **Hookah use is the most prevalent**, with nearly one quarter saying they have tried this product.

Tobacco Awareness



Tobacco Use



Recommendations

- Work to eliminate **smoking outside of bars and restaurants** should be framed around expanding the 10-foot law and not around prohibiting smoke on outdoor patios of bars.
 - To increase support, messaging should always be included about Washington’s stronger law requiring 25 feet and studies that show secondhand smoke can drift at least 20 feet.
- When prioritizing your BPOs around smokefree outdoor spaces, support is strongest (seven in 10 Oregonians) for making **public playgrounds** and the grounds of **health clinics and hospitals** smokefree.
 - The next tier of support is around making outdoor seating areas at *restaurants*, college and university campuses, the outside of public facilities like libraries, county courthouses or city halls, and bus and train stops smokefree.
 - The next tier of support is around making outdoor sporting events, fairs and festivals, public parks and outdoor concert venues smokefree.
- When prioritizing your BPOs around other policy priorities, the policy proposals that may prove easier to advance focus on providing **equal space to public service messages and requiring a license for tobacco retailers**.



Slide 23

LKLD4

I'd split this into more slides, too dense.

Laura K. Lee Dellinger, 3/4/2011

Recommendations II

- It's important to provide context and key messages when advocating for the following policies:
 - Requiring equal space to public service messages.
 - Ending the sale of tobacco products in pharmacies.
 - Keeping tobacco products out of sight.
 - Setting limits on the number and location of tobacco stores in neighborhoods.
 - Prohibiting tobacco coupons and discounts.
 - Stopping tobacco companies from adding flavors to tobacco products.
 - Stopping tobacco companies from adding menthol to tobacco products.
- While still important, less information is needed when advocating for:
 - Requiring licenses for tobacco retailers.
 - Free samples of smokeless tobacco products.



Sharing this information

- When sharing this information with media and decision-makers, first share the statistics without attributing the source.
 - *Example in letter to the Parks Commission:* By voting to create smokefree parks in our community, we will not only be joining a growing trend toward smokefree outdoor spaces in the county and state, we'll be acting on the will of our residents: A large majority of Oregonians (61 percent) support smokefree parks.
 - If directly asked, say the results are from statewide polling that is done regularly to assess Oregonians' attitudes toward tobacco.
 - If asked to see the entire poll, refer interested parties to Jonathan Modie at OHA.

