Smoke-free Outdoor Entryways Public Opinion Survey
Specifications/Interviewer Instructions and Explanations

If at any point the respondent asks what is meant by “public,” explain that you do not mean entryways to private homes but entrances to stores, movie theaters, banks, train stations, etc. that are open for all people to use.

Hello. I am conducting a survey on behalf of the (fill in: “County Health Department,” “Name of organization”). May I ask you a few questions about your experience and opinion regarding smoking near entrances of public buildings? It will take about 3 minutes of your time.

Saying on whose behalf you are doing the survey helps people decide whether or not they want to participate. A survey associated with public health may be more acceptable to some people than a marketing survey. Fill in the name given to you by your trainer.

1. Do you live in this city (county)?
   __ yes  __ no

   The intent is to get the opinions of people who are living in the area where the policy is trying to be passed. Policy makers might want to know if the public opinion survey results really represent the opinions of people in their area. Asking this question will help the campaign make a stronger argument because you are sure that all the people who were interviewed are indeed from the area.

   If the answer is “no,” politely tell the person that you appreciate his or her willingness to participate, but that you need surveys from people who live in the area.

   I will ask you some questions about secondhand smoke. Secondhand smoke is tobacco smoke in the air that a person breathes because someone else is smoking or has been smoking nearby.

   It is important to explain what secondhand smoke is because the term is not familiar to everyone.

2. Do you think secondhand smoke is harmful to your health?
   __ yes  __ no  __ don’t know

   If the answer is “maybe” or something similar, mark “don’t know.”

3. Have you ever noticed secondhand smoke in building entrances, for instance while waiting in line or while going into or coming out of a building?
   __ yes  __ no  __ don’t know

   The intent of this question is to get a count of how many people have experienced secondhand smoke in entryways. If the respondent has difficulties understanding the questions, you can probe by giving examples: “for instance when waiting in line to buy a movie ticket, or when coming out of your bank or coming out of or going into a store.”
4. While being near a building entrance, have you ever had to do any of the following (Read each choice and mark all that apply):
   __ Move to another location
   __ Leave the area earlier than planned
   __ Ask someone who was smoking to stop or move away
   __ Anything else you had to do because of secondhand smoke? (specify)
   ____________________________
   __ None of the above
   __ I don’t recall

Results from this survey question can help to show that smoking in entryways is a public nuisance. After reading the first three choices, probe for “other,” for instance by saying “can you think of anything else you have done to avoid the smoke in entryways?

5. If you experience secondhand smoke in building entrances regularly, how often would you say that happens?
   __ More than once a week
   __ About once a week
   __ About once or twice a month
   __ Less than once a month
   __ Don’t know
   __ I have not experienced secondhand smoke in entrances

Do not read the answer choices, but mark the answer that is closest. If the respondent does not give a clear answer, probe by reading the answers.

6. Would you support a law that makes it illegal to smoke near public building entrances?
   __ yes  __ no  __ don’t know

If the respondent is not sure about what you mean, ask the question in a different way, for instance: We are going to ask the city council to pass a law for the city that says that people cannot smoke in or near public entryways. This law already exists in a number of other cities, so we want to be able to tell the city council how many people in the city are for such a law. What is your opinion – should we have a non-smoking law for public entryways?

7. If we had a law like this, how could we make sure that people would follow it? (Read the choices and mark all that apply):
   __ No-smoking signs
   __ Announcements in the newspaper
   __ Announcements on television
   __ Fines
   __ None of the listed options
   __ Don’t know
   __ What other options might be effective? (specify) ________________________

Probe for “other” even if the respondent has already given other answer by saying “anything else?”
8. Have you used any of the following products during the past 30 days? (Read the choices and mark all that apply)
   __ Cigarettes
   __ Herbal cigarettes
   __ Cigars
   __ Hookah Pipes
   __ Blunts (a mix of tobacco and marihuana)?
   __ Any other tobacco products? (Specify) ____________________
   __ None

9. Mark the approximate age:
   __ under 18
   __ 18 to 30
   __ 30 to 50
   __ above 50

10. Mark the sex:
    __ m  __ f

11. Is there a particular race or ethnicity that you identify with? (Choose only one):
    __ African American
    __ Hispanic/Latino
    __ Native American/Alaska Native
    __ Asian/Pacific Islander
    __ White/Non-Hispanic
    __ Mixed/Multiracial

    Do not read these categories. Mark what they say. If they give an ethnicity that is not on the list or that you cannot identify, write down what the person says and consult with someone who knows later.

12. What section of town (the county) do you live in?
    _______________________

    Write down the section of town. If the answer is very general (North, East, West, etc.), ask if the area where he or she lives has a name or whether there is a specific landmark nearby. Answers to this question may or may not be used later to identify if a cross section of the population was asked.

Thank you for your time!