

New Orleans City-Wide Survey

Interview Schedule

Field Dates: October 5-8, 2015

N = 500 Registered Voters

N = 325 Landline

N = 175 Cell

Project #: 15154

Margin of Error = $\pm 4.38\%$

* Denotes result under 0.5%.

^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.

(ASK OF ALL CELL SAMPLE)

B. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

100% Yes, cell and in safe place

(ASK OF THOSE IN QA WHO ARE NOT THE NAME ON THE VOTER FILE)

D. Are you registered to vote in Louisiana?

(IF YES, ASK:) And would you say you are certain you are registered to vote in Louisiana?

100% YES, CERTAIN (CONTINUE)

(ASK OF THOSE IN QA WHO ARE THE NAME ON THE VOTER FILE)

E. **LAND:** Are you registered to vote at this address?

CELL: Are you registered to vote at your home address?

100% YES (CONTINUE TO QUESTION F)

F. Are you, or is anyone in your household, employed by a newspaper, television or radio station, or a political party, or by a candidate for political office?

100% NO

Before we begin, I have a few questions about yourself....

1. In what year were you born?

7%	18 - 24
14%	25 - 34
24%	35 - 44
20%	45 - 54
16%	55 - 64
18%	65 AND ABOVE
1%	REFUSED

2. Would you say that things in New Orleans are going in the right direction, or have they pretty seriously gotten off on the wrong track?

46% RIGHT DIRECTION
44% WRONG TRACK

9% NO OPINION (**DO NOT READ**)
1% REFUSED (**DO NOT READ**)

3. As you may know, Louisiana has a statewide smoke-free law that prohibits smoking in restaurants and some workplaces. In April, a city law went into effect in New Orleans that extended the law to prohibit smoking in all workplaces, including bars and casinos. Would you say you favor or oppose this law?

(IF FAVOR/OPPOSE, ASK:) And, do you **STRONGLY (favor/oppose)** or only **SOMEWHAT (favor/oppose)**?

<u>12/14</u>	<u>10/15</u>	
56%	64%	STRONGLY FAVOR
11%	13%	SOMEWHAT FAVOR
16%	7%	SOMEWHAT OPPOSE
16%	13%	STRONGLY OPPOSE
2%	2%	DON'T KNOW (DO NOT READ)
–	*	REFUSED (DO NOT READ)

66%[^] 78%[^] TOTAL FAVOR
32% 20% TOTAL OPPOSE

[^]The language in December was as follows:

“As you may know, Louisiana has a statewide smoke-free law that prohibits smoking in restaurants and workplaces. Would you favor or oppose a local ordinance in New Orleans that extends the law to prohibit smoking in all workplaces, including bars and casinos?”

4. And, now that the smoke-free law has been in effect for nearly six months, would you say that you are personally... **(ROTATE FIRST TWO)** MORE supportive of the law than you were before it went into effect or LESS supportive of the law than you were before it went into effect, or has your opinion on the law not changed?

(IF MORE/LESS SUPPORTIVE) And, would you say you are MUCH **(more/less)** supportive or just SOMEWHAT **(more/less)** supportive?

33% MUCH MORE SUPPORTIVE
7% SOMEWHAT MORE SUPPORTIVE
4% SOMEWHAT LESS SUPPORTIVE
4% MUCH LESS SUPPORTIVE

52% OPINION HAS NOT CHANGED

* DON'T KNOW **(DO NOT READ)**
* REFUSED **(DO NOT READ)**

39%^ TOTAL MORE SUPPORTIVE
8% TOTAL LESS SUPPORTIVE

5. And, would you be more likely or less likely to support a candidate for political office here in New Orleans if he or she supports maintaining the law that prohibited smoking inside all workplaces, including bars and casinos?

(IF MORE/LESS LIKELY, ASK:) And would you say MUCH (**more/less**) likely or just SOMEWHAT (**more/less**) likely?

<u>12/14</u>	<u>10/15</u>	
35%	38%	MUCH MORE LIKELY
25%	23%	SOMEWHAT MORE LIKELY
9%	10%	SOMEWHAT LESS LIKELY
16%	7%	MUCH LESS LIKELY
12%	18%	NO DIFFERENCE (DO NOT READ)
3%	3%	DON'T KNOW (DO NOT READ)
–	1%	REFUSED (DO NOT READ)
61%^	61%	TOTAL MORE LIKELY
24%^	17%	TOTAL LESS LIKELY

^The language in December was as follows:

“And, would you be more likely or less likely to support a candidate for political office here in Louisiana if they supported a proposal that would extend the state smoke-free law to prohibit smoking in all workplaces, including bars and casinos?”

6. And, in general, do you feel that exposure to second-hand smoke is **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?

70% SERIOUS HEALTH HAZARD
18% MODERATE HEALTH HAZARD
9% MINOR HEALTH HAZARD
2% NOT A HEALTH HAZARD AT ALL

1% DON'T KNOW **(DO NOT READ)**
* REFUSED **(DO NOT READ)**

88% TOTAL HEALTH HAZARD
11% TOTAL NOT HEALTH HAZARD

Still thinking about this...

7. How important is it to you to have a smoke-free environment inside all workplaces, including restaurants, bars, and casinos? Is it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

67% VERY IMPORTANT
21% SOMEWHAT IMPORTANT
6% NOT VERY IMPORTANT
...or...
5% NOT AT ALL IMPORTANT?

* DON'T KNOW/REFUSED **(DO NOT READ)**

89%^ TOTAL IMPORTANT
11% TOTAL NOT IMPORTANT

8. Since this smoke-free law has been in effect, would you say that going out to bars and casinos has become a... **(ROTATE FIRST TWO)** more enjoyable experience, a less enjoyable experience, or has it made no difference to you?

(IF MORE/LESS ENJOYABLE) And is that MUCH (**more/less**) enjoyable or just SOMEWHAT (**more/less**) enjoyable?

40% MUCH MORE ENJOYABLE
8% SOMEWHAT MORE ENJOYABLE
3% SOMEWHAT LESS ENJOYABLE
6% MUCH LESS ENJOYABLE

35% NO DIFFERENCE

8% DO NOT GO TO BARS AND CASINOS (**DO NOT READ**)

– DON'T KNOW (**DO NOT READ**)

– REFUSED (**DO NOT READ**)

48% TOTAL MORE ENJOYABLE

9% TOTAL LESS ENJOYABLE

9. And, which of the following do you think is more important... **(ROTATE)**

The rights of employees and customers to breathe clean air in restaurants, bars, and casinos

...OR...

The rights of smokers to smoke and owners to allow smoking inside restaurants, bars, and casinos?

(IF CHOICE, ASK:) And, would you say you think that is MUCH MORE important or only SOMEWHAT MORE important?

12/14 10/15

68%	68%	MUCH MORE CLEAN AIR
12%	12%	SOMEWHAT MORE CLEAN AIR
5%	9%	SOMEWHAT MORE ALLOW SMOKING
8%	8%	MUCH MORE ALLOW SMOKING

–	1%	BOTH (DO NOT READ)
4%	1%	DON'T KNOW (DO NOT READ)
3%	2%	REFUSED (DO NOT READ)

80%	80%	TOTAL MORE CLEAN AIR
14% ^	16% ^	TOTAL MORE ALLOW SMOKING

Now I am going to read you a series of statements about the city's new smoke-free law. After I read each one, please tell me whether you agree or disagree with that statement.

STRONG	SMWT	SMWT	STRONG	DK	REF
AGREE	AGREE	DISAGR	DISAGR	-DO NOT READ-	

(IF CHOICE, ASK:) And, do you **STRONGLY (agree/disagree)** or just **SOMEWHAT (agree/disagree)** with that statement?

The **(first/next)** one is... **(RANDOMIZE)**

10. All workers in New Orleans should be protected from exposure to secondhand smoke in the workplace.

73%	16%	5%	5%	*	*
89%		10%			

11. It has been really nice to go out and enjoy bars and casinos without breathing cigarette smoke or smelling like cigarette smoke when you get home.

70%	15%	5%	6%	3%	1%
85%		10%[^]			

12. Now that they are smoke-free, bars and casinos are healthier for customers and employees.

71%	19%	3%	6%	1%	*
89%[^]		9%			

13. And, as a result of bars and casinos becoming smoke-free in New Orleans, would you say that you are **(ROTATE FIRST TWO)** more likely to go out to bars and casinos, less likely to go out to bars and casinos, or has it made no difference?

(IF MORE/LESS LIKELY, ASK:) And would you say MUCH **(more/less)** likely or just SOMEWHAT **(more/less)** likely?

26% MUCH MORE LIKELY
13% SOMEWHAT MORE LIKELY
2% SOMEWHAT LESS LIKELY
6% MUCH LESS LIKELY

49% NO DIFFERENCE

3% DO NOT GO TO BARS AND CASINOS **(DO NOT READ)**

– DON'T KNOW **(DO NOT READ)**

* REFUSED **(DO NOT READ)**

39% TOTAL MORE LIKELY

8% TOTAL LESS LIKELY

Thinking now about you...

14. Which of the following describes your use of cigarettes ... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** I currently smoke cigarettes regularly, I smoke cigarettes only occasionally, I USED to smoke but no longer do, or I have never been a cigarette smoker.

6% I currently smoke cigarettes regularly
9% I smoke cigarettes only occasionally
25% I used to smoke but no longer do
60% I have never been a cigarette smoker

* DON'T KNOW (**DO NOT READ**)
- REFUSED (**DO NOT READ**)

(IF Q14:3-6, ASK) (N=425, Results shown off of total base)

15. And do you never smoke, or do you sometimes smoke on occasion?

78% NEVER SMOKE
6% SOMETIMES SMOKE ON OCCASION

- DON'T KNOW (**DO NOT READ**)
* REFUSED (**DO NOT READ**)

21% TOTAL SMOKER

16. Do you use any other tobacco products, such as e-cigarettes, cigars, or chewing or spit tobacco?

(IF YES, ASK) Which other products? (ACCEPT MULTIPLE RESPONSES)

- 3% YES, E-CIGARETTES/VAPOR PRODUCTS
 - 6% YES, CIGARS
 - YES, CHEWING OR SPIT TOBACCO
 - 1% OTHER TOBACCO PRODUCT (SPECIFY: _____)

 - 91% NO, DO NOT USE ANY OTHER TOBACCO PRODUCTS

 - DON'T KNOW (**DO NOT READ**)
 - REFUSED (**DO NOT READ**)

 - 9%^ TOTAL YES**
-

17. Does anyone in your household smoke cigarettes or use any other tobacco products?

- 15% YES
 - 85% NO

 - DON'T KNOW (**DO NOT READ**)
 - REFUSED (**DO NOT READ**)
-

Now, I just have a few more questions for statistical purposes only...

D1. What is the last grade you completed in school? (**DO NOT READ CHOICES**)

1% SOME GRADE SCHOOL (GRADES 1-8)
4% SOME HIGH SCHOOL (GRADES 9-11)
17% GRADUATED HIGH SCHOOL (GRADE 12)
2% TECHNICAL/VOCATIONAL SCHOOL
20% SOME COLLEGE
34% GRADUATED COLLEGE
23% POST-GRADUATE

* REFUSED (**DO NOT READ**)

22% HIGH SCHOOL OR LESS
22% SOME COLLEGE
56%^ COLLEGE+

D2. Despite how you may feel today, are you registered to vote as a... **(ROTATE FIRST TWO CHOICES)**

a Republican,
a Democrat,
or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK:)

Would you call yourself a STRONG **(REPUBLICAN/DEMOCRAT)** or a NOT-SO-STRONG **(REPUBLICAN/DEMOCRAT)**?

(IF INDEPENDENT/SOMETHING ELSE/OTHER/NO PREFERENCE, ASK:) Do you think of yourself as closer **(ROTATE)** to the Republican ...or... to the Democratic party?

7%	STRONG REPUBLICAN
5%	NOT-SO-STRONG REPUBLICAN
3%	LEAN TO REPUBLICANS
11%	SOMETHING ELSE/INDEPENDENT
5%	LEAN TO DEMOCRATS
13%	NOT-SO-STRONG DEMOCRAT
52%	STRONG DEMOCRAT
2%	DON'T KNOW (DO NOT READ)
3%	REFUSED (DO NOT READ)
12%	TOTAL REPUBLICAN
65%	TOTAL DEMOCRAT
18% [^]	TOTAL LEAN/INDEPENDENT

D3. Generally speaking, do you consider yourself to be **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** conservative, moderate ...or... liberal on most issues?

(IF CONSERVATIVE/LIBERAL, ASK:) And would you say you are VERY **(conservative/liberal)** or just SOMEWHAT **(conservative/liberal)**?

11% VERY CONSERVATIVE
13% SOMEWHAT CONSERVATIVE

36% MODERATE

13% SOMEWHAT LIBERAL
20% VERY LIBERAL

5% DON'T KNOW **(DO NOT READ)**
3% REFUSED **(DO NOT READ)**

24% TOTAL CONSERVATIVE
33% TOTAL LIBERAL

D4. And for statistical purposes only...is your total annual household income greater or less than \$45,000 dollars?

(IF LESS THAN \$45,000, ASK:) Is it...
(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)

14% UNDER \$20,000
11% BETWEEN \$20,000 - \$35,000
7% OVER \$35,000

(IF GREATER THAN \$45,000, ASK:) Is it...
(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)

6% UNDER \$55,000
15% BETWEEN \$55,000 - \$70,000
34% OVER \$70,000

13% REFUSED **(DO NOT READ)**

32% UNDER \$45K
21% \$45K - \$70K
34% \$70K+

D5. What is your main racial or ethnic heritage? Is it ... **(READ CHOICES – ACCEPT ONLY ONE RESPONSE)**

- 33% CAUCASIAN OR WHITE
 - 3% HISPANIC, SPANISH OR MEXICAN AMERICAN
 - 2% NATIVE AMERICAN OR AMERICAN INDIAN
 - 57% BLACK OR AFRICAN AMERICAN
 - 1% ASIAN

 - 1% OTHER (**Specify:** _____)
 - 3% REFUSED (**DO NOT READ**)
-

D6. Gender **(BY OBSERVATION)**

- 48% MALE
 - 52% FEMALE
-