

SMOKING PRACTICES, POLICIES, & PREFERENCES IN OREGON RENTAL HOUSING 2008

Telephone survey of tenants in Oregon

**Conducted for:
State of Oregon
Department of Human Services
Public Health Division
Oregon Tobacco Prevention & Education Program**

**Market research conducted in
July 2008**



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INTRODUCTION

In an effort to increase statewide demand for and availability of smoke-free rental housing, the State of Oregon's Department of Human Services Tobacco Prevention & Education Program (TPEP) contracted with Oregon consulting firm, Health In Sight, LLC, to provide a variety of services including research, training, and public education materials. Health In Sight, LLC hired Campbell DeLong Resources, Inc. (CDRI) as a partner in the project to support research implementation and training development elements.

This report contains the results of one phase of the project — a statewide tenant survey evaluating attitudes toward smoke-free housing and secondhand smoke. This statewide research builds upon a similar survey conducted by CDRI in 2006 among Portland metro-area renters. The report is divided into the following sections:

- ▶ **Executive Summary**, outlining the key findings and recommendations coming from the research.
- ▶ **Research Results**, outlining the findings from the research.
- ▶ **Researcher's Conclusions**, providing the next steps we believe should be taken based on the research and our past experience.
- ▶ **Appendix**, containing a review of the survey methodology as well as a copy of the survey questionnaire. The data printouts are bound in a separate volume.

Direct questions or comments about this research to John H. Campbell at Campbell DeLong Resources, Inc., (503) 221-2005, ext. 205 or e-mail John@cdri.com. At Health In Sight, LLC contact Diane Laughter, (503) 819-1873, or email diane.laughter@comcast.net.

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EXECUTIVE SUMMARY

The following are key findings from the research. To understand the full depth of the research, however, the reader is urged to review the entire report.

RESEARCH RESULTS

- 1. The survey includes respondents who are the young, the old, and the lower income.**
The survey is drawn from all parts of the state and from a mix of multiunit, small-plex, and single-family rentals. Respondents include high percentages of young people as well as retirees. As expected, they are more mobile and less affluent than the general population. Eight in ten respondents are white/Caucasian.
- 2. Overall, 15% of Oregon renters — but 21% of those who live in multi-unit property — say that secondhand smoke drifts into their home on a regular basis.** On the other hand, many do experience freedom from secondhand smoke: Nearly half say they never experience secondhand smoke coming into their home from outside. Whether secondhand smoke is a common experience for the respondents or not, when they do experience it, they don't like it and know it is unhealthy: Nearly half of renters statewide say they are bothered "a lot" by secondhand smoke when they experience it and more than 7 in 10 agree that exposure to even small amounts of secondhand smoke is a serious health risk.
- 3. In most rentals, someone has already set a no-smoking rule — usually it is the renter.** Eight in ten renters statewide do not do not allow smoking anywhere inside their home, regardless of their landlord's policies. In contrast, only 21% of renters have landlords who have set rules forbidding in-unit smoking. The actual number whose lifestyle is already consistent with indoor smoke-free rules is higher still because some haven't set rules but don't happen to have indoor smoking occur anyway. In total, statewide, 86% are living in homes where indoor smoking is either prohibited or occurs "rarely or never."
- 4. Even the majority of renters who smoke have chosen to live in smoke-free homes.** About one-third of Oregon renters smoke, most as a daily habit. Yet, as we have seen in other research as well, most people who smoke today, across the state, take it outside. *Even among those who smoke, the majority do not allow smoking in their home.* While about a third of all adult tenants in Oregon are regular smokers, only 11% of Oregon renters say smoking occurs inside their home every day with another 3% indicating frequency of at least monthly.
- 5. The market for the "amenity" of smoke-free living is way behind the measured demand.** While about 2 out of 10 rentals have indoor smoking bans set by the landlord, consider these statistics about renters, statewide:
 - ▶ 70% of renters say they would choose a smoke-free rental, "other things being equal."
 - ▶ Three-quarters agree with the statement that *"it is okay for landlords to prohibit smoking in their tenants' homes if that is necessary to keep secondhand smoke out of other tenants' homes."*
 - ▶ Four in ten renters would even be willing to pay a little more rent to live in a smoke-free community.

- ▶ Almost four in ten have such a strong desire for smoke-free living that they would even be uncomfortable renting an apartment where *adjacent* tenants are permitted to smoke.
- ▶ Even among *smokers*, nearly 4 in 10 say they would choose a smoke-free rental, all things being equal.

In other words, while smoke-free rules would require a lifestyle change for the approximately 14% who still engage in some level of indoor smoking, it would not only fit the current lifestyle of 86% of all renters, it is the strongly preferred choice by at least 4 in 10 and the clear preference of even more: about 7 out of 10.

- 6. The widely-held perception that the low-income rental market is a population segment with a majority preference for smoking-permitted living is simply not accurate.** The difference in smoke-free housing preference strength between the lowest and highest income groups is a matter of small degrees and *not* an overall finding. Also, while virtually all segments, including those in the lowest income brackets, endorse smoke-free housing rules, it is interesting to note that younger renters, as well as women, are among the strongest supporters for smoking restrictions.

RESEARCH RESULTS

This report will focus on three key segments of the sample: the statewide total, respondents living in the Portland tri-county area, and respondents living in all other areas of the state. In addition, differences among demographic segments such as gender, age, and income will be called out where there are statistically significant differences.

I. Respondent Characteristics

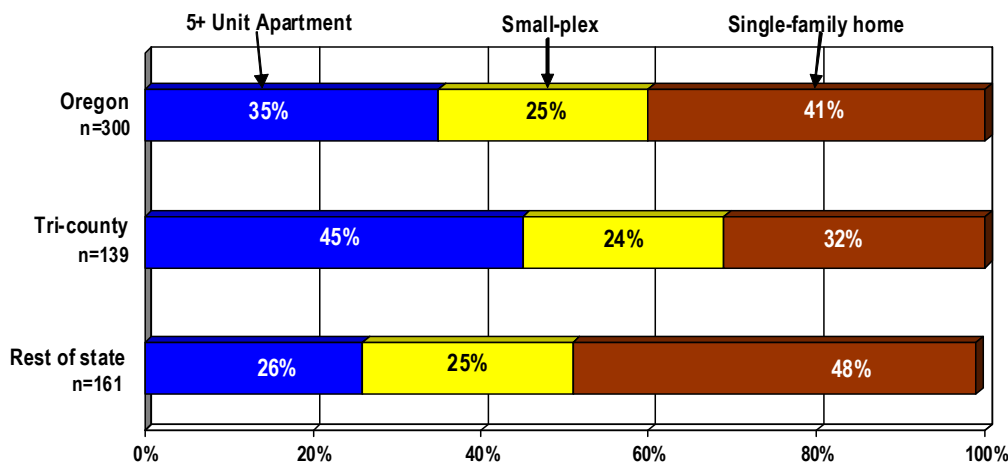
STATEWIDE, THE MAJORITY OF RENTERS ARE IN MULTIUNIT HOUSING. SINGLE-FAMILY RENTALS APPEAR TO BE MORE PREVALENT OUTSIDE THE METRO AREA.

The survey included a random selection of renters across the state, which includes those living in single-family homes, those in “small-plex” property — duplex, tri-plex, or four-plex property — and those living in multifamily property with five or more attached units.

As shown on the chart below, while statewide 6 in 10 respondents live in multiunit housing (either apartments or small-plexes), there is a notable difference between the tri-county area and the rest of the state. In the Portland tri-county area, about two-thirds are tenants in multiunit properties and one-third rent single-family homes.¹ In the rest of the state, just over half of respondents are in multiunit housing.

Type of rental unit

Q: Are you currently renting a single-family home, an apartment in a building with 2, 3, or 4 units, or an apartment (or condominium) on property with 5 or more units?



¹ For those comparing the previous Portland-metro only data from 2006 with the tri-county subset shown, the subset is statistically similar. The apparent small increase in the percentage of 5+ unit residents does not meet tests of statistical significance.

AS EXPECTED, OREGON RENTERS INCLUDE MANY YOUNG PEOPLE AS WELL AS SENIORS, AND ARE MORE MOBILE AND LESS AFFLUENT THAN THE GENERAL POPULATION.

The following tables show the basic demographic characteristics of renters statewide.

- ▶ **Renters tend to be younger than the general population.** As is consistently seen in surveys of the general rental population, unlike the population of homeowners, where older age cohorts dominate, the rental population includes a high proportion of people under the age of 35. Although the number of non-white respondents is fairly small, as we have also seen in other research, this population tends to be younger — for example, 14% of non-whites are ages 18 to 24, compared to 5% of white respondents. The small differences by age between the tri-county area and the rest of the state shown in the chart below are not significant — that is, the overall conclusion from these data are that age profiles are similar.

Age

Age	Oregon n=300	Tri-county n=139	Rest of state n=161
18 – 24	6%	6%	6%
25 – 34	17%	19%	16%
35 – 44	20%	19%	20%
45 – 54	21%	22%	21%
55 – 64	13%	14%	12%
65 or older	20%	17%	23%
Refused	3%	3%	2%
Median age	47	46	48

- **The average household size is 2.5, but nearly 4 in 10 live alone.** Responses are very similar between the Portland area and the rest of the state. Not surprisingly, younger renters and those with children tend to have the largest households (3.4 among those ages 18 to 34 and 4.3 among those with children). Also, non-whites tend to have larger households than whites (3.0 vs. 2.4 people on average).

Household size

Household size	Oregon n=300	Tri-county n=139	Rest of state n=161
1 person	37%	37%	37%
2 people	23%	27%	20%
3 to 4 people	26%	22%	29%
5 or more	13%	14%	13%
Average # of people	2.5	2.5	2.5

- **Nearly four in 10 have been in their current home for one year or less.** While the average length of residency is about four years, as we have seen previously as well, renters are a very mobile population; with nearly 4 in 10 having been in their current homes for a year or less. While the data suggest some small differences in length of residency between the Portland metro area and the rest of the state, the variance is small and below the threshold for standard statistical significance.

Time in current home

Length of time in current home	Oregon n=300	Tri-county n=139	Rest of state n=161
Less than 1 year	19%	17%	21%
1 year	18%	22%	15%
2 – 4 years	35%	38%	33%
5 – 9 years	17%	16%	19%
10 – 19 years	9%	7%	10%
20 years or more	1%	—	2%
Don't know/refused	1%	1%	1%
Average length of residence	3.9 years	3.4 years	4.3 years

- ▶ **Statewide, two-thirds of rental households include at least one person for whom the danger of secondhand smoke should be a particularly elevated concern** — the elderly, children, or those with a heart or lung condition.

“At-risk” households

At-risk households	Oregon n=300	Tri-county n=139	Rest of state n=161
Heart disease or lung condition in household	26%	22%	30%
Child in household	32%	30%	33%
Elderly in household	24%	20%	27%

- ▶ **About 8 in 10 respondents are white/Caucasian.** Although the sample size of non-white renters is fairly small (42 respondents), where this segment differs significantly from white respondents those variations will be noted in the report.

Race/ethnicity

Race/ethnicity	Oregon n=300	Tri-county n=139	Rest of state n=161
White/Caucasian	79%	76%	83%
Alaska Native/American Indian	5%	5%	4%
African American	3%	5%	1%
Multi-racial	3%	4%	2%
Hispanic/Latino	2%	2%	2%
Asian/Pacific Islander	1%	1%	1%
Other	2%	1%	2%
Refused	5%	6%	4%

- ▶ **Most renters report very low incomes.** As expected, Oregon renters tend to earn less than do homeowners, with 4 in 10 reporting incomes below \$25,000 and 2 in 10 saying their household income is below \$15,000. These are very low incomes (The current federal poverty level is \$14,000 for a household of two.) Non-white respondents tend to have significantly lower incomes than whites (50% of non-whites have incomes of less than \$25,000, vs. 35% among whites).

One of the persistent myths about smoking prohibitions in rental housing is that lower-income tenants, since they are more likely to be smokers, are more likely than affluent tenants to need or demand indoor smoking units, and that therefore landlords who serve lower-income populations would be at a market disadvantage if they forbid smoking. The 2006 Portland survey found no significant differences by income. To examine this issue on a statewide basis, the analysis in this report will look carefully at two segments of the Oregon renter population: those with household incomes above and below \$35,000 (roughly, lower and higher income renters) as well as the segment of very low income renters with incomes below \$25,000.

Income

Household income	Oregon n=300	Tri-county n=139	Rest of state n=161
Under \$15,000	19%	18%	19%
\$15,000 - \$24,999	18%	18%	17%
\$25,000 - \$34,999	11%	8%	14%
\$35,000 - \$49,999	20%	19%	20%
\$50,000 - \$74,999	16%	17%	14%
\$75,000 or more	4%	7%	1%
Refused	13%	13%	14%

II. Current Exposure to Direct & Secondhand Smoke

ONLY 15% OF ALL OREGON RENTERS SAY SECONDHAND SMOKE OFTEN DRIFTS INTO THEIR HOME, A PERCENTAGE THAT RISES TO 21% AMONG THOSE LIVING IN MULTIUNIT PROPERTIES.

Renters were asked how often they experience secondhand smoke drifting into their home from outside or from neighboring units. Statewide, 15% of all renters, and 21% of renters in multiunit housing, say they experience secondhand smoke on a regular basis (either daily or a few times a week), while nearly half say they never experience secondhand smoke coming into their home from outside. Detailed findings include:

- ▶ **Apartment and multi-plex residents are more likely to experience secondhand smoke.** Among those living in multiunit properties, 21% experience drifting smoke on a regular basis while 69% say they rarely or never experience it. Not surprisingly, those renting single-family homes are much less likely to experience secondhand smoke drifting in from outside. Fewer than 1 in 10 single-family home renters say smoke drifts in on a regular basis, while 85% say they rarely or never experience drifting second-hand smoke.
- ▶ **Renters outside Portland are less likely to experience drifting smoke.** The percentage of respondents who say secondhand smoke never drifts into their home is higher in the rest of the state compared to the tri-county area (53% vs. 41%). This difference is likely due to the higher number of respondents outside the metro area who are living in single-family homes rather than multifamily properties.
- ▶ **Portland area data suggest a possible decline in the prevalence of secondhand smoke since last surveyed.** Among respondents in the tri-county area, 18% say they experience drifting smoke on a regular basis, which appears to be down from 25% among tri-county residents in the 2006 survey of metro-area renters. However, we indicate only that this is a “possible” decline because this difference is significant at the 85% confidence level rather than the industry-standard 95% confidence level.
- ▶ **Non-whites, less affluent, and male renters, as well as those with children are all more likely to experience drifting smoke.** Segments of the population who are more likely to be frequently exposed to drifting secondhand smoke include:
 - ✓ Non-whites (28% say smoke drifts in daily or a few times a week, vs. 13% among whites).
 - ✓ Those with lower incomes (20% among renters with incomes under \$35,000, vs. 10% among those with higher incomes).
 - ✓ Men (20% vs. 10% among women).
 - ✓ Households with children (18% vs. 7% among households with those 65 and older).

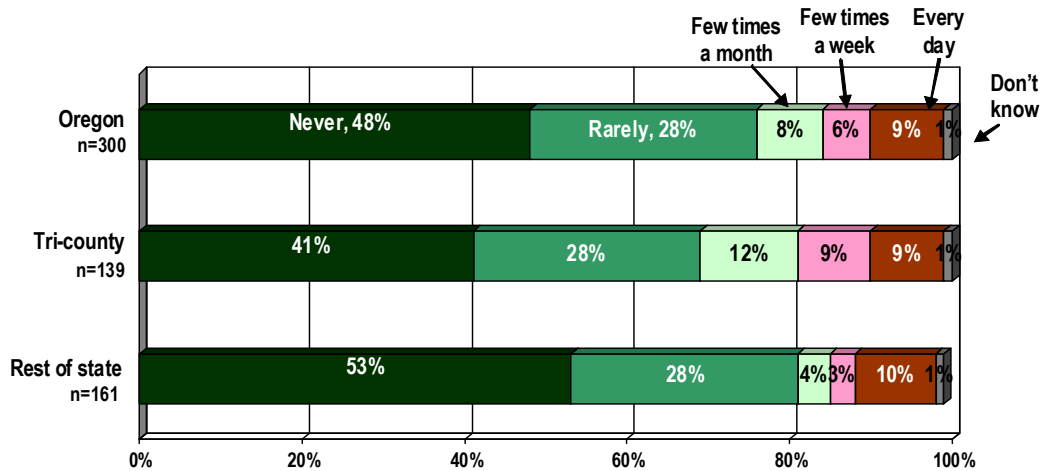
Looking at results by age, seniors are the only age group in which very few respondents report drifting smoke (3%). Those ages 35 to 54 are the most likely to frequently experience drifting smoke (22%).

- ▶ **“At-risk” households are equally likely to experience secondhand smoke.** An “at-risk” household is defined as one with a child, an elderly person, and/or someone with a heart or lung condition such as asthma or emphysema — this segment comprises about two-thirds of

the sample (194 out of 300). These “at-risk” households report the same frequency of drifting smoke as the sample as a whole, with 15% of “at-risk” households experiencing secondhand smoke a few times a week or more.

Frequency of experiencing secondhand smoke

Q: How often, if at all, have you experienced secondhand smoke drifting into your home from outside or from nearby apartments or homes? Would you say you experience that every day, a few times a week, a few times a month, rarely, or never?



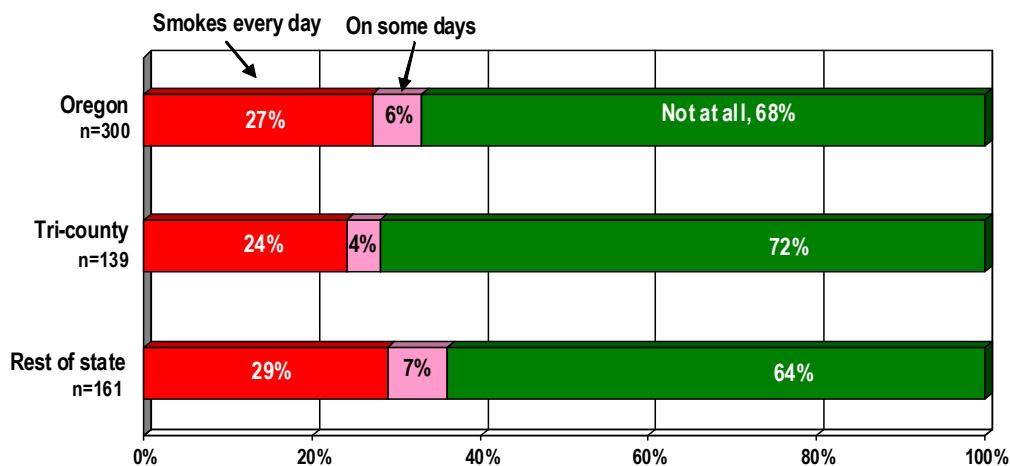
STATEWIDE, ONE-THIRD OF RENTERS ARE SMOKERS.

About one-third of Oregon renters say they smoke — primarily as a daily habit (27%) with a smaller group saying they smoke only on some days (6%). The majority of renters — 68% statewide — say they do not smoke at all. Additional findings include:

- ▶ **Men and lower-income renters are more likely to smoke.** Nearly 4 in 10 men say they smoke (37%), compared to 27% of women. There is a similar divide by income: 37% of those with household incomes below \$35,000 say they smoke, versus 28% of those with incomes over \$35,000.
- ▶ **Seniors are least likely to be smokers.** The rate of smoking is lowest among those ages 65 and older (17%) and peaks among those ages 35 to 54 (44%). Among renters age 18 to 34, 32% say they smoke. Younger smokers are more likely than other age groups to say they smoke only occasionally rather than daily.
- ▶ **Smoking appears to be more prevalent outside the Portland area.** While 28% of renters in the tri-county area¹ are daily or occasional smokers, the figure is 36% statewide, although the difference is significant at the 85% confidence level only.
- ▶ **Most renters who smoke do not smoke inside their home.** As the next section describes in more detail, the fact that a tenant is a smoker does not necessarily mean that he or she regularly smokes inside their home. As is discussed in more detail in the following pages, *even among smokers, almost two-thirds indicate that indoor smoking is not the practice inside their own homes.*

Prevalence of smoking

Q: And currently, do you, yourself, smoke everyday, some days, or not at all?



¹ For those comparing results to the 2006 study, note that small differences from that survey on this question do not meet tests of significance.

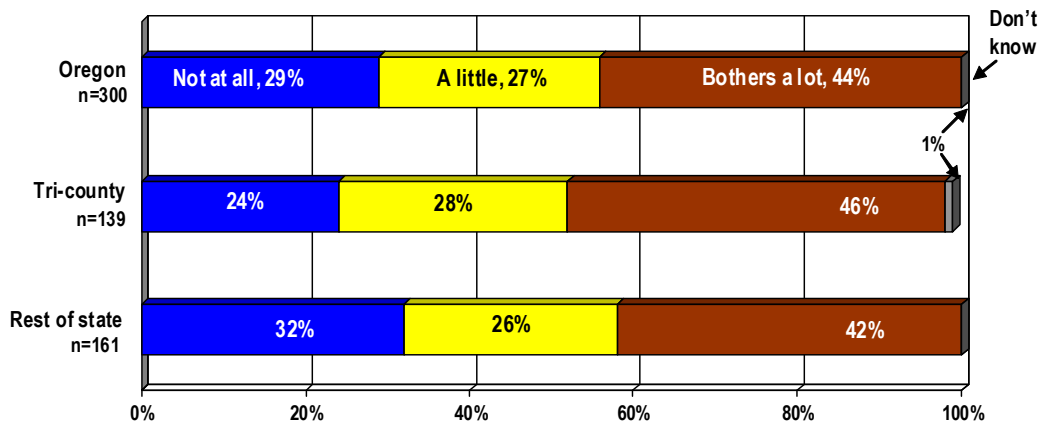
A MAJORITY OF OREGON RENTERS ARE BOTHERED BY THE EXPERIENCE OF SECONDHAND SMOKE.

Respondents were read a brief definition of secondhand smoke — “*Secondhand smoke is smoke from someone else’s cigarette, cigar, or pipe that you breathe*” — and then were asked to what degree, if at all, secondhand smoke bothers them — a lot, a little, or not at all. Close to half of all respondents say they are bothered “a lot” by secondhand smoke. A total of 71% say that secondhand smoke bothers them at all. While the chart below visually indicates small differences by area of state, the differences are not significant — that is, overall, renters in the tri-county area and the rest of the state are more similar than different on this issue.

Three segments of the population — women, seniors, and non-whites — are particularly likely to be very bothered by secondhand smoke. Women are significantly more likely than men to say that secondhand smoke bothers them a lot (56% vs. 31%). Seniors are the most likely age group to say that secondhand smoke bothers them a lot (50% among those 65 and older, compared to only 33% among those ages 18 to 34). And the relatively small group of non-white respondents is more bothered than are whites (57% vs. 41%).

Degree to which secondhand smoke bothers

Q: *When you experience secondhand smoke would you say that it typically bothers you a lot, a little, or not at all?*



III. Smoking Policies & Preferences

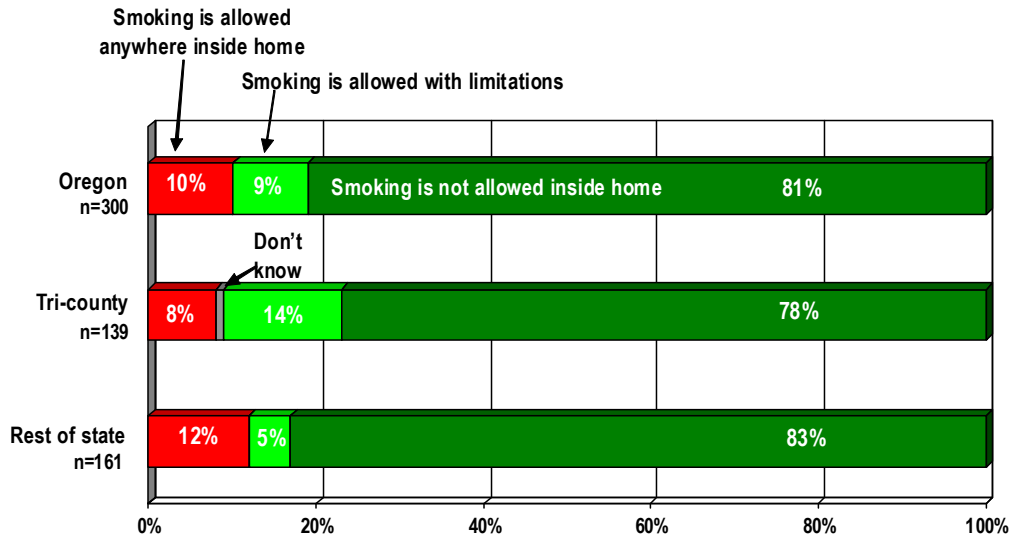
EIGHT IN TEN OREGON RENTERS SAY SMOKING IS NOT ALLOWED INSIDE THEIR HOME, REGARDLESS OF WHETHER THE LANDLORDS HAS SET RELATED RULES.

Statewide, 81% of Oregon renters do not allow smoking anywhere inside their home, regardless of their landlord's policies. Only 1 in 10 say smoking is allowed without restriction inside their home, with the remainder saying smoking is allowed but with some restrictions (9%). Again, differences by geographic area on this question are not significant. Additional findings include:

- ▶ **Even among smokers, only 25% allow smoking in their home without restrictions.** While the majority of Oregon renters do not smoke and do not allow smoking in their home, it's important to note that even among the minority of renters who themselves smoke, no more than 25% allow smoking in their home without restrictions. Most smokers do not allow smoking *anywhere* in their home (56%).
- ▶ **Young people are more likely to ban smoking in their home.** Smoke-free homes are clearly the norm among younger Oregonians. Only 3% of renters age 18 to 34 allow smoking anywhere in their home (compared to 15% among those 65 and older), and 88% of younger renters do not allow smoking inside, the highest percentage of any age group. There are no significant differences by gender, race, or income — across all these demographic segments, about 8 in 10 renters do not allow smoking inside their home.
- ▶ **These findings are consistent with 2006 Portland metro findings.** The 2006 metro-area renter survey showed almost identical results, with 81% of tri-county area renters saying they do not allow smoking anywhere in their home (compared to 78% of tri-county respondents in the current survey) and 10% allowing smoking with no restrictions (8% today).

Smoking practices in the home

Q: Which of the following statements best describe the rules or practices, if any, about smoking inside your home? Would you say smoking is not allowed anywhere inside your home, smoking is allowed in some places or at some times, or that smoking is allowed anywhere inside the home?



NEARLY 9 OUT OF 10 OREGON RENTERS LIVE IN HOMES THAT ARE VIRTUALLY FREE OF INDOOR SMOKING.

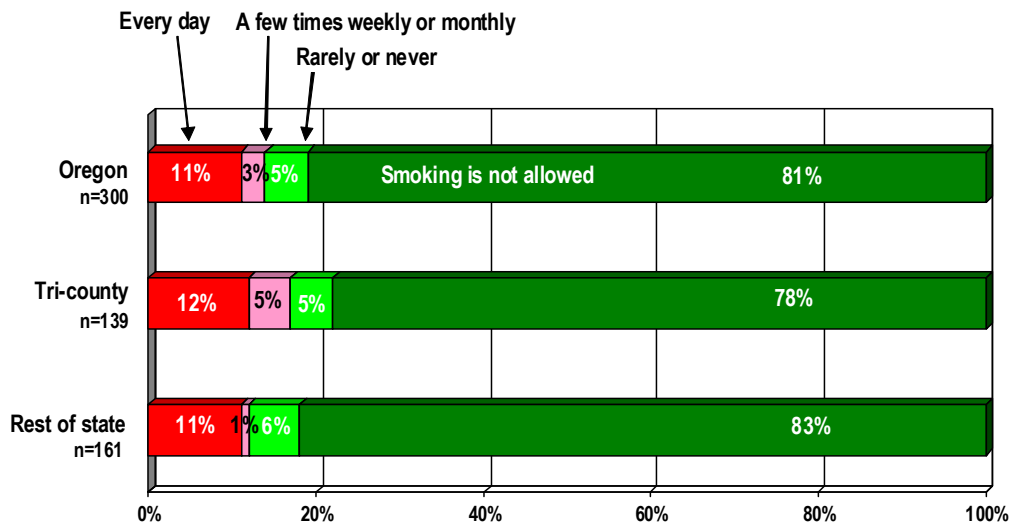
Respondents who allow smoking were asked how often anyone smokes inside their home. Results are shown on the chart below based over the total sample, including those who do not allow smoking.

Among Oregon renters as a whole, 11% say smoking occurs inside their home every day, and a total of 14% allow smoking at least a few times weekly or monthly. This means that 86% of renters statewide are living in a household that by choice is smoke-free — that is, where the frequency of anyone smoking is either zero (because it is totally forbidden) or is described as occurring “rarely” or “never.”

Among those few who do allow smoking, it appears that there is a slightly greater tendency for indoor smoking to occur on a regular basis among men, lower-income renters, non-whites, and those living in multiunit apartments. For example, 80% of those with incomes below \$25,000 do not allow smoking or say it happens rarely, compared to 90% among those with incomes over \$25,000. Although this difference is statistically significant, the fact remains that 8 in 10 very low-income tenants are living smoke-free. Similar small differences are seen by the other segments mentioned, with the same overall finding remaining: For the great majority in all groups, indoor smoking is a nonexistent or very rare event.

Frequency of smoking inside the home

Q. How often, if at all, does anyone — you, household members, or visitors — smoke inside your home?



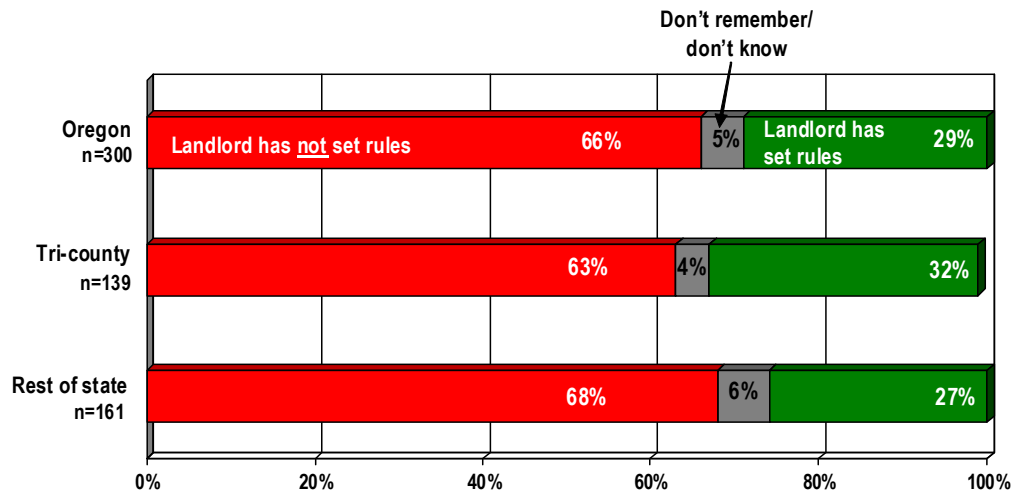
THREE IN TEN RENTERS SAY THEIR LANDLORD HAS RULES REGARDING SMOKING ON THE PROPERTY.

When asked whether their landlord or property manager has set any rules about smoking, 29% of Oregon renters say yes. In the tri-county area, the percentage is 32%, an increase from 26% in the 2006 survey (significant at the 85% confidence level). Responses are generally similar across segments, for example by area of state, gender, race, and income. However, there are two significant differences, as follows:

- ▶ **Multiunit properties are more likely to have rules.** Among renters living in properties with five or more units, 38% say their landlord has set rules regarding smoking. This percentage declines to 31% among those living in multi-plexes and 21% among those renting a single-family home.
- ▶ **Younger tenants are the age group most likely to say there are rules.** Renters in the 18 to 34 age group, who are the most likely to have restricted smoking inside their home, are also the most likely to say their landlord has set rules about smoking: 38% of young renters say their landlord has set rules, compared to 24% of those ages 35 to 54 (the age group most likely to allow smoking inside their home). This may indicate that tenants who are more interested in living in smoke-free homes tend to be more likely to recall that their landlord has set such rules.

Smoking rules set by landlord

Q: Regardless of whether you personally have set rules about smoking in your home, has your landlord or property manager set any rules regarding tobacco smoking on the property?



ONE IN FIVE RENTERS SAY THEIR LANDLORD PROHIBITS SMOKING *INSIDE* THE LIVING SPACE, AND 1 IN 4 MULTIFAMILY RENTERS REPORT RESTRICTIONS IN INDOOR COMMON AREAS. VERY FEW HAVE RULES ABOUT OUTDOOR SPACES.

Renters who say their landlord has set rules regarding smoking on the property were asked a series of questions to assess the extent of the smoking policies. The charts on the following pages show responses based over the total sample, including those whose landlord has not set any rules or restrictions. Details on smoking restrictions include:

- ▶ **Two in ten say their landlord prohibits smoking inside the living space.** Across the state, 21% of renters say their landlord *prohibits* smoking inside their home and another 2% say their landlord *limits* smoking inside the living space. Renters in complexes with five or more units may be more likely to have a landlord that forbids smoking inside than are respondents renting a single-family home (26% vs. 17%, significant at the 85% confidence level).
- ▶ **One in four multifamily renters says their landlord forbids smoking in interior common areas.** This question about interior common areas was asked only of those respondents who say they live in a rental property with more than one unit in which the landlord has set rules about smoking. The chart shows responses based over all respondents living in multiunit properties. Statewide, nearly as many multiunit tenants say their landlords prohibit smoking in shared interior areas (24%) as prohibit smoking inside the living space (26%). In the tri-county area, 23% of multiunit renters report restrictions on indoor smoking; this represents a significant increase since 2006, when only 16% of multiunit tenants said their landlord restricts smoking in interior common areas.
- ▶ **Few landlords restrict smoking in outdoor areas, but restrictions are increasing in the Portland area.** Landlords who set rules about smoking tend to focus primarily on interior areas of the property rather than outdoor areas. Fewer than 1 in 10 renters statewide report that their landlord restricts outdoor smoking, either in nearby areas such as porches or patios (9%) or in other areas of the property (7%). There is, however, a higher percentage of porch-and-patio prohibition in the tri-county area compared to the rest of the state (9% vs. 3%). Also, there may have been an increase since 2006 in the percentage of tri-county renters whose landlord forbids smoking outdoors, both in nearby areas (from 5% to 9%) and in the rest of the property (from 4% to 7%), with both differences significant at the 85% confidence level only.

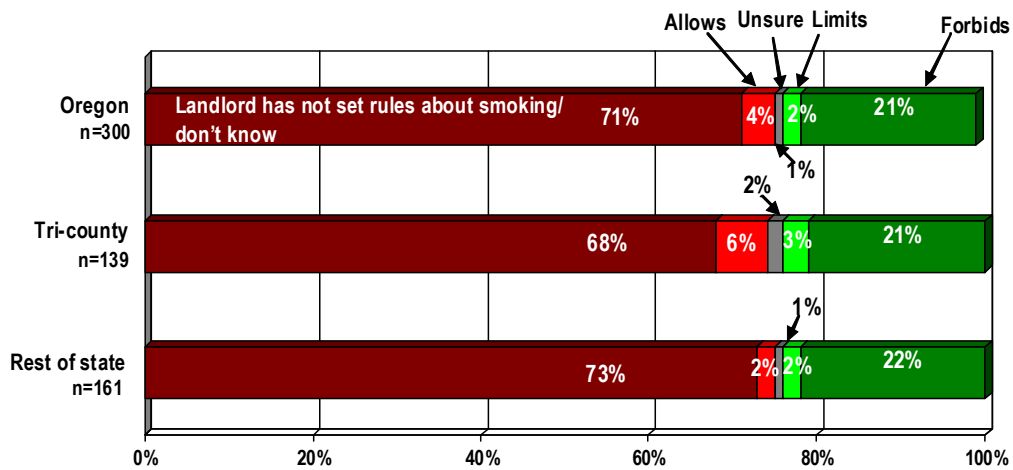
Landlord's policies regarding smoking

Asked only of those who report that their landlord has set rules about smoking.
Data are shown based over the entire sample.

Q: Regarding those rules, we'd like to know whether your landlord allows, limits, or forbids smoking in certain situations. Please note that, by "limit" we mean that smoking is allowed, but there are rules attached, such as ventilating smoke, keeping doors closed, or perhaps staying some distance from a building while smoking.

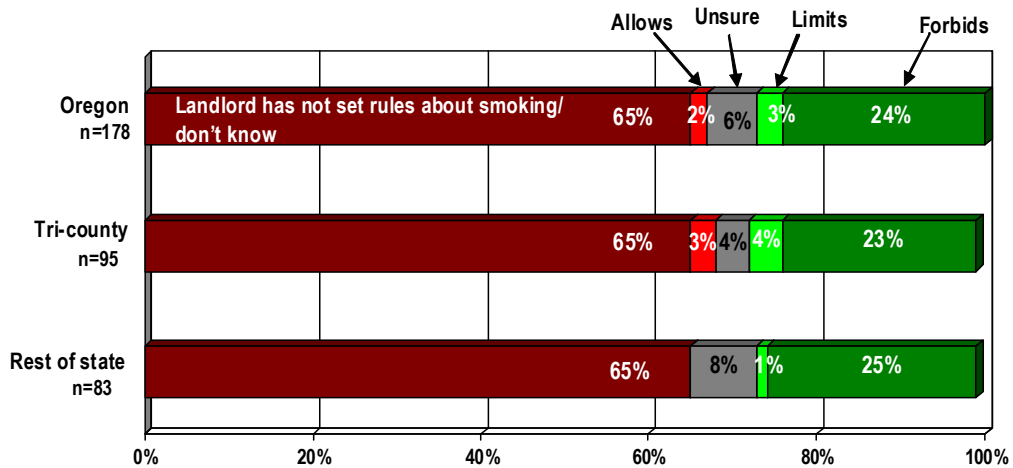
Do the smoking rules set by your landlord allow, limit, or forbid smoking...

...inside your living space, inside your home?

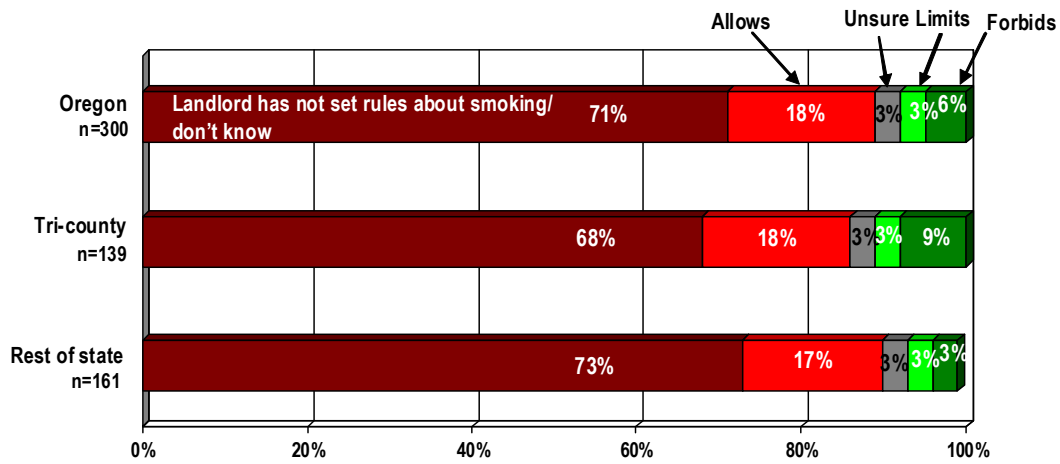


...in interior common areas such as hallways and entryways?

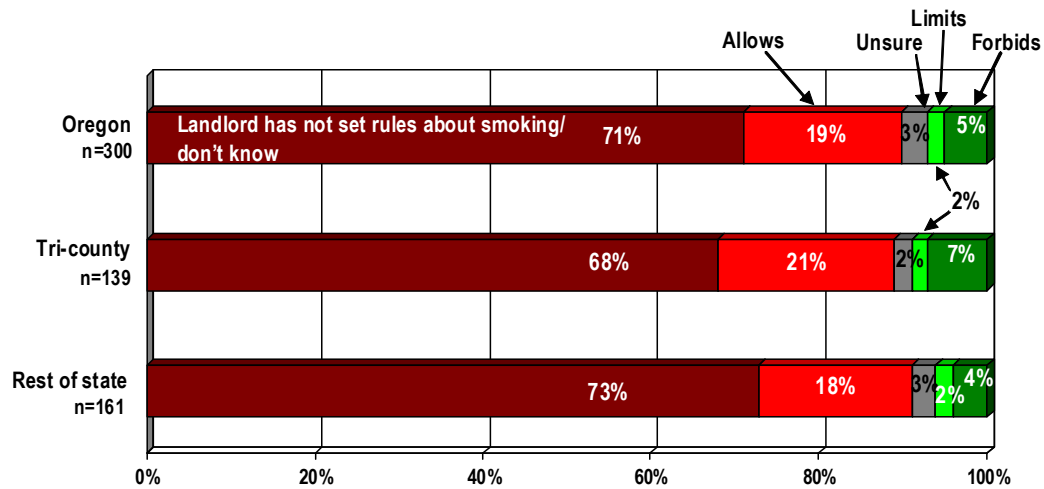
Asked of multifamily property residents only



...in nearby outside places such as porches, patios, or decks?



...on other outdoor areas of the property?



IV. Attitudes about Secondhand Smoke & Smoke-Free Rules

Respondents were asked to rate how strongly they agree or disagree with a series of attitudinal statements about secondhand smoke and rental housing choices. As in previous studies conducted with the same questions, the research indicates high recognition of the dangers of secondhand smoke and broad support for smoke-free housing.

NEARLY THREE-QUARTERS OF OREGON RENTERS AGREE THAT DAILY EXPOSURE TO SECONDHAND SMOKE IS A SERIOUS HEALTH RISK.

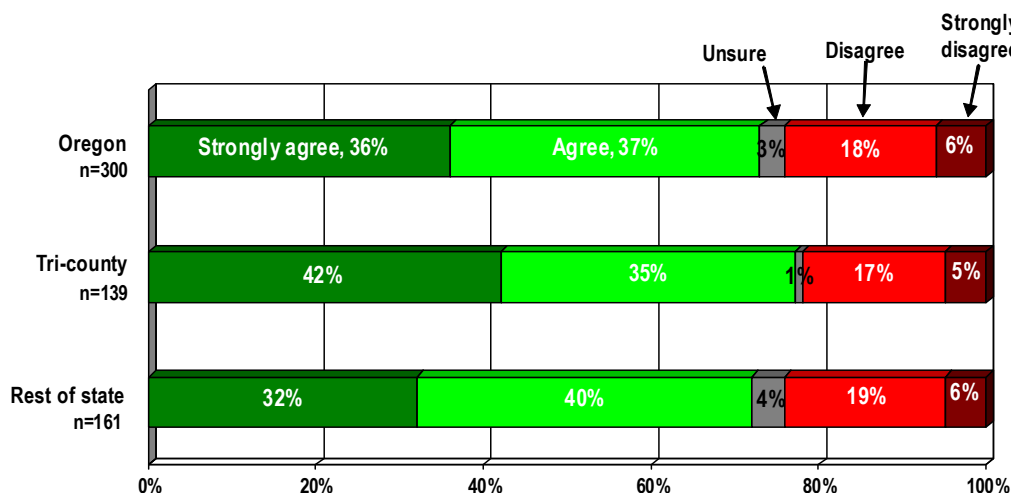
Nearly three-quarters of Oregon renters (73%) agree (“strongly” or “somewhat”) with the statement that “*daily exposure to even small amounts of secondhand smoke is a serious health risk.*” While the chart indicates slightly lower support outside of the tri-county area, the difference is not significant. Details include:

- ▶ **Women are far more likely than men to agree secondhand smoke is a risk.** While 81% of female renters statewide agree that secondhand smoke is a serious health risk, only 67% of male renters have the same level of concern.
- ▶ **Younger renters and those with children are also very likely to agree.** In addition to women, there is particularly strong agreement on the risks of secondhand smoke among those ages 18 to 34 (87% agree, compared to 69% among those ages 35 to 54) and those with children in the home (81% strongly agree). There are no significant differences in responses by income or race. For example, among both lower and higher income renters, 75% agree that secondhand smoke is a serious health risk.
- ▶ **Even among smokers, the majority are in agreement about health risks of secondhand smoke.** Among renters who currently smoke, 62% agree that secondhand smoke exposure is a serious health risk and only 11% strongly disagree with this statement.

Perceived danger of secondhand smoke

Q: Tell me how strongly you agree or disagree with the following statement:

“Daily exposure to even small amounts of secondhand smoke is a serious health risk.”



SEVEN IN TEN AGREE THAT “OTHER THINGS BEING EQUAL,” THEY WOULD CHOOSE A SMOKE-FREE RENTAL HOME.

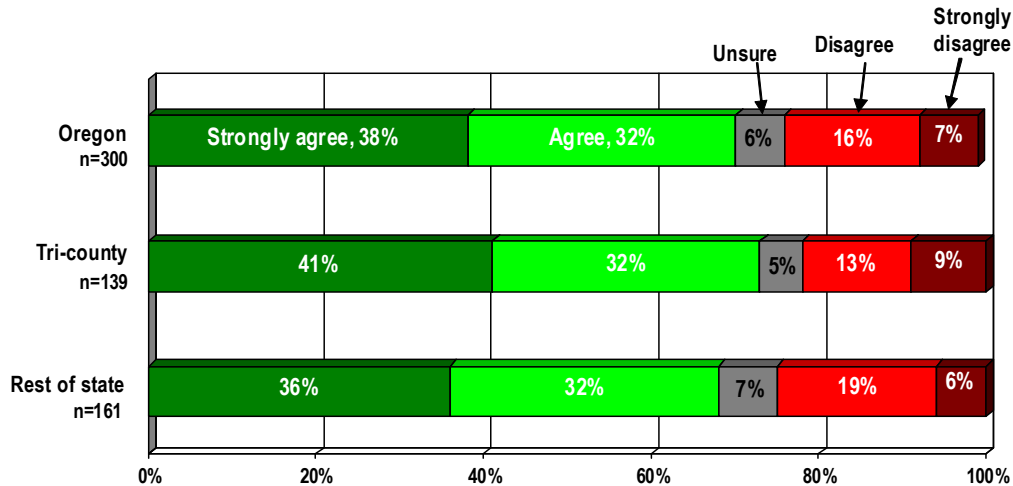
Statewide, 70% of renters say they would choose a smoke-free rental, “other things being equal.” Once again, tri-county area renters appear slightly more likely to agree than the rest of the state but by an amount that is not statistically significant. Differences by segment include:

- ▶ **Women, younger renters, and those with higher incomes are even more likely to agree.** Segments of the renter population particularly likely to prefer a smoke-free rental property include women (76% agree, vs. 65% among men) and those with incomes over \$35,000 (77% vs. 65% among those with lower incomes). Also, younger renters have the highest level of agreement of any age group (76%).
- ▶ **Nearly 4 in 10 smokers would choose a smoke-free rental.** In yet another demonstration that even those who smoke often avoid doing so in their home, 38% of those who currently smoke agree they would choose a smoke-free rental home over one that allows smoking. Only 19% of smokers (or 6% of the total rental market) strongly disagree with this statement.

Preference for “smoke-free” housing

Q: Tell me how strongly you agree or disagree with the following statement:

“Other things being equal, I would choose a ‘smoke-free’ rental house or apartment over a place that allows smoking.”



THREE-QUARTERS OF RENTERS SUPPORT THE CONCEPT OF LANDLORDS PROHIBITING TENANTS FROM SMOKING IN THEIR OWN HOMES.

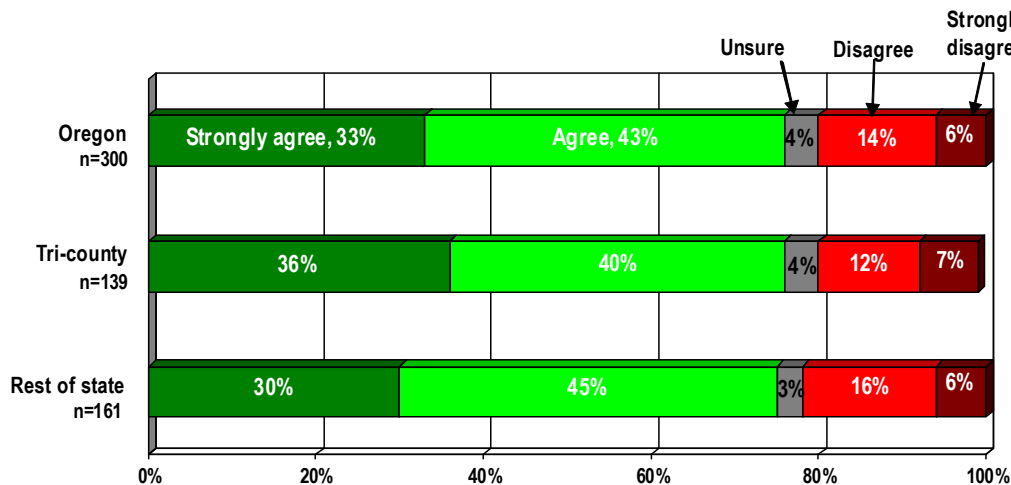
Statewide, 76% of renters agree with the statement that “it is okay for landlords to prohibit smoking in their tenants’ homes if that is necessary to keep secondhand smoke out of other tenants’ homes.” Again, the differences between the Portland tri-county area and the rest of the state on this question are minimal. Other key findings:

- ▶ **Younger renters overwhelmingly support smoking restrictions.** A striking 85% of renters under 35 agree with this statement (those ages 35 to 54 are the least likely to support, with 70% in agreement).
- ▶ **Women, higher-income renters also are strong supporters.** As with the other attitudinal statements, female renters are more likely to agree than are men (81% vs. 70%). Those with incomes over \$35,000 are also more likely to support this statement (80% agree, vs. 71% among those with incomes below \$35,000, which is significant at the 85% confidence level).
- ▶ **Two-thirds of smokers support restrictions.** Once again, the relatively small segment of renters who smoke are largely supportive of restrictions on smoking inside homes: 64% of smokers agree that it’s okay for landlords to prohibit smoking in tenants’ homes.

Acceptability of landlords setting in-home smoking rules

Q: Tell me how strongly you agree or disagree with the following statement:

“It is okay for landlords to prohibit smoking in their tenants’ homes if that is necessary to keep secondhand smoke out of other tenants’ homes.”



FOUR IN TEN RENTERS WOULD NOT BE COMFORTABLE RENTING AN APARTMENT WHERE ADJACENT TENANTS ARE ALLOWED TO SMOKE.

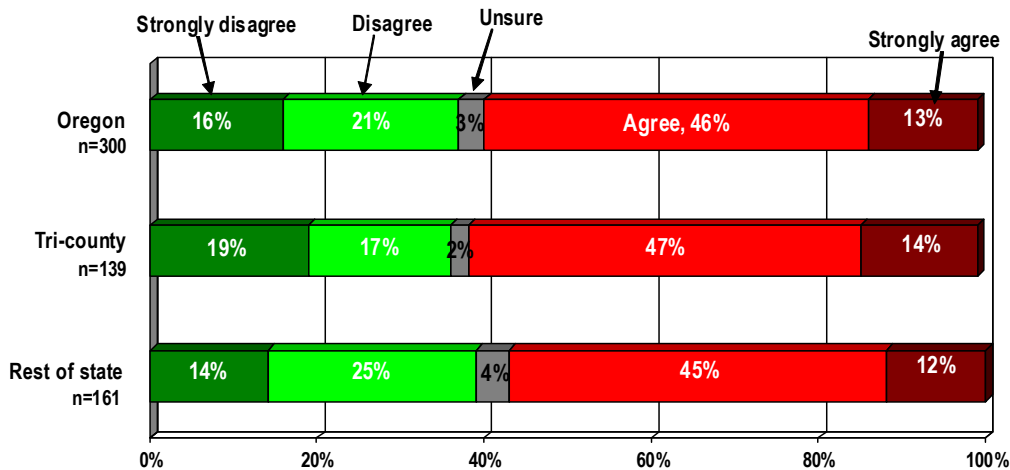
Statewide, nearly 6 in 10 renters agree with the statement “*I would be comfortable renting an apartment in a community where adjacent tenants are allowed to smoke*” while about 4 in 10 (37%) disagree. Responses are very similar in both the Portland area and the rest of the state. This question is perhaps the toughest test of desire for a nonsmoking environment because it asks renters their opinion of the need to prevent their neighbors from engaging in otherwise legal behavior. (Remember that, because most don’t experience secondhand smoke drifting into their homes with any regularity, many tenants experience that the goal of a smoke-free environment is substantially achieved by forbidding smoking inside their own units.) Nevertheless, even with this relatively high bar, 37% disagree with this statement and say they are uncomfortable renting where others are allowed to smoke — in other words, for nearly 4 in 10 renters statewide, allowing smoking on a rental property constitutes a very distinct market disadvantage.

Segments of the population more likely to be uncomfortable renting where other tenants are allowed to smoke include women (46% disagree with the statement, vs. only 29% of men) and seniors (59% of those 65 and over disagree).

Comfort with adjacent tenants smoking

Q: Tell me how strongly you agree or disagree with the following statement:

“I would be comfortable renting an apartment in a community where adjacent tenants are allowed to smoke.”



FOUR IN TEN RENTERS ARE EVEN WILLING TO PAY A BIT MORE IN ORDER TO LIVE IN A SMOKE-FREE COMMUNITY.

When asked if they would be willing to pay a little more rent in order to live in a smoke-free community, 4 in 10 Oregon renters, statewide, say they would. (While the data indicate somewhat stronger support in the tri-county area than in the rest of the state, the difference is below the industry standard 95% confidence threshold). The fact that 4 in 10 Oregon renters — people whose incomes are clearly toward the lower end of the spectrum — would even be willing to pay a little extra to gain the benefit of smoke-free housing is another clear indication of an unmet demand in the rental market place.

It is important to clarify the purpose of this question for the benefit of those who are not familiar with the role of market forces in setting pricing. The point of the question is *not* to find out if there is an opportunity to raise prices, but rather to test the strength of the desire for the feature being discussed — that is, is this particular feature just a “nice to have” or is it something that people would go out of their way to get? By asking whether or not respondents would be willing to pay a bit more to get it, we can test the degree to which the feature is strongly desired. The answer, in this case, is that many renters *do* strongly value the “feature” of smoke-free housing.

However, despite the evidence that 4 in 10 would pay more for the chance to rent smoke-free housing, increasing rent is a step that is unlikely to be supported by market forces for this reason: Because it costs landlords *less* (primarily in cleaning costs) to rent smoke-free properties, this means that any landlord who elects to increase rent to cover the “cost” of smoke-free housing, will be competing against the many more who would elect to be more price competitive by offering smoke-free housing as a no-cost — or even cost-reducing — “amenity” and thus gain a distinct market advantage by attracting a larger pool of tenants from which to select while saving costs. As such, we would expect the incidence of rent increases associated with converting to smoke-free policies to be very rare, but the incidence of the feature being offered to increase among those aware of these implications.

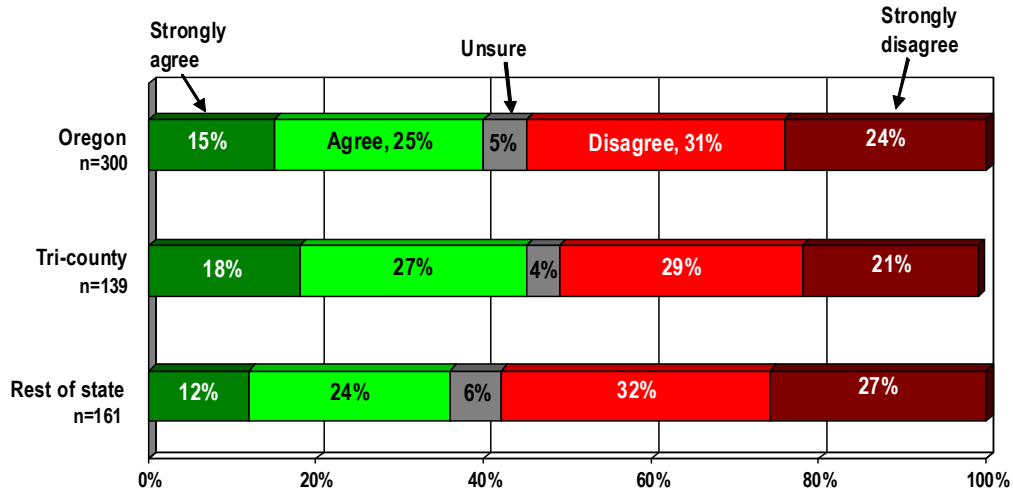
Additional details:

- ▶ **Women, higher-income, and non-white renters show the strongest interest.** Similar to the pattern of responses for the other attitudinal statements, women renters are more likely than men to favor smoke-free communities (44% agree they would pay more to live in a smoke-free property, vs. 36% of men). Also, not surprisingly, there is a higher willingness to pay more among those with somewhat more money: 49% of those with household incomes over \$35,000 agree with the statement, compared to 32% among those with household incomes below \$35,000. At the same time, however, there is a noteworthy difference by race: the non-white segment is more likely to say they are willing to pay more to live smoke-free than are whites (54% vs. 39%).

Willingness to pay a little more to live in a smoke-free community

Q: Tell me how strongly you agree or disagree with the following statement:

“I would be willing to pay a little more rent if it meant I could live in a smoke-free community.”



RESEARCHER'S CONCLUSIONS

The following provides Campbell DeLong Resources, Inc.'s conclusions based on the current research as well as past experience. This section is intended to review some of the key findings of the research in the context of our further observations and judgments based on previous research and experience.

1. THE STUDY CONFIRMS THAT THERE IS A STRONG STATEWIDE MARKET FOR SMOKE-FREE RENTAL HOUSING.

The current survey was commissioned to determine, in part, whether behaviors and values regarding smoking, and secondhand smoke, in rental housing documented in the Portland-area rental market in 2006 were a statewide phenomenon or simply a unique set of values to Portland. Asking identical questions of a random sample of renters from around the state, we found that, while there appear to be some minor differences of degree, this is one issue where renters throughout the state are in agreement: On a consistent, statewide basis, most Oregonian renters do not smoke in their homes, prefer smoke-free rentals, and indicate a market advantage to landlords who offer the smoke-free housing “amenity.” As both researchers and lifelong Oregonians, we are certainly aware that there are many measurable perceptual and value differences between the 800-pound political gorilla known as the Portland metropolitan area and the other, less densely populated regions in the state of Oregon. Yet on this particular issue, among this particular demographic, *Oregonians speak with one voice: Renters throughout the state indicate a clear preference for the availability of more smoke-free housing over the current, smoking-permitted status quo.*

While Portland-area renters *do* include a somewhat lower percentage of smokers as well as a higher percentage of renters who say they would choose a smoke-free home — the differences are not great and the similarity in opinion, in this particular case, is far more significant than the small differences. Indeed the small difference in opinion is more easily explained by the difference in type of housing (more multiunit in the Portland area where closer living means more secondhand smoke experience, versus more single-family elsewhere in Oregon), than by preferences unique to geographic culture factors. In short, there is not an urban-rural, “red-blue,” or any other type of significant divide in Oregon when it comes to wanting to live in smoke-free rental housing. Throughout the state, the finding is consistent: *The demand for smoke-free rental housing is well in advance of the number of landlords who are offering it today.*

As we observed in our previous report on this subject, we rarely see such a clear unmet need in a market we research and these findings continue to underscore our previous observation that, by being an early implementer of smoke-free policies, a property management company could earn a reputation for doing a better job of offering the amenities that tenants want, while at the same time ensuring higher retained earnings as a result of lower maintenance and management costs. As we discussed in earlier research on the subject, four salient points make the argument bests:

- ▶ Very few are smoking inside their homes anymore.
- ▶ There is broad awareness that secondhand smoke is dangerous.
- ▶ A large majority prefer smoke-free housing and many will go out of their way to find it.
- ▶ Many will actively *avoid* places where other tenants are allowed to smoke, while few demonstrate a need to seek such places.

These findings combine to provide strong supporting data to explain the finding that, in separate qualitative research we have conducted with landlords, those who still permit smoking are consistently more likely than “smoke-free” landlords to complain of higher turnover rates and more difficulty in maintaining stable occupancies. As this research indicates, as a group, tenants are quite mobile and many indicate preferences that suggest a low likelihood of wishing to stay in housing where smoking is permitted next door.

2. LOWER-INCOME RENTERS WANT SMOKE-FREE RENTALS.

Given the persistent myth that landlords with lower-income tenants must offer smoking units, we looked specifically at responses by household income levels, including very low incomes (below \$25,000). There are some differences by income: Those with lower incomes are somewhat more likely to smoke and they are a bit more likely to allow smoking inside their home. They also are less likely to be willing (and presumably able) to pay additional rent in order to live smoke-free. Yet the differences are not great, and should not detract from the main finding: Even among the poorest of renters, an overwhelming majority perceives the health risks of secondhand smoke as serious, do not smoke inside their home, and prefer smoke-free rentals. The bottom line is that no more than about 1 in 10 Oregon renters, of any income level, say that smoking occurs on a daily basis in their home. Thus, the survey findings demonstrate the same finding we have seen previously: That offering non-smoking units will be a more successful strategy than offering smoking-permitted units for Oregon landlords no matter what income sector of the market they are targeting.

3. WHILE SMOKE-FREE RENTALS ARE IN DEMAND BY ALL AGE GROUPS, DEMOGRAPHICS SUGGEST THAT THE DEMAND WILL ONLY CONTINUE TO GROW.

While every age group shows a significant unmet demand for smoke-free housing, younger renters show, if anything, *higher* expectations for living in a smoke-free home. This is, after all, an entire generation that has grown up in an era when smoking restrictions are commonplace. To younger Oregonians, not being allowed to smoke in most indoor areas has been the common practice for most, if not all, of their adult lives. In other words, this is a different population demographic, with different expectations about the world, from those old enough to recall smoking sections on airplanes and ubiquitous smoking in every restaurant, office cubicle, and spectator event. Not only are younger Oregonians a major portion of the rental market, they quite literally represent the future of the rental housing industry. And that future looks increasing like one where the “amenity” of cleaner indoor air is desired at even *greater* levels than the already high demand — by all age groups and incomes — documented in this study.

As we have concluded in previous research on this subject as well, this research provides strong support for the conclusion that, in the minds of many tenants, smoke-free housing is an idea whose time has come and a need in the market that remains unfulfilled. Landlords who offer it first will enjoy a double benefit: First, there is the knowledge that they are making a difference to the health of many people (and contributing to a beneficial cultural shift in local communities). Second, there are both intrinsic and economic benefits associated with enjoying an easier business climate where attracting a large number of quality tenants simply takes less work.

APPENDIX

Methods

RESEARCH OBJECTIVES

Specific objectives of the research include:

- ▶ Gauge the level of interest in, and the market demand for, smoke-free rental housing among renters in the state of Oregon.
- ▶ Assess knowledge, attitudes, and practices regarding secondhand smoke among Oregon renters.
- ▶ Determine whether significant geographic differences exist in smoke-free attitudes and practices, for example between renters in the Portland metro area and those in the rest of the state.

RESEARCH DESIGN

To meet the objectives of the research, Campbell DeLong Resources, Inc. conducted 300 telephone interviews with individuals living in a rental home or apartment. The survey encompassed tenants from throughout Oregon and quotas were maintained to ensure a statewide representative sample of renters living in Oregon.

QUESTIONNAIRE DESIGN

The questionnaire was based on the 2006 Portland metro-area survey designed by Campbell DeLong Resources, Inc. and was updated for statewide use.

INTERVIEWING

All interviewing took place using a computer-aided telephone system (CATI) at Campbell DeLong Resources, Inc.'s strategic partner, Pacific Market Research, a data collection firm. Interviewing began July 11, 2008 and concluded on July 20, 2008.

RESPONDENT CRITERIA

A randomized sample of residential household phone numbers was drawn from Oregon ZIP codes. Respondents were then located by calling these numbers, asking for an adult member of the household, and screening to ensure the following criteria and quotas:

- ▶ **Renter.** All must be renters and be responsible for, or share responsibility for, selecting their current rental home.
- ▶ **Gender.** A 50/50 male/female quota was maintained.

- ▶ **Employment.** No respondent works for a market research company.
- ▶ **County of residence.** All 300 respondents reside in one of Oregon’s 36 counties. Quotas were established by five regions, designed to match *not* the statewide general population distribution, but rather the statewide *renter* population distribution as projected by the United States Census. To ensure a distribution of the sample approximately equal to the state’s renter population distribution, the following quotas were set:
 - **Portland tri-county area: 139 interviews.** Includes Multnomah, Washington, and Clackamas counties. This segment is directly comparable to the tri-county interviews conducted by CDRI in 2006.
 - **Willamette Valley: 83 interviews.** Includes Benton, Columbia, Lane, Linn, Marion, Polk, and Yamhill counties.
 - **Southern: 36 interviews.** Includes Coos, Curry, Douglas, Jackson, and Josephine counties.
 - **Eastern/Central: 33 interviews.** Includes Baker, Crook, Deschutes, Gilliam, Grant, Harney, Hood River, Jefferson, Klamath, Lake, Malheur, Morrow, Sherman, Umatilla, Union, Wallowa, Wasco, and Wheeler counties.
 - **North Coast: 9 interviews.** Includes Clatsop, Lincoln, and Tillamook counties.

The data printouts include segments for each sub-area. Analysis of results indicates that the most meaningful geographic comparison is between the Portland tri-county area and the rest of the state. (Differences between, for example, the Willamette Valley counties and the rest of the state outside the Willamette Valley are not significant, and sample sizes by county are small.) Therefore, the report focuses on three major segments: the statewide total, Portland tri-county, and the rest of the state. The following table provides the breakdown of the quotas by area.

Region	Quota
Total surveys conducted	300
Portland Tri-County	139
Rest of the state	161
Willamette Valley	83
Southern	36
Eastern/Central	33
North Coast	9

Quotas were met and interviews were conducted with residents from 145 Oregon ZIP codes. The following chart shows the distribution by county.

County of residence

Q: And in which county do you live?

County	Total n=300	County	Total n=300
Baker	<1%	Lake	—
Benton	3%	Lane	10%
Clackamas	10%	Lincoln	2%
Clatsop	1%	Linn	3%
Columbia	1%	Malheur	1%
Coos	1%	Marion	5%
Crook	<1%	Morrow	—
Curry	<1%	Multnomah	26%
Deschutes	3%	Polk	3%
Douglas	3%	Sherman	1%
Gilliam	—	Tillamook	—
Grant	<1%	Umatilla	1%
Harney	1%	Union	<1%
Hood River	<1%	Wallowa	<1%
Jackson	4%	Wasco	1%
Jefferson	1%	Washington	11%
Josephine	4%	Wheeler	—
Klamath	1%	Yamhill	1%

SAMPLE RELIABILITY

The table below provides the worst-case sample reliability for each of the key sample sizes.

Sample size	Worst-case reliability
Oregon total	300
Portland Tri-County	139
Rest of the state	161

This “*worst-case reliability*” figure is based on the following assumptions:

- ▶ **The sample is drawn from a large population universe**, which is the case in this instance.
- ▶ **Reliability is calculated at the 95% confidence level.** This means that if a large number of samples of 300 were taken, in 95% of the samples the survey results will not vary from the mean sample results by more than $\pm 5.7\%$.
- ▶ **The calculation applies to a dichotomous variable with results distributed 50/50.** An example of this would be a question with two possible answers — yes or no — where half say “yes” and half say “no.” As the distribution moves away from 50/50, the reliability improves. Reliability for a 10/90 split (for example, 10% say “yes” and 90% say “no”) from a sample of 300 is $\pm 3.4\%$.

COMPUTER PROCESSING

A cross-tabulation program was used to sort the data into a total of 36 unique segments in two printouts. The data printouts are bound in a separate volume. The following is a list of the segments provided in the printouts, along with the number of respondents in each segment. In the printouts, the total, as well as segment sizes, will vary in the tables that correspond to questions not asked of all respondents.

Printout 1: Demographic segments

▶ Oregon total	300
▶ Area	
• Tri-county area.....	139
• Rest of Oregon	161
• Willamette Valley	83
• Non-Willamette Valley.....	78
• North Coast.....	9
• Southern Oregon	36
• Eastern/Central Oregon.....	33
▶ Gender	
• Male	150
• Female.....	150
▶ Age	
• 18 to 34 years	69
• 35 to 54 years	123
• 55-64 years.....	40
• 65 and older.....	60
▶ Children or elderly in the household	

- One or more children in the home 95
- Elderly in the home 72
- ▶ Total household income in 2005
 - Under \$25,000 109
 - Over \$25,000 151
- ▶ Race
 - White..... 238
 - Non-white..... 42
- ▶ Length of residence in current home
 - Under 3 years 160
 - More than 3 years 138

Printout 2: Smoking rules/issues segments

- ▶ Oregon total 300
- ▶ Area
 - Tri-county area..... 139
 - Rest of Oregon 161
 - Willamette Valley 83
 - Non-Willamette Valley..... 78
 - North Coast..... 9
 - Southern Oregon 36
 - Eastern/Central Oregon 33
- ▶ Type of rental
 - Single-family unit 122
 - 2-, 3-, or 4-plex 74
 - 5 or more units 104
- ▶ Smoking rules & practices
 - Smoking is not allowed anywhere inside the home 242
 - Smoking is allowed in some places, or sometimes inside the home 27
 - Smoking is allowed anywhere inside the home 30
 - Landlord has set rules regarding smoking on premises 88
 - Landlord has not set rules regarding smoking on premises 197
 - Respondent smokes 97
- ▶ Secondhand smoke issues

- Smoke drifts into apartment often 46
- Secondhand smoke bothers a lot 131
- Secondhand smoke bothers a little..... 167
- Someone in household has a lung or heart condition..... 78
- ▶ “At-risk” household (has elderly, or children, or lung or heart condition) 194

Questionnaire

STATEWIDE SMOKING PRACTICES IN RENTAL HOUSING SURVEY

July 2008

CDRI 359

DATE _____

PHONE NUMBER _____

RESPONDENT NAME _____

RESPONDENT ADDRESS _____

INTERVIEWER'S INITIALS _____

REASONS FOR TERMINATION

- Not renting/Owner Occupant
- Not involved in home selection
- DK type of home
- Out of area
- Over quota, County
- Gender quota

INTRODUCTION

(TO RANDOM HOUSEHOLD RESPONDENT:) Hello, I'm (FIRST AND LAST NAME) from Campbell DeLong Resources. Today (tonight) we are conducting a brief study on housing issues in Oregon. May I please speak with a (male/female) adult in the household who was responsible for, or shared responsibility for, selecting the home or apartment you live in now? **IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

AS NECESSARY: May I please speak with a (male/female) household member who is 18 years of age or older? For this study we need to talk with the same number of men and women and for this interview I have been asked to speak to a (male/female).

(TO NEW HOUSEHOLD RESPONDENT:) Hello, I'm (FIRST AND LAST NAME) from Campbell DeLong Resources. We are conducting a brief study on housing issues in Oregon. This is strictly research. We are not selling anything. Your name will not be associated with your comments in any way. This survey will take about 5 minutes. May I begin with the first question?

- Yes 1 **CONTINUE**
- No 2 **POLITELY DISCONTINUE**

SCREENING

1. Do you own or rent your current home?

- | | | |
|------------------|----|-----------------------------|
| Rent | 1 | CONTINUE |
| Own | 2 | POLITELY DISCONTINUE |
| Don't know | 99 | POLITELY DISCONTINUE |

2. Just to confirm, were you responsible for, or did you share responsibility for, selecting your household's current dwelling?

- | | | |
|------------------|----|----------------|
| Yes | 1 | SKIP 2A |
| No | 2 | ASK 2A |
| Don't know | 99 | ASK 2A |

2a. May I please speak with the person who was responsible for, or shared responsibility for, selecting your household's current dwelling?

- | | | |
|------------------|----|-----------------------------|
| Yes | 1 | START OVER |
| No | 2 | POLITELY DISCONTINUE |
| Don't know | 99 | POLITELY DISCONTINUE |

3. Are you currently renting...

- | | | |
|---|----|-----------------------------|
| A single family home | 1 | CONTINUE |
| An apartment in a building with 2, 3, or 4 units..... | 2 | CONTINUE |
| An apartment (or condominium) on property with 5 or more units..... | 3 | CONTINUE |
| Don't know..... | 99 | POLITELY DISCONTINUE |

4. And in which county do you live?

- | | | |
|------------------|--------------------|-------------------|
| Baker.....1 | Harney 13 | Multnomah 26 |
| Benton.....2 | Hood River 14 | Polk 27 |
| Clackamas3 | Jackson 15 | Sherman..... 28 |
| Clatsop.....4 | Jefferson 16 | Tillamook..... 29 |
| Columbia.....5 | Josephine..... 17 | Umatilla 30 |
| Coos.....6 | Klamath 18 | Union..... 31 |
| Crook7 | Lake 19 | Wallowa..... 32 |
| Curry8 | Lane 20 | Wasco 33 |
| Deschutes9 | Lincoln..... 21 | Washington ... 34 |
| Douglas.....10 | Linn 22 | Wheeler..... 35 |
| Gilliam11 | Malheur 23 | Yamhill 36 |
| Grant12 | Marion 24 | |
| | Morrow 25 | |

QUOTAS:

TRI-COUNTY: Clackamas, Multnomah, & Washington counties: 139

WILLAMETTE VALLEY: Benton, Columbia, Lane, Linn, Marion,
Polk, Yamhill: 83

NORTHERN COAST: Clatsop, Lincoln, Tillamook: 10

SOUTHERN OREGON: Coos, Curry, Douglas, Jackson, Josephine..... 35

EASTERN/CENTRAL OREGON: Baker, Crook, Deschutes, Gilliam,
Grant, Harney, Hood River, Jefferson, Klamath, Lake, Malheur,
Morrow, Sherman, Umatilla, Union, Wallowa, Wasco, Wheeler: 33

5. RECORD, ASK ONLY IF NECESSARY: GENDER.

Male.....	1	50% Quota
Female.....	2	50% Quota
Unknown.....	99	POLITELY DISCONTINUE

5a. Do you, or does anyone in your household, work for a market research company?

Yes	1	POLITELY DISCONTINUE
No	2	CONTINUE
Don't know	99	POLITELY DISCONTINUE

SMOKING POLICIES AND PREFERENCES

As I mentioned before, today (tonight) we have a brief series of questions about housing. Our questions today have to do with the choices people make about tobacco smoke in their homes. Our first question is...

6. Which of the following statements best describe the rules or practices, if any, about smoking inside your home? Would you say... **[UNLESS ANSWER IS STATED QUICKLY AND IS VERY OBVIOUS (E.G. "THIS IS A NO-SMOKING HOME,") READ ENTIRE LIST IN ORDER. SELECT ONE.]**

Smoking is <i>not</i> allowed anywhere inside your home.....	1	SKIP QUESTION 7
Smoking is allowed in some places or at some times	2	
Smoking <i>is</i> allowed <i>anywhere</i> inside the home.....	3	
[DO NOT READ] Refused	99	

SKIP Q7 IF SMOKING IS NOT ALLOWED ANYWHERE — OPTION 1 OF Q6. OTHERWISE CONTINUE.

7. How often, if at all, does anyone — you, household members, or visitors — smoke inside your home? READ LIST ONLY IF NECESSARY. OTHERWISE, ALWAYS ASK RESPONDENT TO CLARIFY BETWEEN TWO CLOSEST MATCHES TO HIS/HER RESPONSE (FOR EXAMPLE: “Would you say that is... A few times a week or a few times a month?”) MARK ONE ONLY.

- Every day or almost every day 1
- A few times a week..... 2
- A few times a month 3
- Rarely 4
- Never 5
- Don't know/refuse 99

8. Regardless of whether you personally have set rules about smoking in your home, has your landlord or property manager set any rules regarding tobacco smoking on the property?

- Yes 1
- No 2 SKIP QUESTION 9
- Don't remember/don't know..... 99 SKIP QUESTION 9

9. Regarding those rules, we'd like to know whether your landlord *allows, limits, or forbids* smoking in certain situations. Please note that, by “*limit*” we mean that smoking *is* allowed, but there are rules attached, such as ventilating smoke, keeping doors closed, or perhaps staying some distance from a building while smoking.

ONLY AS NECESSARY: *Allow* means there are no rules, that you are allowed to smoke. *Forbid* means that smoking is not allowed period.

Do the smoking rules set by your landlord *allow, limit, or forbid* smoking...

	<u>ALLOW</u>	<u>LIMIT</u>	<u>FORBID</u>	<u>UNSURE</u>
A. Inside your living space, inside your home	1	2	3	99
B. (MULTI-FAMILY ONLY Q3 OPTION 2 OR 3): In interior common areas, such as in hallways and entryways	1	2	3	99
C. In nearby outside places such as porches, patios, or decks.....	1	2	3	99
D. On other outdoor areas of the property	1	2	3	99

SAY: Now I have some questions about what is often called “second hand smoke” — secondhand smoke is smoke from someone else’s cigarette, cigar, or pipe that you breathe.

10. When you experience secondhand smoke would you say that it typically bothers you *a lot, a little, or not at all?*

- A lot 1
- A little 2
- Not at all 3
- Don’t know/refuse 99

11. And how often, if at all, have you experienced secondhand smoke drifting into your home from outside or from nearby apartments or homes? Would you say you experience that...**READ LIST IN ORDER.**

- Every day 1
- A few times a week 2
- A few times a month 3
- Rarely 4
- Never 5
- [DON’T READ]** Don’t know/refused 99

12. Now, I’d like you to tell me how strongly you *agree or disagree* with the following statements about secondhand smoke. Our first statement is... **READ AND RANDOMIZE LIST. ALWAYS CLARIFY WHETHER OPINION IS HELD STRONGLY OR NOT.**

	<u>AGREE</u>		<u>DISAGREE</u>	<u>NEUTRAL/</u>
	<u>STRONGLY AGREE</u>		<u>DISAGREE</u>	<u>STRONGLY</u>
				<u>UNSURE</u>
A. It is okay for landlords to prohibit smoking in their tenants’ homes if that is necessary to keep secondhand smoke out of other tenants’ homes	1	2
			3
			4
				99
B. Daily exposure to even small amounts of secondhand smoke is a serious health risk	1	2
			3
			4
				99
C. I would be comfortable renting an apartment in a community where adjacent tenants are allowed to smoke.....	1	2
			3
			4
				99
D. Other things being equal, I would choose a “smoke-free” rental house or apartment over a place that allows smoking	1	2
			3
			4
				99
E. I would be willing to pay a little more rent if it meant I could live in a smoke-free community	1	2
			3
			4
				99

DEMOGRAPHICS

Now we have just a few final questions to help us classify your answers.

13. And currently, do you, yourself, smoke everyday, some days, or not at all?

- Every day..... 1
- On some days 2
- Not at all 3

14. How long have you lived in your current home? **RECORD IN YEARS. (IF LESS THAN ONE YEAR, RECORD IN MONTHS)**

_____ **YEARS (MONTHS)**

DO NOT READ: Don't remember/don't know 99

15. What is your age, please? **RECORD.**

_____ **YEARS**

DO NOT READ: Don't remember/don't know 99

16. How many people, total, live in your household?

_____ **Total number in household**

DO NOT READ: Refused/don't know 99

IF RESPONSE IS 1 OR REFUSED, SKIP QUESTION A

A. IF MORE THAN ONE IN HOUSEHOLD: *Including* yourself, what is the total number people in your household, (if any) who are...

65 years of age or older _____

Between the ages of 18 and 65 (inclusive) _____

Under the age of 18 _____

DO NOT READ: Refused/don't know 99

17. Does anyone in your home suffer from heart disease or a lung condition such as asthma or emphysema?

Yes 1

No..... 2

DO NOT READ: Refused/don't know 99

18. Was your total *household* income in 2007 over or under \$35,000?

IF UNDER ASK: Was it over or under \$25,000?

IF UNDER ASK: Was it over or under \$15,000?

IF OVER ASK: Was it over or under \$50,000?

IF OVER ASK: Was it over or under \$75,000?

- Under \$15,000 1
- \$15,000 -\$24,999 2
- \$25,000 -\$34,999 3
- \$35,000 -\$49,999 4
- \$50,000 -\$74,999 5
- \$75,000 or over 6
- Refused 99

19. For classification purposes, with what racial or ethnic group do you most closely identify?

RECORD. READ LIST ONLY IF NECESSARY.

- African American 1
- Asian-Pacific Islander 2
- Hispanic/Latino 3
- Alaska Native or American Indian 4
- White-Caucasian 5
- Multi-racial 6
- Other (SPECIFY) _____
- Refused 99

20. What is your ZIP Code? Record.

_____ 5 DIGIT ZIP CODE

DO NOT READ: Refused/don't know 99999

VERIFY AND RECORD RESPONDENT FIRST AND LAST NAME AND PHONE NUMBER. Thank you very much for participating in this survey. Your responses will be combined with those of other Oregon residents and will provide valuable input on these housing issues.

IF ASKED AND ONLY TO BE STATED AT THE END OF THE SURVEY: This survey was funded by the Oregon Tobacco Prevention and Education Program who encourage you not to smoke for the better health of yourself, your household members, and your community.