

Smoking Policies at Food-Serving Businesses in Iowa

Prepared by

Gene M. Lutz
Melvin Gonnerman Jr.
Ki H. Park
Lesley Hiebing
Melinda Collingwood

Center for Social and Behavioral Research
University of Northern Iowa

For
Iowa Department of Public Health
Division of Tobacco Use Prevention and Control

TUPC Mission Statement:

To establish a comprehensive partnership among state government, local communities, and the people of Iowa to foster a social and legal climate in which tobacco use becomes undesirable and unacceptable.

February 2007

For further information, contact:

Bonnie E. Mapes, Division Director, Tobacco Use Prevention and Control
Iowa Department of Public Health, Lucas State Office Building
321 East 12th Street, Des Moines, IA 50319-0075
515-281-6225; bmapes@idph.state.ia.us

Gene M. Lutz, Director, Center for Social and Behavioral Research
University of Northern Iowa, 221 Sabin Hall, Cedar Falls, IA 50614-0402
319-273-2105; gene.lutz@uni.edu

This report is available online at <http://www.csbs.uni.edu/dept/csbr/findings.html>

Table of Contents

List of Figures	v
List of Tables	vii
Overview of Findings	1
Purpose and Methodology	3
Purpose.....	3
Methodology.....	3
Characteristics of the Respondents & Their Establishments	5
Respondents	5
Establishments	6
Current Policies & Practices	7
Smoke-Free Policies	7
Smoking Allowed	11
Seating Set Aside for Smoking	12
Smoking Policies for Employees	13
Future Policies & Practices	15
Smoke-Free Policies in the Future	15
Smoking Bans: State versus Local Control	20
Opinions about Tobacco & Health	23
Opinions about Smoking Policies in General	23
Opinions about Smoking and Health	25
Summary	27
Appendix A: Additional Tables	29
Appendix B: Tables by Subgroups	37
Appendix C: Questionnaire.....	47

[Page left blank intentionally]

List of Figures

Figure 1. Respondent position and gender	5
Figure 2. Type of establishment	6
Figure 3. Source of sales	6
Figure 4. Establishment smoking policies.....	7
Figure 5. Reasons for establishment becoming smoke-free (if applicable)	8
Figure 6. General response from customers regarding smoke-free policies	9
Figure 7. General response from employees regarding smoke-free policies	9
Figure 8. Financial impact on business from going smoke-free	10
Figure 9. Reasons smoking is allowed in the establishment	11
Figure 10. Smoking policies for establishments with smoking areas that are not shared	12
Figure 11. Outdoor dining set aside for smoking	12
Figure 12. Smoking policy for employees.....	13
Figure 13. Establishment considering becoming smoke-free	15
Figure 14. Perceived benefits, if any, of adopting a 100% smoke-free policy by type of establishment.....	16
Figure 15. Perceived benefits, if any, of adopting a 100% smoke-free policy by source of sales	17
Figure 16. Perceived accuracy of previous research findings.....	18
Figure 17. Requests to become smoke-free where smoking is now allowed	19
Figure 18. Regulation of hypothetical smoking ban for restaurants.....	20
Figure 19. Regulation of hypothetical smoking ban for bars.....	21
Figure 20. Preferred smoking policies for restaurants	23
Figure 21. Preferred smoking policies for bars.....	24
Figure 22. Smoking cigarettes is harmful to one’s health	25
Figure 23. Smoking by a pregnant woman may harm the baby	25
Figure 24. Smoking is physically addictive.....	26
Figure 25. People should be protected from second-hand smoke	26

[Page left blank intentionally]

List of Tables

Table 1: Call Dispositions	4
Table 2: Approximately How Long Ago Establishment Became Smoke-Free	7
Table 3: Availability of Health Insurance That Pays for Helping Employees Quit Smoking	13
Table 4: Would be Reluctant to Hire an Applicant Who Was Known to be a Smoker	14
Table 5: Perceived Accuracy of Previous Research Findings	18
Table 6: Regulation of Hypothetical Smoking Ban for Restaurants	20
Table 7: Regulation of Hypothetical Smoking Ban for Bars	21
Table 8: Preferred Smoking Policies for Restaurants	23
Table 9: Preferred Smoking Policies for Bars	24
Table A-1: Current Smoking Policies	31
Table A-2: Establishment Demographic Characteristic	31
Table A-3: Crosstab between Type of Establishment and Source of Sales	33
Table A-4: Smoking Policy for Employees	33
Table A-5: Perceived Accuracy of Previous Research Findings	34
Table A-6: Smoking Cigarettes is Harmful to One’s Health	35
Table A-7: Smoking by a Pregnant Woman May Harm the Baby	35
Table A-8: Smoking is Physically Addictive	36
Table A-9: People Should Be Protected From Second-Hand Smoke	36
Table B: Subgroup Summary	39

[Page left blank intentionally]

Overview of Findings

Characteristic of Respondents & Establishments

- ✦ In October and November 2006, telephone interviews were conducted with the owner (84%) or manager (16%) of 601 randomly selected food-serving establishments in Iowa.
- ✦ Nearly one-half of businesses (46%) were sit-down restaurants, one-third (33%) were bars & grills, and the remaining one-fifth (21%) were from other types of food-serving establishments (e.g., cafés, delis). Two-thirds (66%) of all establishments in this study had liquor licenses.

Current Policies & Practices

- ✦ In this study, an establishment was considered smoke-free if *smoking was not allowed by customers, employees, or anyone else anywhere inside the building at any time*. One-third (34%) of all establishments were “smoke-free” at the time of the survey. Specifically, 2% of bars & grills and 39% of sit-down restaurants were smoke-free.
- ✦ Among those establishments that were smoke-free, the two main reasons for becoming smoke-free were personal values (59%) and public health concerns (36%).
- ✦ According to owners and managers of smoke-free establishments, the general responses to their smoke-free policies have been predominately positive from customers (91%) and employees (85%).
- ✦ About two-thirds (67%) of owners and managers of establishments who have changed to a smoke-free policy said it did not have a financial impact on their business, and 27% reported a positive financial impact.
- ✦ Only 3% of owners and managers said they offer health insurance to their employees that cover resources such as nicotine replacement or smoking cessation classes to help their employees quit smoking.

Future Policies & Practices

- ✦ If smoking were to be banned in restaurants, 49% supported a ban by state law and 34% by local ordinances.
- ✦ If smoking were to be banned in bars, 50% supported a ban by state law and 32% by local ordinances.

Opinions about Tobacco & Health

- ✦ Among owners or managers of sit-down restaurants, 42% said they thought smoking should not be allowed at all in restaurants. Among owners and managers of bars & grills, 79% said they thought smoking should be allowed without restriction in bars.
- ✦ Nearly all (98%) owners and managers thought smoking was harmful to one’s health, and 79% thought people should be protected from second-hand smoke.

[Page left blank intentionally]

Purpose and Methodology

Purpose

The main purposes of this study were to (1) document the current smoking policies for food-serving businesses in Iowa, and (2) assess the smoking policy opinions of owners and managers of these businesses.

Methodology

Sampling Plan. The population frame for this study consisted of restaurants, bars & grills, and other establishments serving food (deli, cafe, specialty, country club) with land-line telephones in Iowa. A database of approximately 6,450 records of establishments licensed to serve food was supplied by the State of Iowa to the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa. From these records, a sampling frame was generated that excluded: duplicate records, multiple establishments registered to the same person, known convenience stores or gas stations, fast-food restaurants, national pizza franchises, churches, civic organizations, sports or concert arenas, concession stands, school cafeterias, grocery stores, hospitals, jails, malls, and any other establishments inconsistent with the sampling frame parameters. The final sampling frame included 3,881 records from which a sample of 1,395 numbers were randomly selected.

Data Collection. Data collection via Computer Assisted Telephone Interviewing (CATI) at the Center for Social and Behavioral Research (CSBR), University of Northern Iowa, began on October 23, 2006, and ended on November 20, 2006. Potential respondents were asked to confirm their position at the establishment and only owners and managers were selected to complete the interview. A minimum of 10 call attempts were made to contact each potential respondent. A total of 1,395 telephone numbers were used yielding 601 completed interviews. The response rate (RR3; American Association for Public Opinion Research, 2004) was 65%, with a cooperation rate (CR3; American Association for Public Opinion Research, 2004) of 82%. Essentially, the response rate is the ratio of completed interviews to eligible numbers dialed, and the cooperation rate is the ratio of completed interviews to all eligible respondents actually contacted. The summary of call dispositions is shown in Table 1.

Table 1 Call Dispositions		
Final Disposition Code	n	%
Complete Interview	601	43
Refusal	128	9
Respondent was Unavailable During Interview Period	167	12
Ineligible Establishment	315	23
Unable to Make Contact	184	13
Total of All Telephone Numbers	1,395	100

Note. “Ineligible establishment” included catering businesses, food service within convenience stores, hotel breakfast bars, and places with shared seating if the establishment did not have control over the smoking policy for the shared seating area.

Data Analysis. The data analysis approach used in this report largely focused on presenting descriptive statistics of overall findings and some inferential statistics (e.g., t-test, ANOVA) to assess subgroup differences within the sample. When relevant, statistically significant differences in means or percentages at the 95% significance level were reported. The phrase “significant” or “significant difference” indicates that the conclusion was based on the results of inferential statistical tests. These tables are generally reported in Appendix A. In the narrative, the emphasis was on describing differences and similarities between sit-down restaurants and the bars & grills so, in some cases, the findings for the “other” establishments were not discussed even when they were statistically significant. On some of the most important issues, the 95% confidence interval (i.e., one has 95% confidence that the actual population value lies somewhere within this range of scores) was reported.

Tables and Figures. Many of the tables show two sets of percentages. The column labeled “%” shows the distribution of all responses. The column labeled “Valid %” shows the distribution of responses where the “Don’t Know” and “No Response” options have been excluded from the denominator. Unless otherwise noted, the percentages shown in the figures were based on valid percentages.

Characteristics of the Respondents & Their Establishments

Respondents

Interviews were conducted with the owner (84%) or manager (16%) of each establishment. Respondents were asked who has the responsibility for setting smoking policies at their establishment: owner or partners (95%), manager (13%), employees (less than 1%), corporate or franchise headquarters (less than 1%), someone else (less than 1%), or no one was said to be responsible (less than 1%). At 91% of the establishments, one person or group had the sole responsibility for setting the smoking policy. Ideally, the survey respondent would be one of the people with at least some responsibility for setting the smoking policy; in 5% of the interviews (n = 28), the person responsible for setting the policy (often the owner) had his or her designee (often the manager) be the respondent in his or her place. There was nearly an even split in the gender of the respondents.

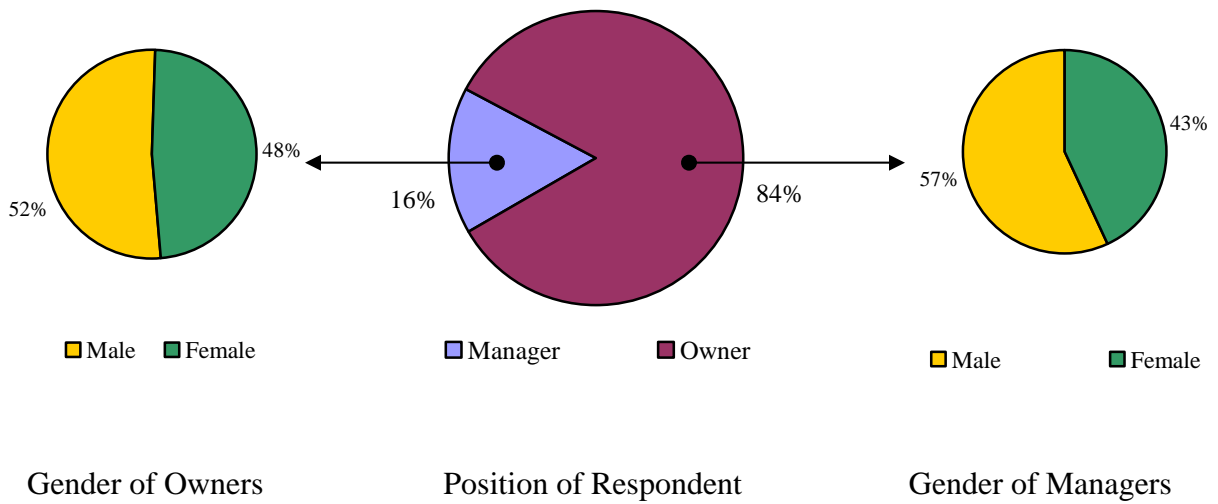


Figure 1. Respondent position and gender.

Establishments

Nearly one-half of the food-serving businesses (46%) were sit-down restaurants, one-third (33%) were bar & grills, and the remaining 21% were categorized as “other establishments” which included delis, cafés, specialty establishments, and country clubs. The owners of some of the bars & grills considered their establishments to be “bars.” However, all bars included in the sample served food so, for ease of expression, “bars” and “bars & grills” will be referred to simply as “bars & grills.”

Among all establishments, 74% said their source of total sales was mostly (or all) from food versus 19% whose source of total sales was mostly from alcohol (see Figure 3). Among bars & grills, 53% had total sales mostly from alcohol and 31% had total sales mostly from food. Two-thirds (66%) of all establishments in this study had liquor licenses.

Additional details about the establishments and their characteristics (e.g., seating, type of liquor license) are reported in Appendix A, Table A-1 through Table A-3.

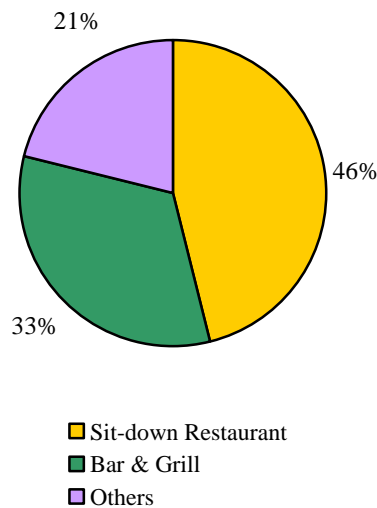


Figure 2. Type of establishment.

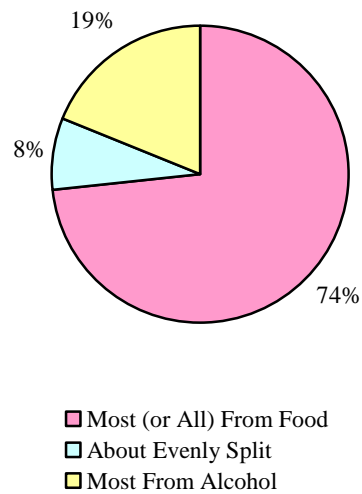


Figure 3. Source of sales.

Current Policies & Practices

Smoke-Free Policies

Percent Currently Smoke-Free. For the purpose of this study, an establishment was considered smoke-free if *smoking was not allowed by customers, employees, or anyone else anywhere inside the building at any time*. One-third (34%) of all establishments were “smoke-free” at the time of the survey. In terms of establishment type, only 2% of bars & grills as compared to 39% of sit-down restaurants and 73% of “other” eating establishments were smoke-free. With respect to liquor licenses, 18% of those with versus 65% of those without licenses were smoke-free. Smoking was typically allowed in the establishments where alcohol accounted for about half or most of the total sales (100% and 95%, respectively). When food accounted for half or more of the total sales, smoking was allowed in slightly more than one-half (54%) of the establishments. See Appendix A, Table A-1 and Appendix B for additional details.

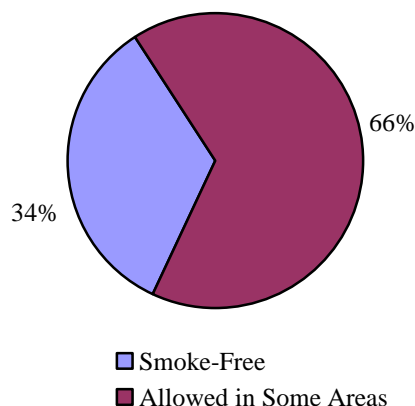


Figure 4. Establishment smoking policies.

Years Establishment has been Smoke-Free. About one-third (36%) of establishments that are currently smoke-free have been since the business first opened; whereas, 40% have become smoke-free during the past five years.

Table 2			
Approximately How Long Ago Establishment Became Smoke-Free			
	n	%	Valid %
Less than a year	21	4	10
1 year to less than 2 years	21	4	10
2 years to less than 5 years	42	7	20
5 years to less than 10 years	30	5	15
10 years to less than 20 years	12	2	6
20 years or more	6	1	3
Always been smoke-free	74	12	36
Don't know	0	0	—
No response	0	0	—
Not smoke-free	395	66	—

Note. See Appendix C Question 19.

Reasons Establishment Became Smoke-Free. Among those establishments that were smoke-free, the two main reasons for becoming smoke-free were personal values (59%) and public health concerns (36%).

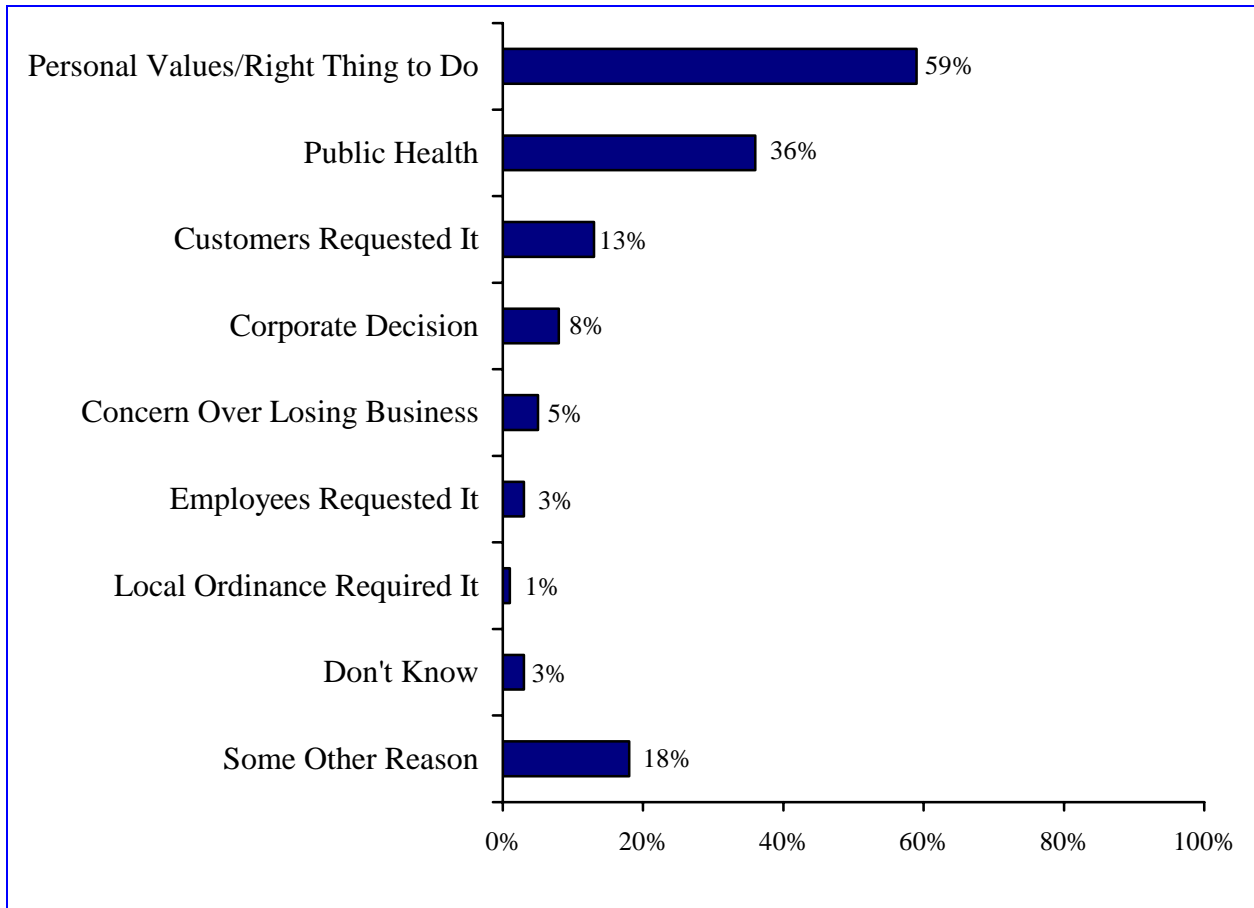
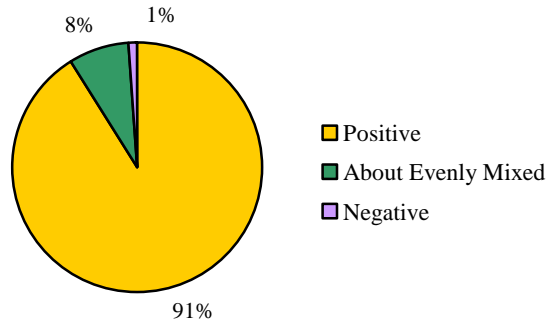


Figure 5. Reasons for establishment becoming smoke-free.¹

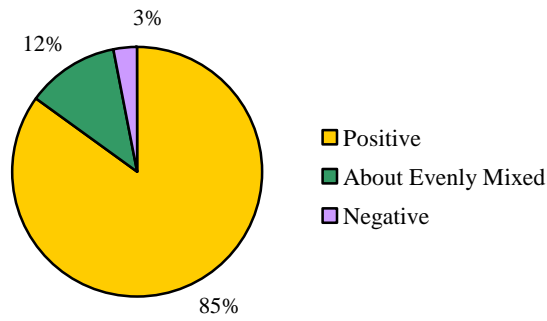
¹ Respondents could name more than one reason for becoming smoke-free; therefore, the sum of the percentages exceeds 100%. “Some other reason” was categorized as follows: structural reasons or easier upkeep (n = 21), always been smoke-free (n = 3), risks smoking causes to damaging equipment or merchandise (n = 6), and miscellaneous reasons (n = 8).

Customer and Employee Response to Smoke-Free Policy. According to owners and managers of smoke-free establishments, the predominant responses to the smoke-free policies have been positive from customers (91%) and employees (85%).



Customers Response

Figure 6. General response from customers regarding smoke-free policies.



Employees Response

Figure 7. General response from employees regarding smoke-free policies.

Financial Impact of Going Smoke-Free. About two-thirds (67%) of owners and managers of establishments who have changed to a smoke-free policy said this change did not have a financial impact on their business. Those who thought the smoke-free policy had a financial impact were much more likely to say it improved (27%) rather than decreased (6%) business.

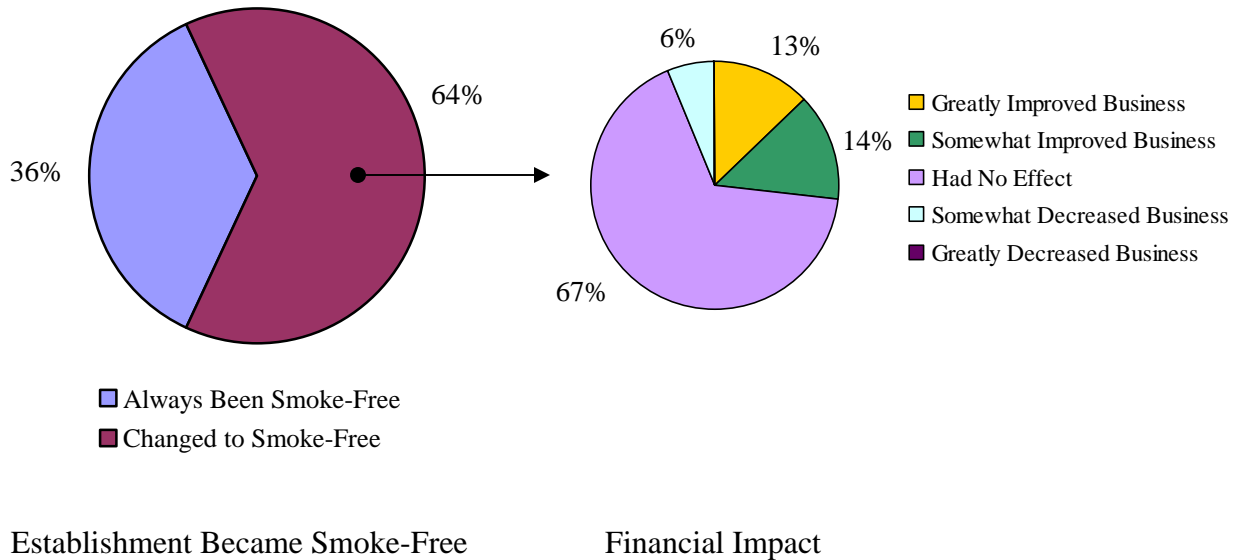


Figure 8. Financial impact on business from going smoke-free.

Smoke-Free Days. Only 7% of establishments (n = 26) that currently allow smoking have ever tried having certain days of the week designated as non-smoking days for customers. The general response from customers to these non-smoking days was as follows: positive (46%), about evenly mixed (29%), and negative (25%).¹ The general response from employees to these non-smoking days was as follows: positive (32%), about evenly mixed (50%), and negative (18%).¹

¹ The reader is cautioned that the distribution of responses to smoke-free days was based on a small number of establishments (n = 26) and may not generalize to all food-serving businesses that designate certain days as smoke-free.

Smoking Allowed

Reasons Smoking is Allowed. The main reason owners and managers said they allow smoking in their establishments is because many of their customers smoke. About one-third (35%) said there was not much demand for seating in non-smoking areas.

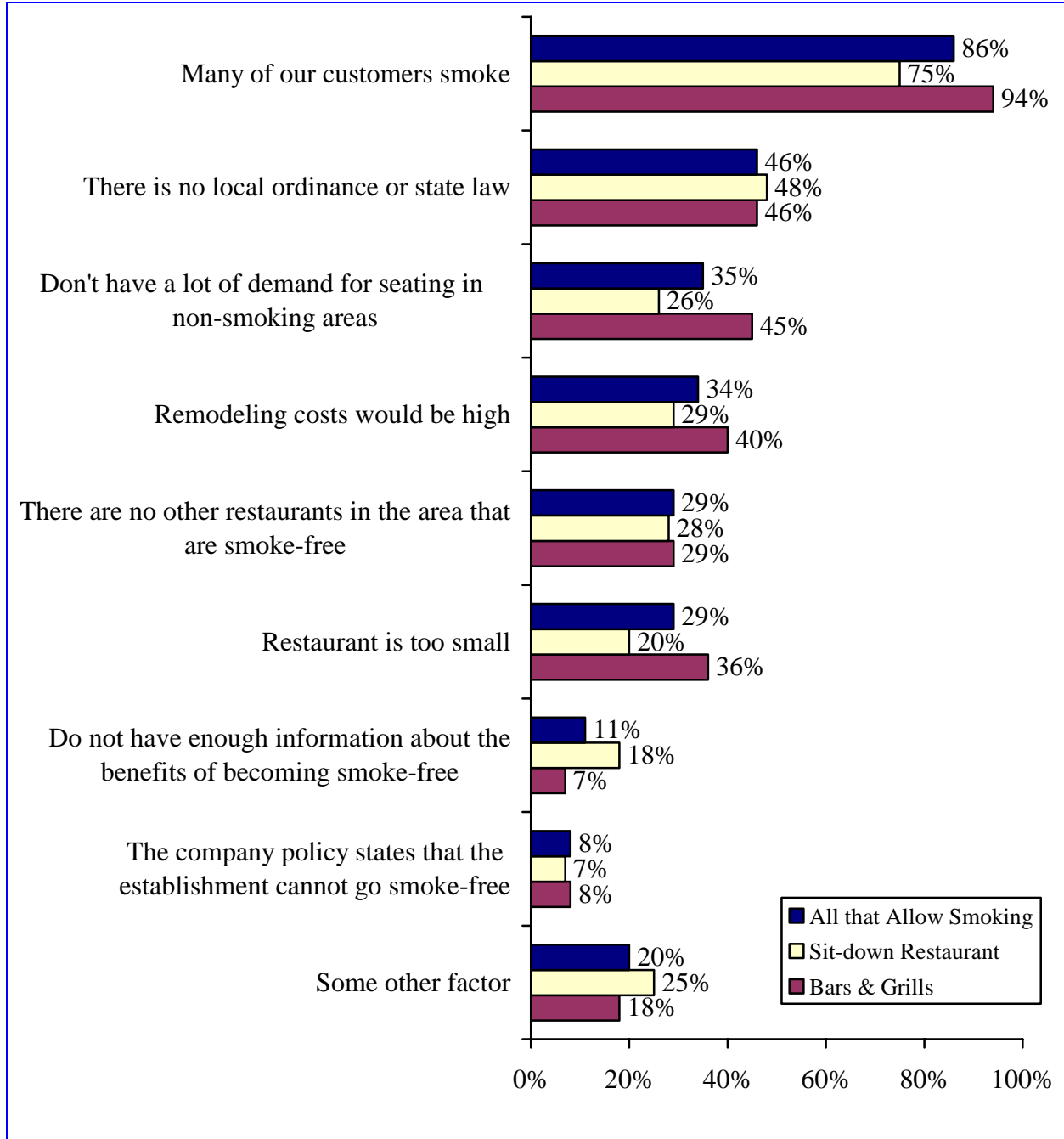


Figure 9. Reasons smoking is allowed in the establishment.¹

¹ Respondents could name more than one reason for allowing smoking; therefore, the sum of the percentages exceeds 100%. "Some other factor" was categorized as follows: owner smokes (n = 11); policy maker can or wants to allow smoking (n = 9); customers, employees or others want to smoke here (n = 32); good for business and lose money if not allowed (n = 19); have good ventilation or separate seating (n = 8); and no specific response (n = 2).

Seating Set Aside for Smoking

Indoor Seating. Nearly two-thirds (62%) of establishments had indoor seating set aside for smoking (see left pie of Figure 10). Of those establishments with set-aside seating, 50% had at least three-fourths of their seating set aside for smoking, 12% had more than one-half but less than three-fourths set aside for smoking, 20% had more than one-fourth but less than one-half set aside for smoking, and 18% had less than one-fourth of seating set aside for smoking (see right pie of Figure 10).

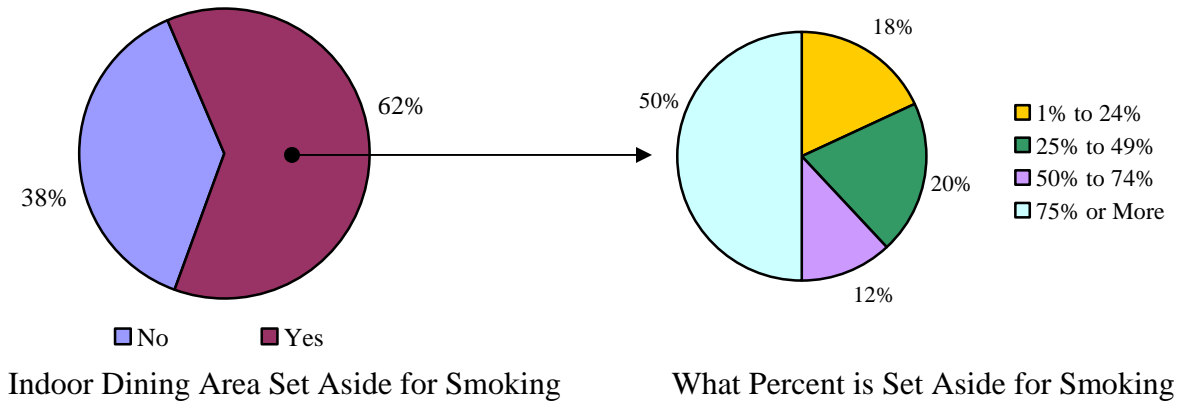


Figure 10. Smoking policies for establishments with smoking areas that are not shared.

Outdoor Seating. Outdoor seating was offered by 24% of establishments. Of those establishments with outdoor seating, 72% had set aside at least three-fourths of their outdoor seating for smoking.

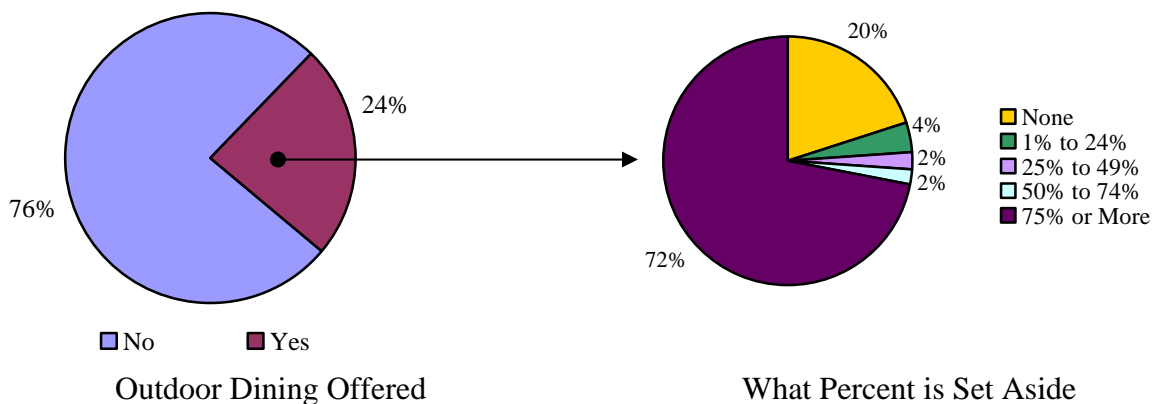


Figure 11. Outdoor dining set aside for smoking.

Smoking Policies for Employees

Smoking Policy at Work. At 81% of the establishments, employees were allowed to smoke either inside or outside while at work. Smoking was allowed indoors at 57% of those establishments where smoking by employees was permitted (see right pie of Figure 12). See Appendix A, Table A-4 for additional details.

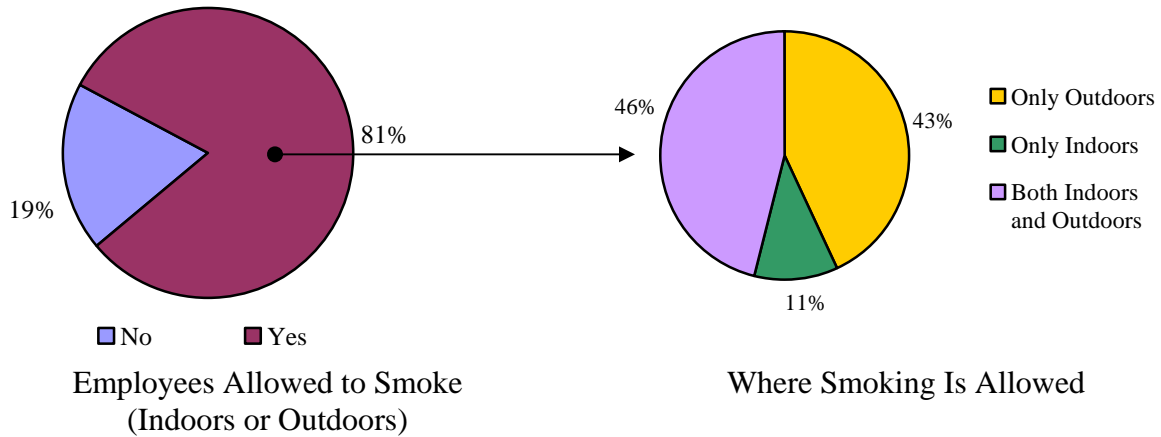


Figure 12. Smoking policy for employees.

Health Insurance. Only 3% of owners and managers said they offer health insurance to their employees that cover resources such as nicotine replacement or smoking cessation classes to help their employees quit smoking. More than three-fourths of food-serving businesses did not offer any health insurance to their employees.

Table 3 Availability of Health Insurance That Pays for Helping Employees Quit Smoking			
	n	%	Valid %
Yes	18	3	3
No, insurance does NOT cover this	80	13	14
No, health insurance not offered	472	78	83
Don't know	31	5	—
No response	0	0	—

Note. See Appendix C Question 24. Due to low number of businesses offering insurance, subgroup comparisons by Type of Establishment and Source of Sales were not reported here.

Hiring Practices. Thirteen percent of all owners and managers said their establishment would be reluctant to hire an applicant who was known to be a smoker. Owners and managers at establishments without liquor licenses were about twice as likely as those with licenses to express reluctance to hire smokers (18% vs. 10%, respectively).

Table 4 Would be Reluctant to Hire an Applicant Who Was Known to be a Smoker			
	n	%	Valid %
Yes	76	13	13
No	512	85	87
Don't know	13	2	—
No response	0	0	—

Note. See Appendix C Question 25.

Future Policies & Practices

Smoke-Free Policies in the Future

Considering Becoming Smoke-Free. Approximately one-fifth (17%) of owners and managers of establishments where smoking is now allowed in some areas said they were considering making the establishment smoke-free.

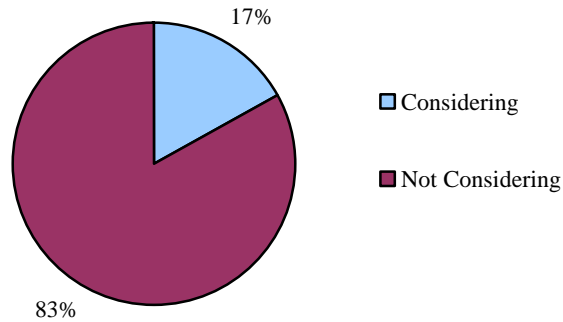
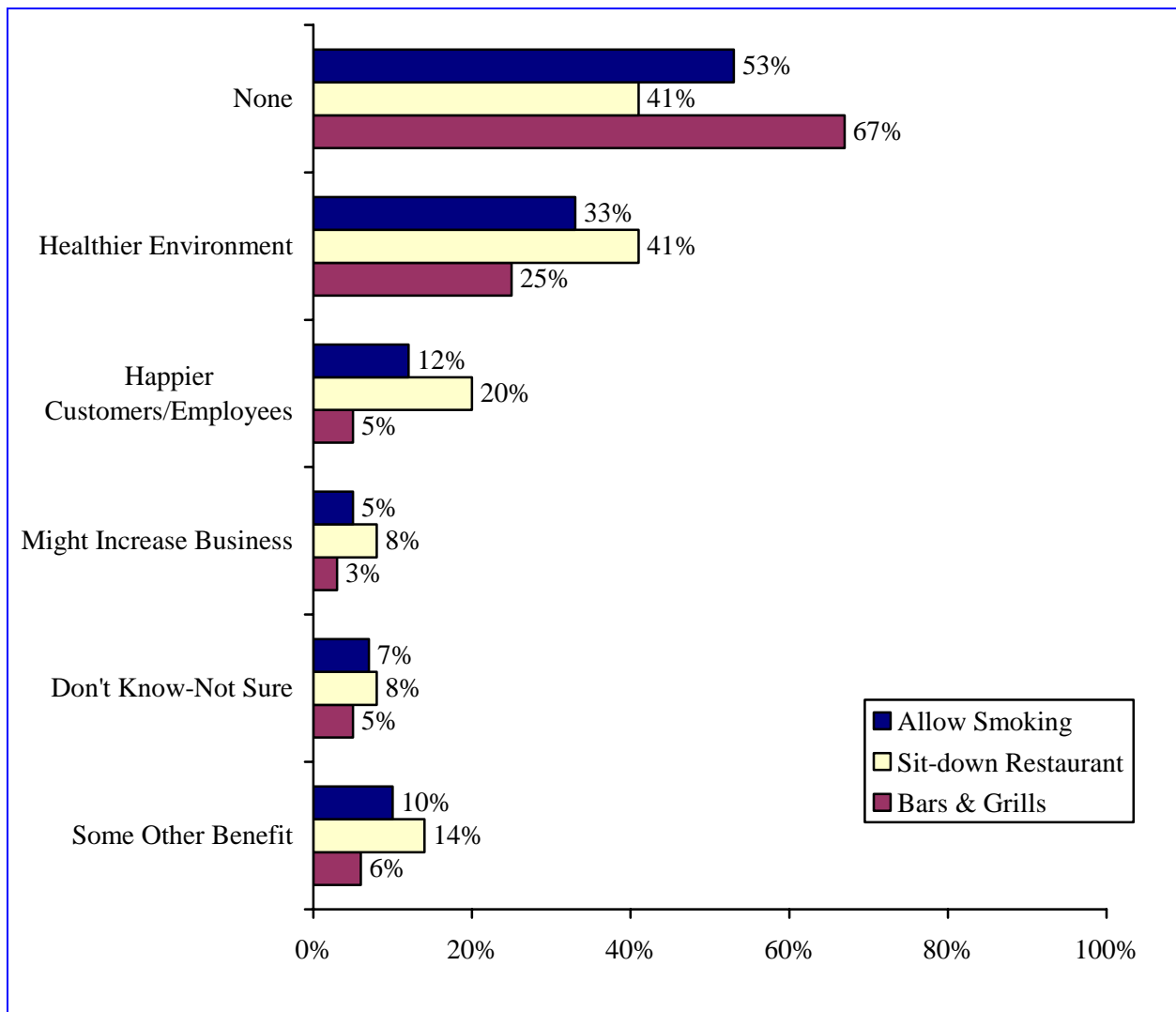


Figure 13. Establishment considering becoming smoke-free.

Perceived Benefits of Becoming Smoke-Free. About one-half (53%) of owners and managers of establishments where smoking is allowed said they did not think there would be any benefits to adopting a 100% smoke-free policy at their establishments. Specifically, no benefits were perceived by 67% of those operating bars & grills (see Figure 14) and by 73% of those operating establishments where alcohol was the main source of total sales (see Figure 15).

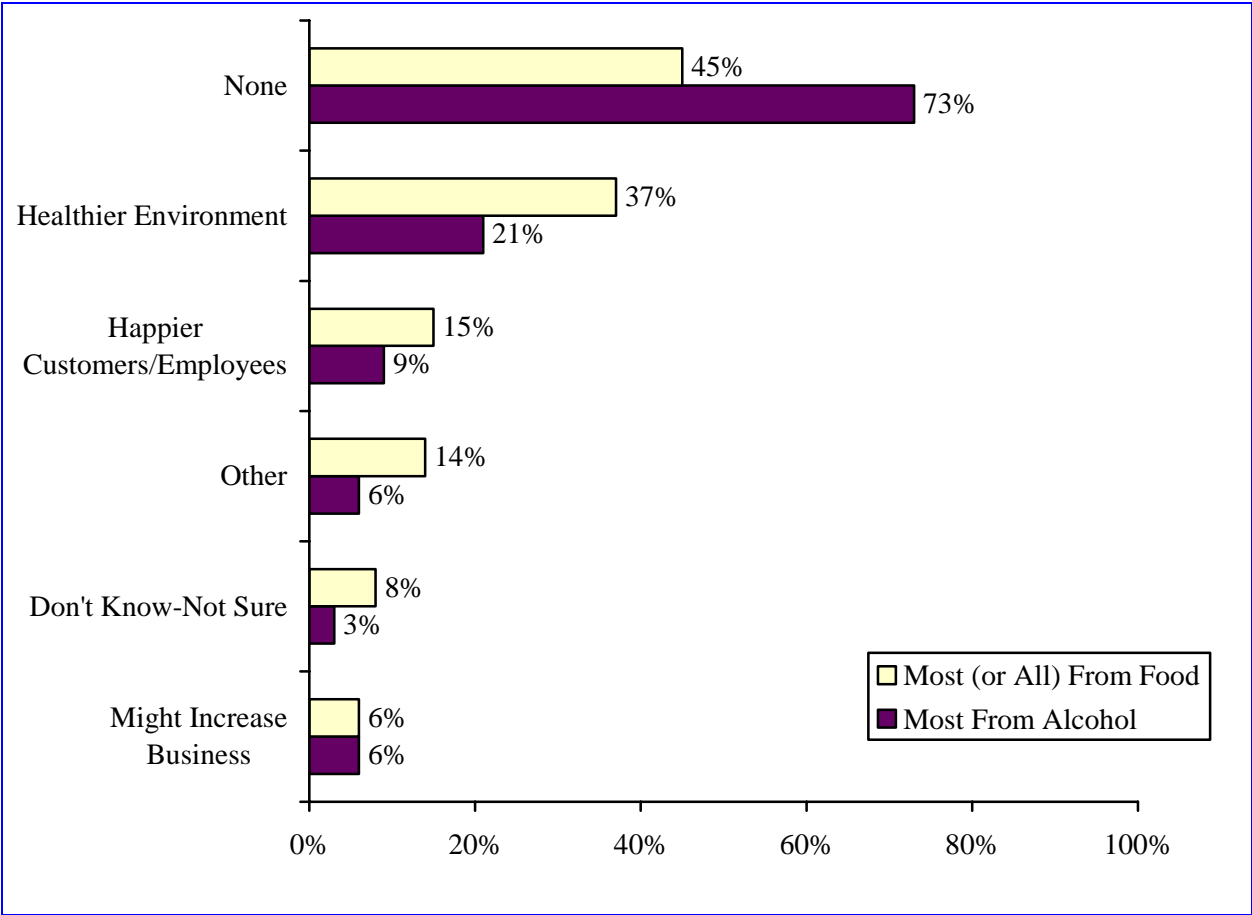
One-third (33%) of owners and managers in all establishments thought becoming smoke-free would create a healthier environment. For those in sit-down restaurants, 41% said it would create a healthier environment (see Figure 14) and 37% of those with most of their sales from food thought it would create a healthier environment (see Figure 15).



Note. Sit-down Restaurant (n = 165), Bar or Bar & Grill (n = 194), and Other (n = 34). See Appendix C Question 14.

Figure 14. Perceived benefits, if any, of adopting a 100% smoke-free policy by type of establishment.¹

¹ Respondents could name more than one perceived benefit for becoming smoke-free; therefore, the sum of the percentages exceeds 100%. “Some other benefit” was categorized as follows: cleaner, smell better and less damage to the building (n = 25); health benefits (n = 4); good for the bottom-line (n = 10); and would just like it (n = 1).



Note. Most (or All) From Food (n = 240), About Evenly Split (n = 45), and Most From Alcohol (n = 108)

Figure 15. Perceived benefits, if any, of adopting a 100% smoke-free policy by source of sales.

Knowledge & Confidence in Research Findings. Two-thirds (67%) of owners and managers said they were not aware of studies which have found, when an ordinance requiring all restaurants to become smoke-free is passed, the sales revenues for restaurants were not found to be negatively affected and, in some cases, even increased. About 15% of owners and managers said they *did not know* or were *not sure* about the accuracy of these findings. Of those with a definite opinion about the accuracy of such findings, 21% thought the findings were *very accurate* and 46% *somewhat accurate*. Owners and managers of bars & grills were the most likely to doubt the accuracy of these findings; in contrast, owners and managers of establishments where most or all of the total sales were from food sales were most likely to affirm the accuracy of these findings (see Appendix A, Table A-5 for details).

Table 5 Perceived Accuracy of Previous Research Findings				
	n	%	Valid %	95% CI
Very Accurate	109	18	21	17.8-24.8
Somewhat Accurate	236	39	46	41.8-50.4
Somewhat Inaccurate	106	18	21	17.2-24.2
Very Inaccurate	61	10	12	9.2-14.6
Don't know	88	15	—	—
No response	1	<1	—	—

Note. See Appendix C Question 32. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

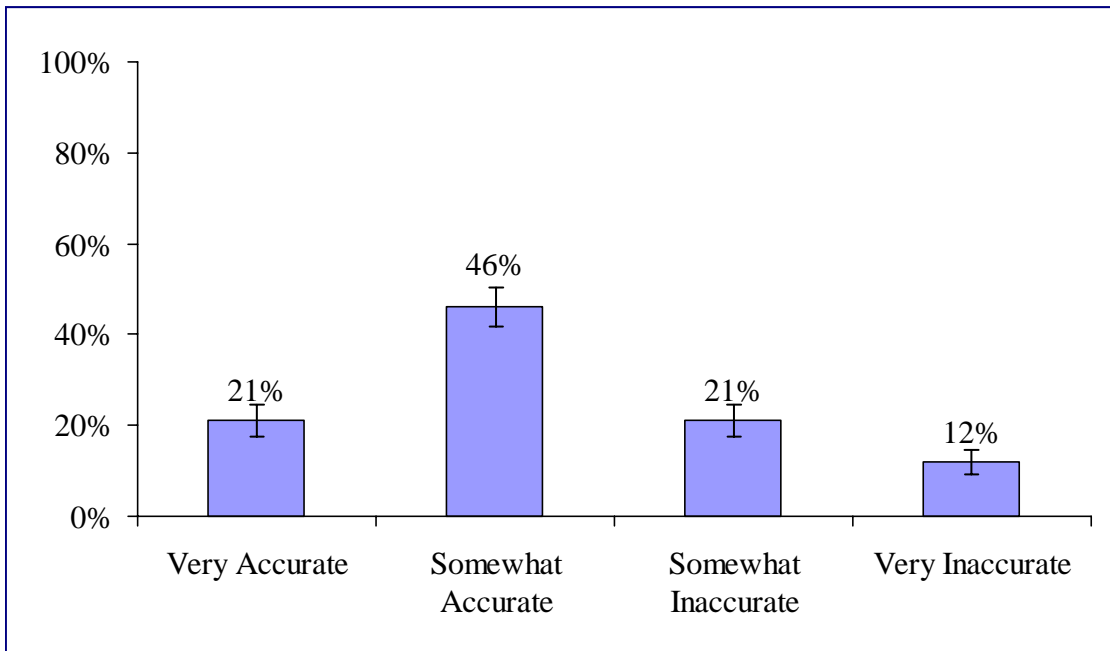


Figure 16. Perceived accuracy of previous research findings.

Requests to Become Smoke-free. Where smoking is currently allowed in some or all of the dining areas, 77% of owners and managers of these establishments (68% in sit-down restaurants and 87% in bars & grills) said they have not had requests from customers or employees to become smoke-free. About one-fifth (22%) of owners or managers of all establishments (31% in sit-down restaurants and 13% in bars & grills) that allow smoking said customers have requested the business become smoke-free.

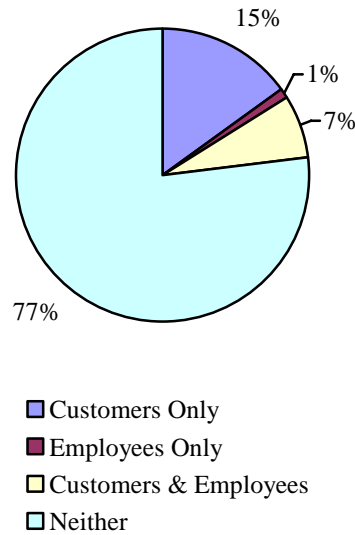


Figure 17. Requests to become smoke-free where smoking is now allowed.

Smoking Bans: State versus Local Control

Ban in Restaurants. Owners and managers were asked to assume smoking were to be banned in Iowa restaurants and whether they thought it should be done by state law, local ordinance, or some other way. If smoking were to be banned in restaurants, 49% supported a ban by state law and 34% by local ordinances.

Table 6 Regulation of Hypothetical Smoking Ban for Restaurants				
	n	%	Valid %	95% CI
State law	270	45	49	44.7-53.1
Local ordinance	185	31	34	29.6-37.4
No preference	45	8	8	5.9-10.5
Other	52	9	9	7.0-11.8
Don't know	40	7	—	—
No response	9	2	—	—

Note. See Appendix C Question 27. Of the “other” responses, 36 stated that this should be the owner’s not the government’s decision and 5 stated that smoking should not be banned. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

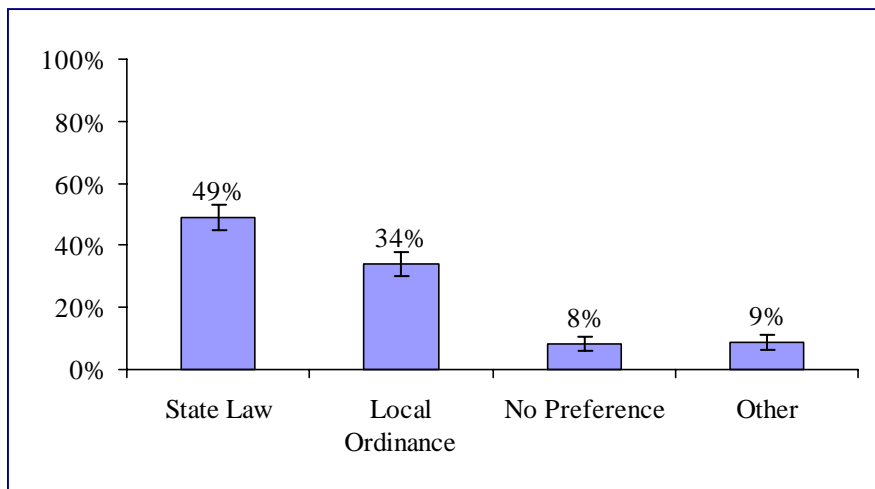


Figure 18. Regulation of hypothetical smoking ban for restaurants.

Ban in Bars. Owners and managers were asked to assume smoking were to be banned in Iowa bars and whether they thought it should be done by state law, local ordinance, or some other way. If smoking were to be banned in bars, 50% supported a ban by state law and 32% by local ordinances.

Table 7 Regulation of Hypothetical Smoking Ban for Bars				
	n	%	Valid %	95% CI
State law	271	45	50	45.7-54.1
Local ordinance	171	28	32	27.6-35.4
No preference	41	7	8	5.4-9.8
Other	60	10	11	8.3-13.6
Don't Know	46	8	—	—
No Response	12	2	—	—

Note. See Appendix C Question 29. Of the “other” responses, 43 stated that this should be the owner’s not the government’s decision and 9 stated that smoking should not be banned in bars. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

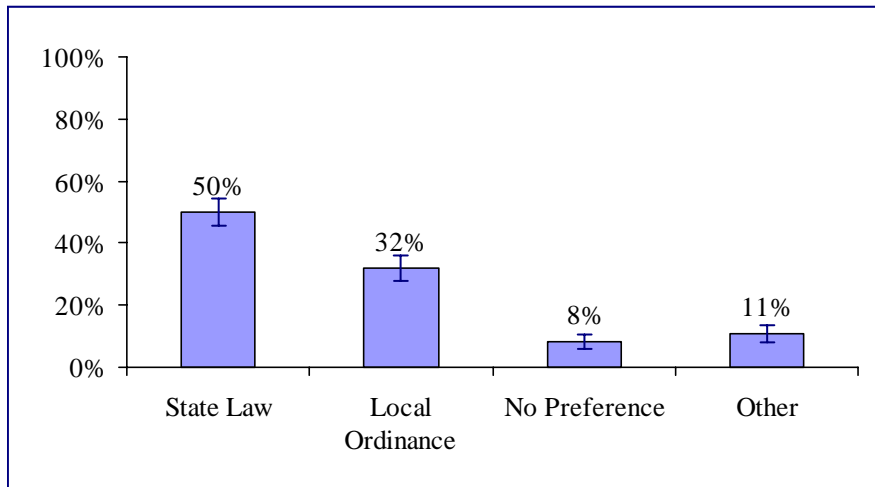


Figure 19. Regulation of hypothetical smoking ban for bars.

[Page left blank intentionally]

Opinions about Tobacco & Health

Opinions about Smoking Policies in General

Preference for Smoking Policies in Restaurants. About one-third (35%) of all owners and managers said smoking should not be allowed at all in restaurants, and an additional 52% said smoking should be allowed only in designated areas. Among sit-down restaurant owners or managers, 42% said smoking should not be allowed at all in restaurants (see Appendix B for details).

Table 8 Preferred Smoking Policies for Restaurants				
	n	%	Valid %	95% CI
Allowed without restriction	73	12	13	10.1-15.5
Permitted in designated areas only	299	50	52	48.3-56.5
Not allowed at all	199	33	35	31.0-38.8
Don't know	25	4	—	—
No response	5	1	—	—

Note. See Appendix C Question 26. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

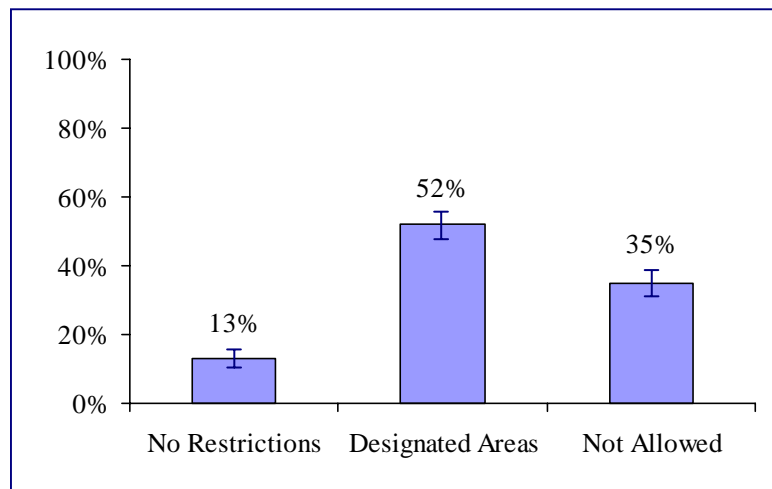


Figure 20. Preferred smoking policies for restaurants.

Preference for Smoking Policies in Bars. About one-half (52%) of all owners and managers said smoking should be allowed without restriction in bars. Among owners and managers of bars & grills, 79% said smoking should be allowed without restriction in bars (see Appendix B for details). Similarly, more than three-fourths of owners and managers of establishments whose total sales were evenly split between food and alcohol (76%) or mostly from alcohol (78%) said smoking should be allowed without restriction in bars as compared to 43% of those owners and managers of establishments whose total sales were mostly (or completely) from food (see Appendix B for details).

Table 9 Preferred Smoking Policies for Bars				
	n	%	Valid %	95% CI
Allowed without restriction	286	48	52	48.2-56.6
Permitted in designated areas only	168	28	31	27.0-34.6
Not allowed at all	92	15	17	13.7-19.9
Don't know	49	8	—	—
No response	6	1	—	—

Note. See Appendix C Question 28. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

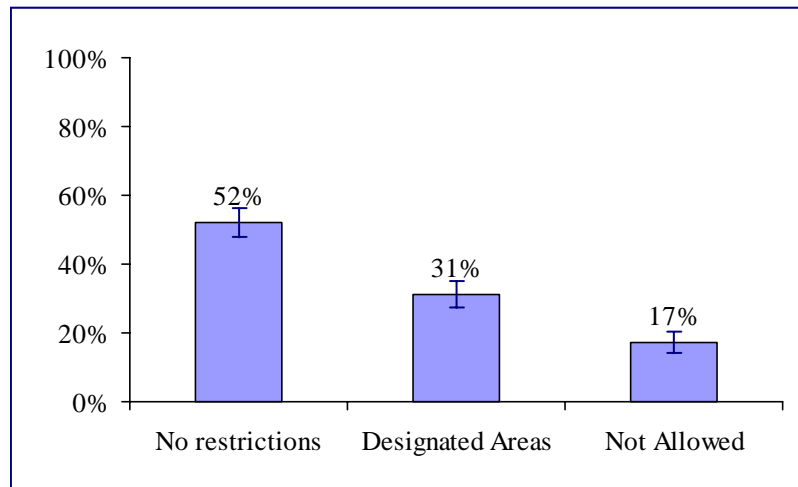


Figure 21. Preferred smoking policies for bars.

Opinions about Smoking & Health

Smoking Harmful to Health. The vast majority of all owners and managers *agreed* (46%) or *strongly agreed* (52%) that smoking cigarettes is harmful to one's health. Owners and managers of bars & grills expressed the lowest level of agreement; whereas, owners and managers of establishments with most (or all) of their total sales were from food expressed the greatest level of agreement (see Appendix A, Table A-6 for details).

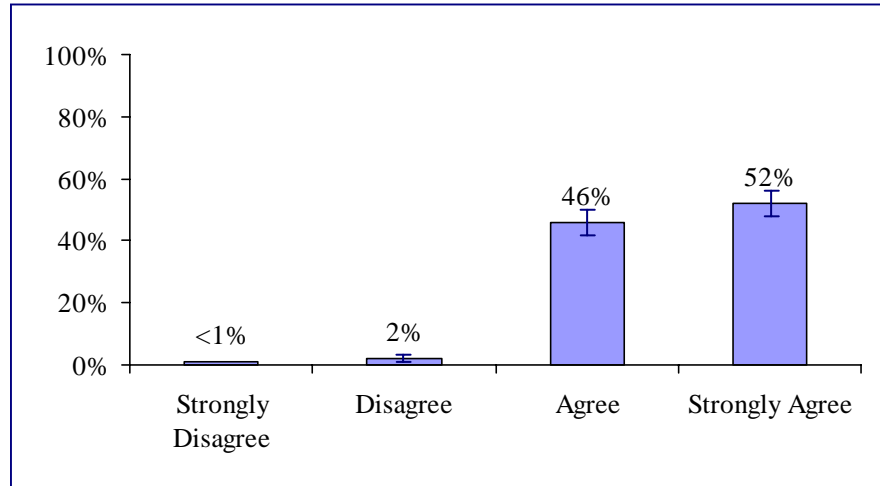


Figure 22. Smoking cigarettes is harmful to one's health.

Smoking By Pregnant Women. The vast majority of all owners and managers *agreed* (40%) or *strongly agreed* (57%) that smoking by a pregnant woman may harm the baby. Owners and managers of bars & grills expressed the lowest level of agreement, while owners and managers of establishments with most (or all) of their total sales from food expressed the greatest level of agreement (see Appendix A, Table A-7, for details). Women agreed more strongly than did men that smoking by pregnant women may be harmful to the baby (see Appendix A, Table A-7 for details).

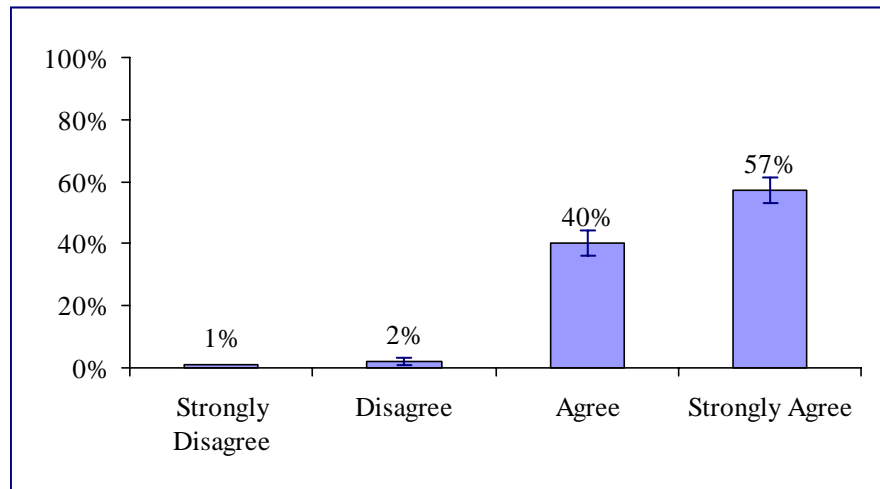


Figure 23. Smoking by a pregnant woman may harm the baby.

Smoking is Physically Addictive. The vast majority of all owners and managers *agreed* (45%) or *strongly agreed* (52%) that smoking is physically addictive. Owners and managers of bars & grills expressed the lowest level of agreement (see Appendix A, Table A-8, for details). Women agreed more strongly than did men that smoking is physically addictive (see Appendix A, Table A-8 for details).

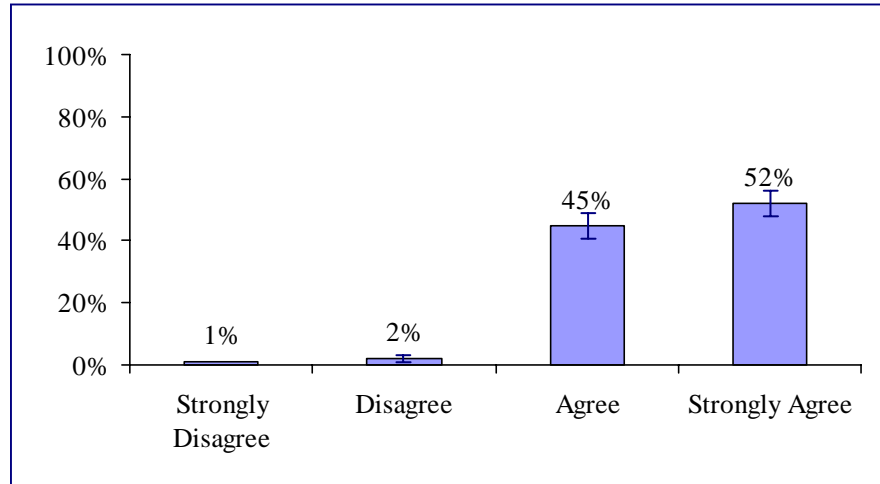


Figure 24. Smoking is physically addictive.

Protection from Second-Hand Smoke. Approximately 80% of all owners and managers *agreed* (46%) or *strongly agreed* (33%) that people should be protected from second-hand smoke. Among owners and managers of establishments where most of the total sales were from alcohol, 44% did not agree that people should be protected from second-hand smoke. Owners and managers of bars & grills expressed the lowest level of agreement; whereas, owners and managers of establishments with most (or all) of their total sales from food expressed the greatest level of agreement (see Appendix A, Table A-9 for details). Women agreed more strongly than did men that people should be protected from second-hand smoke (see Appendix A, Table A-9 for details).

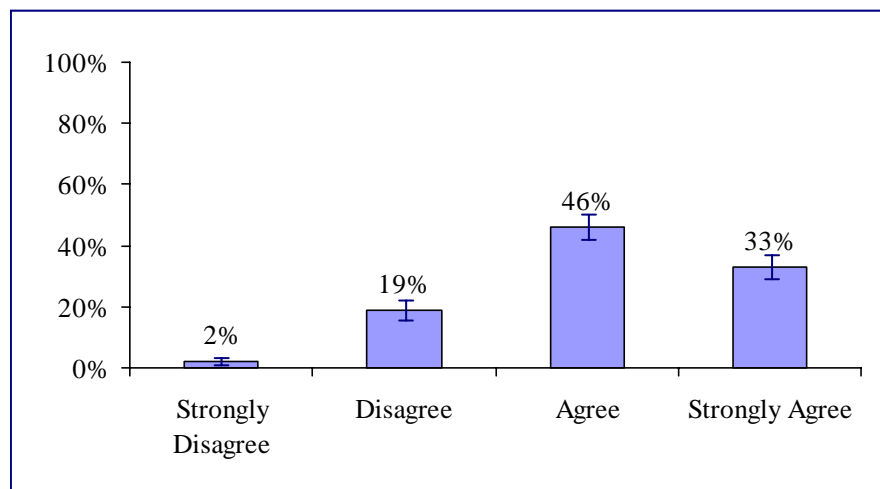


Figure 25. People should be protected from second-hand smoke.

Summary

Characteristic of Respondents & Establishments

During October and November 2006, telephone interviews were conducted with the owner (84%) or manager (16%) of 601 randomly selected food-serving establishments in Iowa. Nearly one-half of businesses (46%) were sit-down restaurants, one-third (33%) were bar & grills, and the remaining one-fifth (21%) were from other types of food-serving establishments (e.g., cafés). The source of total sales was mostly (or all) from food for 74% of the establishments versus 19% whose source of total sales was mostly from alcohol. Two-thirds (66%) of all food-serving establishments in this study had liquor licenses.

Current Policies & Practices

For the purpose of this study, an establishment was considered smoke-free if *smoking was not allowed by customers, employees, or anyone else anywhere inside the building at any time*. One-third (34%) of all establishments were “smoke-free” at the time of the survey. Specifically, 2% of bars & grills and 39% of sit-down restaurants were smoke-free. Among those smoke-free establishments, the two main reasons for becoming smoke-free were personal values (59%) and public health concerns (36%). Approximately 86% of the owners and managers of establishments in which smoking was allowed said the main reason they do so is because many of their customers smoke. According to owners and managers of smoke-free establishments, the general responses to their smoke-free policies have been predominately positive from customers (91%) and employees (85%). About two-thirds (67%) of owners and managers of establishments who have changed to smoke-free policies said it did not have a financial impact on their business and 27% said it had a positive financial impact. Only 3% of owners and managers said they offer health insurance to their employees that cover resources such as nicotine replacement or smoking cessation classes to help their employees quit smoking.

Future Policies & Practices

Approximately one-fifth (18%) of owners and managers of establishments where smoking is now allowed in some areas said they were considering making the establishment smoke-free. About one-half (53%) of owners and managers of these type of establishments said they did not think there would be any benefits to adopting a 100% smoke-free policy at their establishment.

Assuming smoking were to be banned in restaurants, 49% supported a ban by state law and 34% by local ordinances. If smoking were to be banned in bars, 50% supported a ban by state law and 32% by local ordinances.

Opinions about Tobacco & Health

Among sit-down restaurant owners and managers, 42% said smoking should not be allowed at all in restaurants. Among owners and managers of bars & grills, 79% said smoking should be allowed without restriction in bars. Nearly all (98%) owners and managers said smoking was harmful to one’s health, and 79% said people should be protected from second-hand smoke.

[Page left blank intentionally]

Appendix A

Additional Tables

[Page left blank intentionally]

Table A-1 Current Smoking Policies				
	n	%	Valid %	95% CI
Not smoke-free	395	66	66	61.9-69.5
Currently smoke-free	206	34	34	30.5-38.1
Don't know	0	0	—	—
No response	0	0	—	—

Table A-2 Establishment Demographic Characteristics			
	n	%	Valid %
Establishment Classification			
Restaurant or bar inside a hotel or country club	24	4	4
Sit-down restaurant	273	45	45
Bar & grill	182	30	30
Deli, café, or sandwich shop	50	8	8
Specialty (e.g., coffee, bakery, ice cream)	51	8	8
Something else	21	4	4
Don't know	0	0	—
No response	0	0	—
Meals Served (Check all that apply)			
Breakfast	182	30	30
Lunch	455	76	76
Dinner	428	71	71
Bar menu	114	19	19
Late night	60	10	10
Other	34	6	6
Don't know	0	0	—
No response	0	0	—
Approximate Number of People That Establishment Seats			
1 to 24	37	6	6
25 to 49	114	19	19
50 to 99	199	33	33
100 or more	247	41	41
Don't know	1	<1	—
No response	1	<1	—
Approximate Percent of Total Sales Based on On-Site Dining			
None (0%)	11	2	2
1% to 24%	85	14	15
25% to 49%	61	10	10
50% to 74%	102	17	18
75% or more	322	54	55
Don't know	20	3	—
No response	0	0	—

Note. See Appendix C Questions 33, 34, 35, and 36.

Table A-2 (Continued)			
Establishment Demographic Characteristics			
	n	%	Valid %
Ownership Type			
National chain/franchise	16	3	3
Local or regional franchise	66	11	11
Incorporated with local ownership	199	33	33
Partnership	43	7	7
Sole proprietor, unincorporated	273	45	46
Don't know	4	1	—
No response	0	0	—
Liquor License Class/Type (If Applicable)			
Class A liquor license	10	2	3
Class B liquor license	20	3	5
Class C liquor license	309	51	83
Special class C liquor license	21	4	6
Class D liquor license	0	0	0
Class B beer permit	13	2	4
Don't know	21	4	—
No response (No Liquor License)	207	34	—
Presence of Shared Seating Area¹			
Yes	10	2	2
No	591	98	98
Don't know	0	0	—
No response	0	0	—
Smoking Policy Control Over Any of Shared Seating Area (if Applicable)			
Yes	10	2	100
No	0	0	0
Don't know	0	0	—
No response	591	98	—

Note. See Appendix C Questions 3A, 4B, 6A, and 6B.

¹ To be included in the survey, an establishment with shared seating must have had control over the smoking policy in that shared seating area.

Table A-2 (Continued)			
Establishment Demographic Characteristics			
	n	%	Valid %
Percent of Indoor Dining Area Set Aside for Smoking			
None	225	37	38
1% to 24%	67	11	11
25% to 49%	76	13	13
50 to 74%	46	8	8
75% or more	186	31	31
Don't know	1	<1	—
No response	0	0	—
Outdoor Dining Offered			
Yes	141	24	24
No	460	76	76
Don't know	0	0	—
No response	0	0	—
Percent of Outdoor Dining Area Set Aside for Smoking (If Applicable)			
None	27	4	20
1% to 24%	6	1	4
25% to 49%	2	<1	2
50 to 74%	3	<1	2
75% or more	99	16	72
Don't know	4	1	—
No response	460	76	—

Note. See Appendix C Questions 7, 8, and 9.

Table A-3			
Crosstab between Type of Establishment and Source of Sales			
	Sit-down restaurant	Bar & Grill	Other Establishments
	%	%	%
Most (or All) From Food	97	31	89
About Evenly Split	2	16	6
Most From Alcohol	1	53	6

Table A-4			
Smoking Policy for Employees			
	n	%	Valid %
Areas Indoors/Outdoors Where Employees Can Smoke			
No employee smoking allowed on premises	113	19	19
Outdoors only	209	35	35
Indoors only	53	9	9
Both indoors & outdoors	221	37	37
Don't know	5	1	—
No response	0	0	—

Note. See Appendix C Question 10.

Table A-5 Perceived Accuracy of Previous Research Findings					
	n	Mean	95% CI	Statistically Significant Differences at 95% Level	
Gender				Gender	
Male	265	2.2	2.2-2.4	No	
Female	247	2.2	2.1-2.3		
Establishment Type				Establishment Type	
Restaurant	237	2.1	2.0-2.2	Restaurant	No
Bar & Grill	171	2.7	2.6-2.8	Bar & Grill	Yes
Other	104	1.8	1.7-2.0	Other	Yes
Source of Sales				Source of Sales	
Mostly food	373	2.1	2.0-2.2	Mostly food	Yes
Evenly split	39	2.8	2.5-3.1	Evenly split	No
Mostly alcohol	99	2.6	2.4-2.8	Mostly alcohol	No
Liquor License				Liquor License	
Yes	337	2.4	2.3-2.5	Yes	
No	175	1.9	1.8-2.0		

Note. See Appendix C Question 32. The attitude variable was coded as 1 = Very Accurate, 2 = Somewhat Accurate, 3 = Somewhat Inaccurate, and 4 = Very Inaccurate. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

Table A-6 Smoking Cigarettes is Harmful to One's Health							
	n	Mean	95% CI	Statistically Significant Differences at 95% Level			
Gender				Gender		No	
Male	312	3.5	3.4-3.5				
Female	281	3.5	3.4-3.6				
Establishment Type				Establishment Type	Restaurant	Bar & Grill	Others
Restaurant	270	3.5	3.5-3.6	Restaurant		Yes	Yes
Bar & Grill	196	3.3	3.2-3.4	Bar & Grill	Yes		Yes
Other	127	3.7	3.6-3.8	Other	Yes	Yes	
Source of Sales				Source of Sales	Mostly food	Evenly split	Mostly alcohol
Mostly food	435	3.6	3.5-3.6	Mostly food		No	Yes
Evenly split	45	3.4	3.2-3.5	Evenly split	No		No
Mostly alcohol	112	3.3	3.2-3.4	Mostly alcohol	Yes	No	
Liquor License				Liquor License		Yes	
Yes	386	3.4	3.4-3.5				
No	207	3.6	3.6-3.7				

Note. See Appendix C Question 30a. The attitude variable was recoded so that higher values indicate greater agreement: 1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Agree*, and 4 = *Strongly Agree*. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

Table A-7 Smoking by a Pregnant Woman May Harm the Baby							
	n	Mean	95% CI	Statistically Significant Differences at 95% Level			
Gender				Gender		Yes	
Male	301	3.5	3.4-3.6				
Female	272	3.6	3.5-3.7				
Establishment Type				Establishment Type	Restaurant	Bar & Grill	Others
Restaurant	261	3.5	3.5-3.6	Restaurant		No	No
Bar & Grill	187	3.4	3.4-3.5	Bar & Grill	No		Yes
Other	125	3.7	3.6-3.8	Other	No	Yes	
Source of Sales				Source of Sales	Mostly food	Evenly split	Mostly alcohol
Mostly food	418	3.6	3.5-3.6	Mostly food		No	Yes
Evenly split	43	3.4	3.3-3.6	Evenly split	No		No
Mostly alcohol	111	3.4	3.3-3.5	Mostly alcohol	Yes	No	
Liquor License				Liquor License		Yes	
Yes	372	3.5	3.4-3.6				
No	201	3.6	3.6-3.7				

Note. See Appendix C Question 30b. The attitude variable was recoded so that higher values indicate greater agreement: 1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Agree*, and 4 = *Strongly Agree*. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

Table A-8 Smoking is Physically Addictive							
	n	Mean	95% CI	Statistically Significant Differences at 95% Level			
Gender				Gender		Yes	
Male	301	3.4	3.3-3.5				
Female	275	3.6	3.5-3.6				
Establishment Type				Establishment Type	Restaurant	Bar & Grill	Others
Restaurant	265	3.5	3.4-3.6	Restaurant		Yes	Yes
Bar & Grill	188	3.4	3.3-3.4	Bar & Grill	Yes		Yes
Other	123	3.7	3.6-3.8	Other	Yes	Yes	
Source of Sales				Source of Sales	Mostly food	Evenly split	Mostly alcohol
Mostly food	424	3.5	3.5-3.6	Mostly food		No	No
Evenly split	41	3.3	3.2-3.5	Evenly split	No		No
Mostly alcohol	110	3.4	3.3-3.5	Mostly alcohol	No	No	
Liquor License				Liquor License		Yes	
Yes	372	3.4	3.4-3.5				
No	204	3.6	3.5-3.6				

Note. See Appendix C Question 30c. The attitude variable was recoded so that higher values indicate greater agreement: 1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Agree*, and 4 = *Strongly Agree*. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

Table A-9 People Should Be Protected From Second-Hand Smoke							
	n	Mean	95% CI	Statistically Significant Differences at 95% Level			
Gender				Gender		Yes	
Male	304	3.0	3.0-3.1				
Female	263	3.2	3.1-3.3				
Establishment Type				Establishment Type	Restaurant	Bar & Grill	Others
Restaurant	259	3.2	3.1-3.3	Restaurant		Yes	Yes
Bar & Grill	182	2.7	2.6-2.8	Bar & Grill	Yes		Yes
Other	126	3.4	3.3-3.6	Other	Yes	Yes	
Source of Sales				Source of Sales	Mostly food	Evenly split	Mostly alcohol
Mostly food	419	3.2	3.2-3.3	Mostly food		Yes	Yes
Evenly split	43	2.7	2.4-3.0	Evenly split	Yes		No
Mostly alcohol	104	2.6	2.5-2.8	Mostly alcohol	Yes	No	
Liquor License				Liquor License		Yes	
Yes	365	3.0	2.9-3.0				
No	202	3.4	3.3-3.4				

Note. See Appendix C Question 30d. The attitude variable was recoded so that higher values indicate greater agreement: 1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Agree*, and 4 = *Strongly Agree*. The 95% CI indicates that one has 95% confidence that the actual population value lies somewhere within this range of scores.

Appendix B

Tables by Subgroups

[Page left blank intentionally]

Table B
Subgroup Summary

Question	Total Sample		Sales Profile						Liquor License				Type of Establishment					
	Total Sample		Mostly Food		Evenly Split		Mostly Alcohol		Liquor License		No Liquor License		Sit-Down		Bar		Other	
	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %
Smoke-free establishment?	[601]	[601]		[440]		[45]		[114]		[394]		[207]		[275]		[199]		[127]
Yes	34	34	46	46	0	0	5	5	18	18	65	65	39	39	2	2	73	73
No	66	66	54	54	100	100	95	95	82	82	35	35	61	61	98	98	27	27
How long ago?		[206]		[200]		[0]		[6]		[72]		[134]		[108]		[5]		[93]
Less than a year	4	10	4	10	0	0	1	17	2	12	6	9	4	11	1	20	6	9
1 to 2 years	4	10	5	10	0	0	0	0	2	8	7	11	6	15	0	0	4	5
2 to 5 years	7	20	9	20	0	0	1	17	3	18	14	22	9	22	1	40	13	17
5 to 10 years	5	15	7	14	0	0	1	17	2	11	11	16	4	10	0	0	15	20
10 to 20 years	2	6	3	6	0	0	0	0	1	7	3	5	2	6	0	0	4	5
20 years or more	1	3	1	3	0	0	0	0	1	3	2	3	1	2	0	0	3	4
Always been smoke-free	12	36	16	36	0	0	3	50	7	40	22	34	13	33	1	40	28	39
Don't know	0	—	0	—	0	—	0	—	0	—	0	—	—	—	0	—	0	—
No response	66	—	54	—	100	—	95	—	82	—	35	—	61	—	98	—	27	—
Why smoke-free?		[206]		[200]		[0]		[6]		[72]		[134]		[108]		[5]		[93]
Personal values	20	59	27	58	0	0	4	67	10	54	40	61	21	54	2	80	46	63
Public health	12	36	17	36	0	0	1	17	6	35	24	37	15	38	0	0	26	36
Customers requested	4	13	6	14	0	0	0	0	4	21	6	9	8	19	0	0	5	6
Employees requested	1	3	1	3	0	0	0	0	1	3	2	3	2	4	0	0	2	2
Concern over losing business	2	5	2	6	0	0	0	0	1	4	4	6	2	6	1	20	2	3
Local ordinance requirement	<1	1	1	1	0	0	0	0	1	3	0	0	1	2	0	0	0	0
Corporate decision	3	8	4	8	0	0	0	0	1	7	5	8	3	7	0	0	6	9
Other	6	18	8	18	0	0	2	33	4	24	10	16	5	13	1	20	18	25
Don't know	1	—	2	—	0	—	0	—	<1	—	3	—	2	—	0	—	2	—
No response	68	—	57	—	100	—	96	—	82	—	40	—	2	—	98	—	6	—

Note. The numbers in brackets [] show the numbers of respondents. Apparent differences *should not be assumed* to be statistically significant at the 95% significance level.

**Table B (Continued)
Subgroup Summary**

Question	Total Sample		Sales Profile						Liquor License				Type of Establishment					
	Total Sample		Mostly Food		Evenly Split		Mostly Alcohol		Liquor License		No Liquor License		Sit-Down		Bar		Other	
	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %
General response from customers		[24]		[188]		[0]		[6]		[71]		[123]		[102]		[5]		[87]
Positive	30	91	39	92	0	0	4	92	17	94	53	89	34	92	2	80	62	91
Evenly mixed	2	8	3	7	0	0	1	7	1	4	6	10	2	6	1	20	6	9
Negative	<1	1	0	1	0	0	0	1	<1	1	1	1	1	2	0	0	0	0
Don't know	2	—	2	—	0	—	0	—	<1	—	5	—	2	—	0	—	5	—
No response	66	—	55	—	100	—	95	—	82	—	36	—	61	—	98	—	27	—
General response from employees		[22]		[190]		[0]		[6]		[72]		[124]		[103]		[5]		[88]
Positive	28	85	37	85	0	0	5	100	16	85	51	86	31	84	2	100	60	86
Evenly mixed	4	12	6	13	0	0	0	0	2	10	8	14	5	13	0	0	9	12
Negative	1	3	1	3	0	0	0	0	1	6	1	1	2	4	0	0	1	1
Don't know	2	—	2	—	0	—	0	—	0	—	4	—	2	—	0	—	4	—
No response	66	—	55	—	100	—	95	—	82	—	36	—	61	—	98	—	27	—
Financial impact on business		[119]		[116]		[0]		[3]		[39]		[80]		[65]		[3]		[51]
Greatly improved	2	13	3	13	0	0	0	0	1	5	6	16	4	15	0	0	4	10
Somewhat improved	3	14	4	15	0	0	0	0	1	8	7	18	4	18	0	0	4	10
Has had no effect	13	67	18	66	0	0	3	100	9	87	22	58	14	60	2	100	30	74
Somewhat decreased	1	6	2	6	0	0	0	0	0	0	3	9	2	6	0	0	2	6
Greatly decreased	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	—	3	—	0	—	0	—	1	—	4	—	2	—	0	—	5	—
No response	78	—	71	—	100	—	97	—	89	—	57	—	74	—	98	—	55	—

**Table B (Continued)
Subgroup Summary**

Question	Total Sample		Sales Profile						Liquor License				Type of Establishment					
			Mostly Food		Evenly Split		Mostly Alcohol		Liquor License		No Liquor License		Sit-Down		Bar		Other	
	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %
If not smoke-free, considering becoming smoke-free?		[391]		[238]		[45]		[106]		[319]		[72]		[165]		[192]		[34]
Yes	12	17	14	74	7	26	5	6	11	14	13	36	18	29	6	6	9	32
No	53	83	40	26	93	74	88	94	70	86	22	64	42	71	91	94	18	68
Don't know	1	—	1	—	0	—	1	—	1	—	1	—	1	—	1	—	0	—
Already smoke-free	34	—	46	—	0	—	5	—	18	—	65	—	39	—	2	—	73	—
No response	<1	—	0	—	0	—	1	—	<1	—	0	—	0	—	1	—	0	—
Reasons for allowing smoking		[a]		[b]		[c]		[d]		[e]		[f]		[g]		[h]		[i]
Many customers smoke	56	86	42	77	96	96	94	99	71	87	28	78	45	75	92	94	23	85
Company policy	5	8	3	6	7	7	10	10	6	8	2	6	4	7	8	8	1	3
No demand for smoke-free area	23	35	15	28	33	34	49	52	29	36	12	33	16	26	44	45	6	24
No local or state ordinance	30	46	24	44	49	49	46	48	36	45	17	50	29	48	44	46	9	36
No other area restaurants are smoke-free	18	29	13	26	38	40	28	30	22	28	10	31	16	28	27	29	8	29
Not enough information about benefits of being smoke-free	7	11	8	14	9	9	6	6	9	11	5	14	10	18	6	7	2	6
Establishment too small	19	29	14	25	31	31	35	37	22	27	14	38	12	20	35	36	9	32
Remodeling costs too high	22	34	16	30	38	38	40	42	26	33	14	41	17	29	39	40	7	27
Other	14	20	12	22	18	18	18	18	16	20	8	22	15	25	18	18	3	12
Smoking in restaurants		[571]		[421]		[42]		[106]		[371]		[200]		[259]		[186]		[126]
Allowed without restriction	12	13	10	10	20	21	18	19	15	16	7	8	10	10	22	23	3	3
Permitted in designated areas	50	52	46	48	64	69	60	65	56	59	38	40	46	48	59	63	44	44
Not allowed at all	33	35	40	42	9	10	15	16	24	25	51	53	39	42	13	13	52	52
Don't know	4	—	4	—	4	—	6	—	5	—	2	—	5	—	6	—	1	—
No response	1	—	1	—	2	—	1	—	1	—	1	—	1	—	1	—	0	—

**Table B (Continued)
Subgroup Summary**

Question	Total Sample		Sales Profile						Liquor License				Type of Establishment					
	Total Sample		Mostly Food		Evenly Split		Mostly Alcohol		Liquor License		No Liquor License		Sit-Down		Bar		Other	
	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %
Smoking in bars		[546]		[392]		[45]		[110]		[366]		[180]		[237]		[192]		[117]
Allowed without restriction	48	52	38	43	76	76	75	78	57	62	30	34	35	40	76	79	30	32
Permitted in designated areas	28	31	32	36	24	24	14	14	26	28	32	37	33	38	14	15	39	43
Not allowed at all	15	17	19	21	0	0	7	7	10	11	26	29	18	22	6	6	23	25
Don't know	8	—	10	—	0	—	3	—	6	—	12	—	12	—	2	—	8	—
No response	1	—	1	—	0	—	1	—	1	—	1	—	2	—	1	—	0	—
Benefits of adopting a smoke-free		[395]		[240]		[45]		[108]		[322]		[73]		[167]		[194]		[34]
Healthier environment	22	33	20	37	36	36	20	21	27	33	12	33	25	41	24	25	9	35
Happier customers/employees	8	12	8	15	4	4	9	9	10	12	5	14	12	20	5	5	5	18
Might increase business	4	5	3	6	2	2	5	6	4	5	2	7	5	8	3	3	2	6
None	35	53	24	45	53	53	69	73	45	56	16	44	25	41	65	67	9	35
Other	7	10	8	14	0	0	6	6	8	9	5	14	9	14	6	6	3	12
Don't know	4	—	4	—	9	—	3	—	5	—	3	—	5	—	5	—	2	—
No response	34	—	46	—	0	—	5	—	18	—	65	—	39	—	2	—	73	—
Customers or employees requested a smoke-free environment		[394]		[239]		[45]		[108]		[321]		[73]		[166]		[194]		[34]
Yes, customers	10	15	10	19	9	9	9	9	10	12	10	29	12	20	8	8	8	29
Yes, employees	<1	<1	1	1	0	0	0	0	<1	<1	1	1	0	1	0	0	1	3
Yes, both	5	7	6	10	0	0	4	4	5	6	4	11	6	11	5	5	1	3
No, neither	51	77	38	70	91	91	82	87	66	81	21	59	41	68	85	87	17	65
Don't know	<1	—	<1	—	0	—	0	—	<1	—	0	—	<1	—	0	—	0	—
No response	34	—	46	—	0	—	5	—	18	—	65	—	39	—	2	—	73	—
Tried having no-smoking days		[394]		[239]		[45]		[108]		[322]		[72]		[167]		[194]		[33]
Yes	4	7	5	9	2	2	3	3	5	6	4	11	7	12	2	3	1	3
No	61	93	49	91	98	98	92	97	77	94	31	89	54	88	95	97	25	97
Don't know	<1	—	<1	—	0	—	0	—	0	—	1	—	0	—	0	—	1	—
No response	34	—	46	—	0	—	5	—	18	—	96	—	39	—	2	—	73	—

**Table B (Continued)
Subgroup Summary**

Question	Total Sample		Sales Profile						Liquor License				Type of Establishment					
			Mostly Food		Evenly Split		Mostly Alcohol		Liquor License		No Liquor License		Sit-Down		Bar		Other	
	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %
General response of customers to smoke-free days		[24]		[21]		[1]		[2]		[17]		[7]		[18]		[5]		[1]
Positive	2	46	2	52	0	0	0	0	2	35	2	71	4	56	0	0	1	100
About evenly mixed	1	29	1	29	0	0	1	50	2	35	1	14	2	33	1	20	0	0
Negative	1	25	1	19	2	100	1	50	1	29	1	14	1	11	2	80	0	0
Don't know	<1	—	<1	—	0	—	1	—	<1	—	1	—	1	—	0	—	0	—
No response	96	—	95	—	98	—	97	—	95	—	96	—	93	—	98	—	99	—
General response of employees to smoke-free days		[22]		[19]		[1]		[3]		[14]		[8]		[16]		[5]		[1]
Positive	1	32	2	37	0	0	0	0	1	21	2	50	2	38	0	0	1	100
About evenly mixed	2	50	2	47	0	0	2	100	2	57	1	38	2	42	2	80	0	0
Negative	1	18	1	16	2	100	0	0	1	21	1	12	1	19	1	20	0	0
Don't know	1	—	1	—	0	—	1	—	1	—	0	—	2	—	0	—	0	—
No response	96	—	95	—	98	—	97	—	95	—	96	—	93	—	98	—	99	—
Reluctant hiring applicants who are smokers		[588]		[430]		[45]		[112]		[386]		[202]		[269]		[195]		[124]
Yes	13	13	14	15	2	2	10	11	10	10	18	18	14	14	9	9	16	16
No	85	87	83	85	98	98	88	89	88	90	80	82	84	86	89	91	82	84
Don't know	2	—	2	—	0	—	2	—	2	—	2	—	2	—	2	—	2	—
Where should the smoking ban in restaurants come from		[552]		[409]		[39]		[102]		[361]		[191]		[251]		[179]		[122]
State law	45	49	49	53	27	31	34	38	44	48	46	50	52	57	37	41	42	43
Local ordinance	31	34	30	32	33	38	34	38	32	35	29	31	25	28	32	36	41	43
No preference	8	8	8	9	9	10	5	6	6	7	10	10	9	10	6	7	7	7
Other	9	9	6	6	18	20	16	18	9	10	7	8	5	6	15	17	6	7
Don't know	7	—	6	—	9	—	10	—	7	—	6	—	6	—	8	—	4	—
No response	2	—	2	—	4	—	0	—	2	—	1	—	2	—	2	—	0	—

**Table B (Continued)
Subgroup Summary**

Question	Sales Profile																		Liquor License				Type of Establishment					
	Total Sample		Mostly Food		Evenly Split		Mostly Alcohol		Liquor License		No Liquor License		Sit-Down		Bar		Other											
	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %										
Where should the smoking ban in bars come from		[543]		[399]		[41]		[101]		[356]		[187]		[246]		[177]		[120]										
State law	45	50	49	54	31	34	34	39	44	49	47	52	50	56	39	43	44	47										
Local ordinance	28	32	28	31	29	32	30	34	28	31	29	32	25	28	28	31	38	40										
No preference	7	8	6	7	11	12	7	8	7	7	7	8	8	8	7	8	5	5										
Other	10	11	7	8	20	22	18	20	11	12	8	9	7	8	16	18	8	8										
Don't know	8	—	8	—	4	—	10	—	8	—	8	—	8	—	8	—	6	—										
No response	2	—	2	—	4	—	2	—	2	—	2	—	2	—	2	—	0	—										
Agree or strongly agree that...		[j]		[k]		[l]		[m]		[n]		[o]		[p]		[q]		[r]										
Smoking cigarettes is harmful to one's health	96	98	97	98	96	96	96	97	95	97	99	99	97	98	94	96	98	98										
Smoking by pregnant women may harm the baby	93	97	92	97	91	95	96	98	91	97	96	98	91	96	92	98	98	99										
Smoking is physically addictive	93	97	94	98	89	98	93	96	92	98	96	97	94	98	90	95	97	100										
People should be protected from second-hand smoke	74	79	82	86	62	65	51	56	68	73	86	89	81	86	56	61	89	90										
Aware of research findings		[592]		[434]		[45]		[111]		[387]		[205]		[269]		[196]		[127]										
No	66	67	68	68	69	69	62	64	64	65	71	72	63	65	64	65	77	77										
Yes	32	33	31	32	31	31	35	36	34	35	28	28	34	35	35	35	23	23										
Don't know	1	—	1	—	0	—	1	—	1	—	1	—	2	—	1	—	0	—										
No response	<1	—	0	—	0	—	2	—	2	—	0	—	0	—	1	—	0	—										
Accuracy of research findings		[512]		[373]		[39]		[99]		[337]		[175]		[237]		[171]		[104]										
Very accurate	18	21	23	27	4	5	5	6	14	16	27	31	25	29	4	5	25	31										
Somewhat accurate	39	46	40	47	33	38	40	46	37	43	44	52	38	44	36	42	47	58										
Somewhat inaccurate	18	21	15	18	27	31	25	28	21	24	12	14	17	19	25	29	8	10										
Very inaccurate	10	12	7	8	22	26	18	20	14	17	2	3	7	8	20	23	2	2										
Don't know	15	—	15	—	13	—	12	—	14	—	16	—	14	—	14	—	18	—										
No response	<1	—	0	—	0	—	1	—	<1	—	0	—	0	—	1	—	0	—										

Table B (Continued)
Subgroup Summary

Question	Sales Profile																		Liquor License				Type of Establishment			
	Total Sample		Mostly Food		Evenly Split		Mostly Alcohol		Liquor License		No Liquor License		Sit-Down		Bar		Other									
	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %	%	Valid %								
Seating of restaurant		[599]		[440]		[45]		[112]		[392]		[207]		[275]		[197]		[127]								
1 to 24	6	6	8	8	4	4	1	1	1	1	16	16	2	2	1	1	24	24								
25 to 49	19	19	19	19	2	2	27	28	14	14	29	29	14	14	19	19	32	32								
50-99	33	33	30	30	56	56	35	36	34	34	32	32	32	32	41	41	24	24								
100 or more	41	41	43	43	38	38	34	35	51	51	23	23	53	53	39	39	20	20								
No seating, carry-out only	<1	<1	<1	<1	0	0	1	1	<1	<1	1	1	0	0	0	0	2	2								
Don't know	<1	—	0	—	0	—	1	—	<1	—	0	—	0	—	1	—	0	—								
No response	<1	—	0	—	0	—	1	—	<1	—	0	—	0	—	1	—	0	—								
Total sales for on-site dining		[581]		[431]		[43]		[106]		[381]		[200]		[267]		[188]		[126]								
0%	2	2	1	1	0	0	6	7	2	2	1	2	0	0	3	3	4	4								
1% to 24%	14	15	6	6	9	9	50	54	17	17	9	10	2	2	28	29	19	19								
25% to 49%	10	10	10	10	16	16	10	11	6	7	17	18	7	8	11	12	15	15								
50% to 74%	17	18	19	19	31	33	4	5	16	17	18	19	12	12	20	21	24	24								
75% or more	54	55	63	65	40	42	22	24	55	57	50	52	76	78	33	35	38	38								
Don't know	3	—	2	—	4	—	7	—	3	—	3	—	3	—	6	—	1	—								

a Reasons for allowing smoking (Total Sample): 'Many customers smoke' (n = 393); 'Company policy' (n = 388); 'No demand for smoke-free area' (n = 393); 'No local or state ordinance' (n = 392); 'No other area restaurants are smoke-free' (n = 376); 'Not enough information about benefits of being smoke-free' (n = 388); 'Establishment too small' (n = 394); 'Remodeling costs too high' (n = 390); 'Other' (n = 395).

b Reasons for allowing smoking (Sales Profile – Mostly Food): 'Many customers smoke' (n = 238); 'Company policy' (n = 234); 'No demand for smoke-free area' (n = 239); 'No local or state ordinance' (n = 238); 'No other area restaurants are smoke-free' (n = 225); 'Not enough information about benefits of being smoke-free' (n = 234); 'Establishment too small' (n = 239); 'Remodeling costs too high' (n = 235); 'Other' (n = 240).

c Reasons for allowing smoking (Sales Profile – Evenly Split): Sample size was 45 for all responses except 'No demand for smoke-free area' (n = 44); 'No other area restaurants are smoke-free' (n = 43).

d Reasons for allowing smoking (Sales Profile – Mostly Alcohol): Sample size was 108 for all responses except 'Company policy' (n = 107); 'No other area restaurants are smoke-free' (n = 106); 'Not enough information about benefits of being smoke-free' (n = 107).

e Reasons for allowing smoking (Liquor License): 'Many customers smoke' (n = 320); 'Company policy' (n = 316); 'No demand for smoke-free area' (n = 320); 'No local or state ordinance' (n = 320); 'No other area restaurants are smoke-free' (n = 308); 'Not enough information about benefits of being smoke-free' (n = 315); 'Establishment too small' (n = 321); 'Remodeling costs too high' (n = 319); 'Other' (n = 322).

f Reasons for allowing smoking (No Liquor License): 'Many customers smoke' (n = 73); 'Company policy' (n = 72); 'No demand for smoke-free area' (n = 73); 'No local or state ordinance' (n = 72); 'No other area restaurants are smoke-free' (n = 68); 'Not enough information about benefits of being smoke-free' (n = 73); 'Establishment too small' (n = 73); 'Remodeling costs too high' (n = 71); 'Other' (n = 73).

g Reasons for allowing smoking (Type of Establishment – Sit-down): 'Many customers smoke' (n = 165); 'Company policy' (n = 162); 'No demand for smoke-free area' (n = 166); 'No local or state ordinance' (n = 167); 'No other area restaurants are smoke-free' (n = 158); 'Not enough information about benefits of being smoke-free' (n = 163); 'Establishment too small' (n = 167); 'Remodeling costs too high' (n = 164); 'Other' (n = 167).

h Reasons for allowing smoking (Type of Establishment – Bar): 'Many customers smoke' (n = 194); 'Company policy' (n = 192); 'No demand for smoke-free area' (n = 193); 'No local or state ordinance' (n = 192); 'No other area restaurants are smoke-free' (n = 184); 'Not enough information about benefits of being smoke-free' (n = 191); 'Establishment too small' (n = 193); 'Remodeling costs too high' (n = 194); 'Other' (n = 194).

i Reasons for allowing smoking (Type of Establishment – Other): Sample size was 34 for all responses except 'No local or state ordinance' (n = 33); 'Remodeling costs too high' (n = 33).

j Do you agree or strongly agree (Total Sample): 'Smoking cigarettes is harmful to one's health' (n = 593); 'Smoking by pregnant women may harm the baby' (n = 573); 'Smoking is physically addictive' (n = 576); 'People should be protected from second-hand smoke' (n = 567).

k Do you agree or strongly agree (Sales Profile – Mostly Food): 'Smoking cigarettes is harmful to one's health' (n = 435); 'Smoking by pregnant women may harm the baby' (n = 418); 'Smoking is physically addictive' (n = 424); 'People should be protected from second-hand smoke' (n = 419).

l Do you agree or strongly agree (Sales Profile – Evenly Split): 'Smoking cigarettes is harmful to one's health' (n = 45); 'Smoking by pregnant women may harm the baby' (n = 43); 'Smoking is physically addictive' (n = 41); 'People should be protected from second-hand smoke' (n = 43).

m Do you agree or strongly agree (Sales Profile – Mostly Alcohol): 'Smoking cigarettes is harmful to one's health' (n = 112); 'Smoking by pregnant women may harm the baby' (n = 111); 'Smoking is physically addictive' (n = 110); 'People should be protected from second-hand smoke' (n = 104).

n Do you agree or strongly agree (Liquor License) – 'Smoking cigarettes is harmful to one's health' (n = 386); 'Smoking by pregnant women may harm the baby' (n = 372); 'Smoking is physically addictive' (n = 372); 'People should be protected from second-hand smoke' (n = 365).

o Do you agree or strongly agree (No Liquor License) – 'Smoking cigarettes is harmful to one's health' (n = 207); 'Smoking by pregnant women may harm the baby' (n = 201); 'Smoking is physically addictive' (n = 204); 'People should be protected from second-hand smoke' (n = 202).

p Do you agree or strongly agree (Type of Establishment – Sit-down): 'Smoking cigarettes is harmful to one's health' (n = 270); 'Smoking by pregnant women may harm the baby' (n = 261); 'Smoking is physically addictive' (n = 265); 'People should be protected from second-hand smoke' (n = 259).

q Do you agree or strongly agree (Type of Establishment – Bar): 'Smoking cigarettes is harmful to one's health' (n = 196); 'Smoking by pregnant women may harm the baby' (n = 187); 'Smoking is physically addictive' (n = 188); 'People should be protected from second-hand smoke' (n = 182).

r Do you agree or strongly agree (Type of Establishment – Other): 'Smoking cigarettes is harmful to one's health' (n = 127); 'Smoking by pregnant women may harm the baby' (n = 125); 'Smoking is physically addictive' (n = 123); 'People should be protected from second-hand smoke' (n = 126).

[Page left blank intentionally]

Appendix C

Questionnaire

[Page left blank intentionally]

**Business Smoking Policies Study
October 19, 2006**

Q1. First, I would like to confirm that you currently own (or manage) this establishment?

1. Yes, owner
2. Yes, manager
3. No **[ASK TO SPEAK TO OWNER OR MANAGER]**

Q2. And you are...

1. Male
2. Female

Q3A. Is your establishment locally owned, a franchise, or a national chain?

1. National chain/Franchise
2. Local or regional franchise
3. Incorporated with local ownership
4. Partnership
5. Sole proprietor, unincorporated

7. Don't know/Not sure
9. Refused

Q3B. Who has the responsibilities for setting the smoking policies at your establishment?

[SELECT ALL THAT APPLY]

1. The owner or partners
2. The manager
3. Employees at your establishment
4. Corporate or franchise headquarters
5. Someone else **[SPECIFY]**
6. No one is responsible for developing smoking policies

7. Don't know/Not sure
9. Refused

[IF "4" ONLY SELECTION SKIP TO CLOSE B]

Q4A. Do you have a liquor license?

1. Yes
2. No → **SKIP TO Q6A**

7. Don't know/Not sure → **SKIP TO Q6A**
9. Refused → **SKIP TO Q6A**

Q4B. What type or class is it?

1. Class A Liquor License
2. Class B Liquor License
3. Class C Liquor License
4. Special Class C Liquor License
5. Class D Liquor License
6. Class B Beer Permit

7. Don't know/Not sure
9. Refused

Q5. Think about the amount of your total sales. Would you say...

1. Most is from food,
2. It's about evenly split between food and alcohol, or
3. Most is from alcohol.

7. **DON'T KNOW/NOT SURE**
9. **REFUSED**

Q6A. Does your establishment share its seating area with any other businesses, such as being in a food court, inside a larger store or business, or share common dining area with another business?

1. Yes
2. No → **SKIP TO Q7**

7. Don't Know/Not Sure → **SKIP TO Q7**
9. Refused → **SKIP TO Q7**

Q6B. Do you have any control over the smoking policy for any portion of this shared seating area?

1. Yes
2. No → **SKIP TO CLOSE C**

7. Don't Know/Not Sure → **SKIP TO CLOSE C**
9. Refused → **SKIP TO CLOSE C**

[READ Q7 INTRO ONLY IF Q6B=1] For the next set of questions, only think about the dining areas that you do NOT share:

Q7. Approximately what percent of your indoor dining area is set aside for smoking?

[READ AS NEEDED]

1. None (0%)
2. 1% to 24%
3. 25% to 49%
4. 50% to 74%
5. 75% or more?

7. Don't know/Not sure
9. Refused

Q8. Does your establishment offer any outdoor dining?

1. Yes
2. No → **SKIP TO Q10**

7. Don't know/Not sure → **SKIP TO Q10**
9. Refused → **SKIP TO Q10**

Q9. Approximately what percent of your outdoor dining area is set aside for smoking?

[READ AS NEEDED]

1. None (0%)
2. 1% to 24%
3. 25% to 49%
4. 50% to 74%
5. 75% or more?

7. Don't know/Not sure
9. Refused

Q10. Are there any areas indoors or outdoors where your employees are allowed to smoke?

1. No, smoking is not allowed anywhere on the premises
2. Yes, but only outdoors
3. Yes, but only indoors
4. Yes, both indoors and outdoors

7. Don't know/Not sure
9. Refused

Q11. **[IF Q7=1 AND (Q10=1 OR Q10=2) SKP Q12A]** For the purposes of this study, an establishment is considered smoke-free if smoking is NOT allowed by customers, employees, *or anyone else* anywhere inside the building. Is it being considered for your establishment to become smoke-free?

1. Yes → **SKIP TO Q13**
2. No → **SKIP TO Q13**

7. Don't know/Not sure → **SKIP TO Q13**
9. Refused → **SKIP TO Q13**

Q12A. **[ASK IF Q7=1 AND (Q10=1 OR Q10=2)]**

For the purposes of this study, an establishment is considered smoke-free if smoking is NOT allowed by customers, employees, *or anyone else* anywhere inside the building *at any time*. So, according to your previous responses, your establishment is smoke-free, correct?

1. Yes → **SKIP TO Q19**
2. No [Specify:]

7. Don't know/Not sure → **SKIP TO Q19**
9. Refused → **SKIP TO Q19**

Q12B. **[ASK ONLY IF Q12A=2]** Is it being considered for your establishment to become smoke-free?

1. Yes
2. No

7. Don't know/Not sure
9. Refused

Q13. [IF Q12A ≠ 2, SKP Q19] There are various reasons why some restaurants allow smoking. Please tell me if each of the following is a reason your establishment allows smoking.

Is that a reason for allowing smoking?

1. Yes, a reason
2. No, not a reason

7. Don't know/Not sure
8. It was never thought about
9. Refused

- a. Many of your customers smoke.
- b. The company policy states that the establishment cannot go smoke-free.
- c. You don't have a lot of demand for seating in non-smoking areas.
- d. There is no local ordinance or state law.
- e. There are no other restaurants in the area that are smoke-free.
- f. You do not have enough information about the benefits of becoming smoke-free.
- g. Restaurant is too small
- h. Remodeling costs would be high
- i. Is anything else a factor? [IF "YES", SPECIFY]

Q14. What do you think would be some benefits, if any, of adopting a 100% smoke-free policy at your establishment?

[SELECT ALL THAT APPLY]

1. Healthier environment
2. Happier customers/employees
3. Might increase business
4. None
5. Other [SPECIFY]

7. Don't know/Not sure
9. Refused

Q15. Have any of your customers or employees ever requested that your establishment become completely smoke-free?

1. Yes, customers
2. Yes, employees
3. Yes, both
4. No, neither

7. Don't know/Not sure
9. Refused

Q16. Have you ever tried having non-smoking days for customers on certain days of the week at your establishment?

1. Yes
2. No → **SKIP TO Q24**

7. Don't know/Not sure → **SKIP TO Q24**
9. Refused → **SKIP TO Q24**

Q17. What was the GENERAL response from your customers? Was it...

1. Positive
2. About evenly mixed
3. Negative

7. Don't know/Not sure
9. Refused

Q18. And what was the GENERAL response from your employees?

1. Positive
2. About evenly mixed
3. Negative

7. Don't know/Not sure
9. Refused

[SKIP TO Q24]

Q19. Approximately how long ago did your establishment become smoke-free?

[READ AS NEEDED]

11. Less than a year
12. 1 year to less than 2 years
13. 2 years to less than 5 years
14. 5 years to less than 10 years
15. 10 years to less than 20 years
16. 20 years or more

77. Don't know/Not sure
88. Always been smoke-free
99. Refused

Q20. And why did your establishment become smoke-free?

[SELECT ALL THAT APPLY]

- 11. Personal values/right thing to do
- 12. Public health
- 13. Customers requested it
- 14. Employees requested it
- 15. Concern over losing business
- 16. Local ordinance required it
- 17. Corporate decision
- 18. Other **[SPECIFY]**

- 77. Don't know/Not sure
- 99. Refused

[PROBE: Is there anything else?]

Q21. What has been the GENERAL response from your customers regarding your smoke-free policies? Would you say...

- 1. Positive,
- 2. About evenly mixed, or
- 3. Negative?

- 7. Don't know/Not sure
- 9. Refused

Q22. And what has been the GENERAL response from your employees regarding your smoke-free policies? Would you say ...

- 1. Positive,
- 2. About evenly mixed, or
- 3. Negative?

- 7. Don't know/Not sure
- 9. Refused

Q23. [IF Q19 = 88, SKIP TO Q24] What kind of financial impact did going smoke-free have on your business?

Did it ...

1. Greatly improve business
2. Somewhat improve business
3. Have no effect
4. Somewhat decrease business, or
5. Greatly decrease your business?

7. Don't know/Not sure
9. Refused

Q24. Does your establishment offer health insurance to employees that pays for helping employees quit smoking, such as nicotine replacement or smoking cessation classes?

1. Yes
2. No, our insurance does NOT cover this
3. No, we do not offer health insurance

7. Don't know/not sure
9. Refused

Q25. Would your establishment be reluctant to hire an applicant who was known to be a smoker?

1. Yes
2. No
7. Don't know/Not sure
9. Refused

Q26. In general, do you think that smoking in RESTAURANTS should be allowed without restriction, should be permitted only in designated areas, or should not be allowed at all?

1. Allowed without restriction
2. Permitted only in designated areas
3. Not allowed at all

7. Don't know/Not sure
9. Refused

Q27. If smoking was to be banned in Iowa RESTAURANTS, do you think it should be by state law, local ordinance, or some other way?

1. State law
2. Local ordinance
3. No preference
4. Other **[SPECIFY]**

7. Don't know/Not sure
9. Refused

Q28. In general, do you think that smoking in BARS should be allowed without restriction, should be permitted only in designated areas, or should not be allowed at all?

1. Allowed without restriction
2. Permitted only in designated areas
3. Not allowed at all

7. Don't know/Not sure
9. Refused

Q29. If smoking was to be banned in Iowa BARS, do you think it should be by state law, local ordinance, or some other way?

1. State law
2. Local ordinance
3. No preference
4. Other **[SPECIFY]**

7. Don't know/Not sure
9. Refused

Q30. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statements.

Would you...

1. Strongly agree,
 2. Agree,
 3. Disagree, or
 4. Strongly disagree?

 7. Don't know/Not sure
 9. Refused
- a. Smoking cigarettes is harmful to one's health.
 - b. Smoking by a pregnant woman may harm the baby.
 - c. Smoking is physically addictive.
 - d. People should be protected from second-hand smoke.

Q31. People in favor of smoke-free policies in restaurants have cited studies that indicate when an ordinance requiring all restaurants to be smoke-free is passed, the sales tax revenues from restaurants were NOT NEGATIVELY AFFECTED and in some cases actually increased. Before participating in today's study, were you aware of these findings?

1. Yes
2. No

7. Don't know/Not sure
9. Refused

Q32. How accurate do you think these findings are? Would you say...

1. Very accurate
2. Somewhat accurate
3. Somewhat inaccurate, or
4. Very inaccurate

7. Don't know/Not sure
9. Refused

Q33. Finally, I just have a few classification questions and we'll be finished. Is this establishment a...?

1. Restaurant or bar inside a hotel or country club
2. Sit-down restaurant
3. Bar & grill
4. Deli, cafe, or sandwich shop
5. Speciality (e.g., coffee, bakery, ice cream)
6. Something else [Specify:]

7. Don't know/Not sure
9. Refused

Q34. What meals do you serve at this establishment?
[READ; SELECT ALL THAT APPLY]

1. Breakfast
2. Lunch
3. Dinner
4. Bar menu
5. Late night
6. Other **[SPECIFY]**

7. Don't know/Not sure
9. Refused

Q35. Approximately how many people does your establishment seat?

1. 1 to 24
2. 25 to 49
3. 50-99
4. 100 or more

7. Don't know/Not sure
8. No seating available, carry-out or delivery only
9. Refused

Q36. Approximately what percent of your total sales are based on on-site dining?

[READ AS NEEDED]

1. None (0%)
2. 1% to 24%
3. 25% to 49%
4. 50% to 74%
5. 75% or more?

7. Don't know/Not sure
9. Refused

CLOSE

That's my last question. I want to thank you very much for your time and participation. You have a nice day/evening. Good bye.

CLOSE B

Thank you for your cooperation, but I only need to interview those people who have some influence on the smoking policy for the establishment.

CLOSE C

Thank you for your cooperation, but I only need to continue the interview with the people who have at least some control over the smoking policy in these areas.