

AMERICAN LUNG ASSOCIATION OF CALIFORNIA
KEY OPINION LEADER SURVEY

Introduction:

Hello, my name is _____. I am calling from Harder+Company Community Research in San Francisco. We are a private research firm and we are conducting a survey of community leaders regarding their views of local and statewide tobacco policies.

We would like to gain your opinion and insight to tobacco problems, awareness of tobacco control activities, and the effect of local and statewide tobacco control efforts in your community.

Your responses will be completely confidential and will not be identified with you personally. Results of the survey will be used by the American Lung Association to develop programs that increase community support for tobacco control efforts.

Section I: SALIENCE/ISSUE INVOLVEMENT

The first few questions are about tobacco issues in your community and your support for existing tobacco control policies. For each statement please tell me how serious a problem you think the issue is.

In your community:

- 1. How much of a health problem is tobacco use? Would you say:**
 4. Very serious
 3. Serious
 2. Somewhat serious
 1. Not a problem

- 2. How much of a problem is it that non-smokers breathe in other people's smoke? Would you say:**
 4. Very serious
 3. Serious
 2. Somewhat serious
 1. Not a problem

- 3. How much of a problem is it that minors can get tobacco products? Would you say:**
 4. Very serious
 3. Serious
 2. Somewhat serious
 1. Not a problem

- 4. How much of a problem is tobacco advertising? Would you say:**
 4. Very serious

3. Serious
2. Somewhat serious
1. Not a problem

5. How much of a problem is it that tobacco control policies, such as worksite smoking policies, are not enforced? Would you say:

4. Very serious
3. Serious
2. Somewhat serious
1. Not a problem

SECTION II: SUPPORT FOR COMMUNITY NORM CHANGE STRATEGIES AND TOBACCO CONTROL POLICIES

The next set of questions asks about how you feel about support for certain tobacco control issues in your community. For the next set of statements, please answer on a scale of 1 to 4 with 1 being “Very supportive”, 2 being “somewhat supportive”, 3 being “Not very supportive”, and 4 being “not supportive at all.”

6. How supportive do you think people in your community are of:	Very supportive	Somewhat supportive	Not very supportive	Not supportive at all
a. efforts to reduce tobacco use among adults?	1	2	3	4
b. efforts to reduce tobacco use among youth?	1	2	3	4
How supportive do you think leaders in your community are of:	Very supportive	Somewhat supportive	Not very supportive	Not supportive at all
c. efforts to reduce tobacco use among youth?	1	2	3	4
d. efforts to reduce tobacco use among adults?	1	2	3	4
e. restrictions on tobacco advertising?	1	2	3	4
f. enforcing smoke-free policies?	1	2	3	4
g. efforts to protect the public against second-hand smoke.	1	2	3	4

7. **Would you support policies in your community that restrict smoking in college dorms and apartment complexes?**

Yes

No → If no, why not?

Don't know/Not sure

Refused

8. **Would you support policies in your community that restrict smoking in hotel lobbies?**

Yes

No → If no, why not?

Don't know/Not sure

Refused

9. **Would you support a statewide policy prohibiting all tobacco advertising within 1000 feet of a school?**

Yes

No → If no, why not?

Don't know/Not sure

Refused

10. **Do you think that policies that support community-wide changes around tobacco use, such as smoke-free workplaces, are an effective way to reduce or prevent tobacco use?**

Yes

No → If no, why not?

Don't know/Not sure

Refused

Section III: YOUTH INITIATION

The next set of questions are about smoking and access to tobacco products among youth. I'm going to read a series of statements and I'd like you to rate them on a scale of 1 to 4, with 1 being "a lot", 2 being "some", 3 being "a little" and 4 being "none".

11.	How much do you think the following influence a child or teenager to start smoking?	A lot	Some	A little	None
a.	Easily accessible tobacco products.	1	2	3	4
b.	Peer influence.	1	2	3	4
c.	Tobacco advertising and promotion	1	2	3	4
d.	Parent smoking.	1	2	3	4
e.	The use of tobacco products in movies and television.	1	2	3	4
f.	The price of tobacco.	1	2	3	4

Section IV: ATTITUDES AND OPINIONS

The next series of statements are about tobacco advertising, enforcement of tobacco control policies, and the use of funds from state initiatives such as Children and Families First (Prop 10). Please tell me how much you agree or disagree with each statement.

12.		Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Part 1: Advertising and Promotion						
a.	Current restrictions on tobacco advertising need to be strengthened.	1	2	3	4	5
b.	Local communities should reject tobacco industry sponsorship of sporting/cultural events, fairs, or community activities in their area.	1	2	3	4	5
c.	Tobacco product displays, such as counter and check-out stand displays, should be banned.	1	2	3	4	5
d.	Tobacco advertising should be banned from entertainment newspapers and magazines, such as <i>Rolling Stone</i> and <i>People</i> , that target youth.	1	2	3	4	5
e.	Tobacco advertising disproportionately targets low-income people and people of color.	1	2	3	4	5
Part 2: Enforcement						

f.	Local enforcement of smoke-free workplace policies is easier since a uniform state law was passed.	1	2	3	4	5
g.	Businesses that do not comply with the smoke free policy in bars and restaurants should be fined.	1	2	3	4	5
h.	People who are caught smoking in bars and restaurants should be fined.	1	2	3	4	5
i.	Adults that buy or obtain tobacco for minors should be fined.	1	2	3	4	5
j.	Minors that possess tobacco should be fined.	1	2	3	4	5
k.	A greater effort needs to be made by local law enforcement to ensure businesses are complying with smoke-free workplace and youth access laws.	1	2	3	4	5
l.	Businesses that illegally sell tobacco products to minors should be fined.	1	2	3	4	5
m.	Community leaders should take a public stand against businesses that consistently violate laws that prohibit selling tobacco to minors.	1	2	3	4	5
Part 3: Financial						
n.	Funds from recent tobacco settlements should be used to reduce tobacco use and for health care.	1	2	3	4	5
o.	Government retirement and/or pension funds should divest from tobacco stocks and investments.	1	2	3	4	5
p.	Tobacco taxes disproportionately affect low-income people.	1	2	3	4	5
q.	A portion of the Children and Families First Initiative (Prop. 10) should go to smoking cessation and second-hand smoke education.	1	2	3	4	5
Part 4: Restrictions						
r.	Smoking in outdoor areas, such as parks and playgrounds, should be restricted.	1	2	3	4	5
s.	There should be increased protections from exposure to second-hand smoke in enclosed public places.	1	2	3	4	5
t.	Apartment complexes and college dormitories, should become non-smoking areas to reduce exposure to second-hand tobacco smoke.	1	2	3	4	5

u.	Hotel lobbies should become non-smoking areas to reduce exposure to second-hand tobacco smoke.	1	2	3	4	5
v.	Restrictions should be placed on the location of tobacco specialty stores.	1	2	3	4	5
w.	Businesses that sell tobacco should be licensed.	1	2	3	4	5
x.	Policies should be created to reduce the amount of smoking shown on TV programs and in films.	1	2	3	4	5
Part 5: Other						
y.	Tobacco control policies are more effectively made at the local level, rather than the state level.	1	2	3	4	5

SECTION V: KNOWLEDGE OF COMMUNITY-LEVEL TOBACCO CONTROL EFFORTS

The next set of questions ask about tobacco control efforts that may be going on in your community.

Have you ever been told that in your community:

13. There are undercover buys to catch merchants who sell cigarettes to underage youth?

- Yes
- No
- Don't know/Not sure
- Refused

14. Minors are fined who are caught buying tobacco products?

- Yes
- No
- Don't know/Not sure
- Refused

15. Merchants are made to pay fines if they are caught selling cigarettes to minors?

- Yes
- No
- Don't know/Not sure
- Refused

16. There are law enforcement efforts going on in your community that enforce business compliance with the smoke free policy in bars and restaurants?

- Yes
- No

- Don't know/Not sure
- Refused

17. There are policies restricting tobacco advertising in stores?

- Yes
- No
- Don't know/Not sure
- Refused

18. There are policies restricting tobacco advertising at sporting and community events?

- Yes
- No
- Don't know/Not sure
- Refused

19. There are tobacco control policies designed to prevent youth from buying cigarettes or smokeless tobacco being enforced?

- Yes
- No
- Don't know/Not sure
- Refused

20. In general, have you noticed fewer roadside billboards advertising tobacco products than a year ago?

- Yes
- No
- Don't know/Not sure
- Refused

SECTION VI: RECALL OF MEDIA

21. Where do you get most of your information regarding tobacco issues?

- Television
- Newspaper/magazines
- Radio
- Internet
- Professional publications
- Other

(specify): _____

22. How aware are you of tobacco-related news and events that have been happening around the country and in your local area? Would you say:

- 4. Very aware
- 3. Somewhat aware
- 2. Not very aware
- 1. Unaware

SECTION VII: DEMOGRAPHICS

23. What type of professional work do you do?

- Government
 - Local
 - State
 - National
- Elected official
 - Local
 - State
 - National
- Law Enforcement
- Education
- Health
- Media
- Business
- Other (specify):

24. How long have you been with your agency or organization?

25. What county do you currently live in?

26. **How long have you lived in this county?**

27. **What is the name of the city or town where you live?**

28. **What is your racial/ethnic heritage? (Complete both Sections I and II):**

I. (Check only one): Hispanic Non-Hispanic

II. (Check all that apply): African American
 Alaskan Native
 Asian/Pacific Islander
 American Indian or Native American
 Other
(specify): _____

29. **What is your gender?**

Male Female

30. **What is your age range:**

18 or under 50 to 59
 19 to 29 60 to 69
 30 to 39 70 or over
 40 to 49

31. **Do you use tobacco products?**

Yes, currently
 In the past, but not currently
 No
 Refused

32. **Has any family member or close friend died of a tobacco-related illness?**

Yes
 No