



Jefferson County Public Health

Resident Survey on Tobacco Exposure

Final Report of Results

February 2011

Prepared by:



Table of Contents

Executive Summary	1
About the Survey and Report	2
Survey Purpose.....	2
Survey Methods.....	2
Reporting Survey Results.....	2
Community Perspectives and Participation	3
Current Smoke-free Laws	5
Tobacco Exposure Concern	7
Current Tobacco Exposure and Smoke-free Preferences.....	9
Youth and Tobacco	16
Appendix A: Full Set of Responses to Survey Questions.....	18
Frequencies Excluding Don't Know Responses	18
Frequencies Including Don't Know Responses.....	31
Appendix B: Survey Methodology	52
Appendix C: Copy of Survey Questionnaire	56

Executive Summary

Survey Purpose and Methods

- Jefferson County Public Health contracted with National Research Center, Inc. (NRC) to conduct a survey of four geographic areas in the county regarding resident experiences and perspectives on tobacco exposure to guide future policy initiatives.
- NRC mailed surveys to 1,000 randomly selected households in each of four communities: the cities of Golden, Lakewood and Wheat Ridge, as well as the unincorporated part of the county. Response rates in the four geographic areas ranged from 25% to 32% and the margin of error is plus or minus six percentage points around any given percent for a specific community. Survey results were weighted to reflect each area's population profile.

Survey Results

- Residents of the four geographic areas described their community as an “excellent” or “good” place to live a healthy life and most enjoyed local entertainment opportunities and community events.
- Most survey respondents said that their households frequently spent time at a playground, park or youth or community sports field and many reported having sat outdoors at a restaurant or bar in the prior 12 months.
- Residents in all four geographic areas of Jefferson County generally agreed that smoke-free laws are being obeyed, though the least compliance was observed around public entrances to buildings.
- About half of respondents in each geographic area believed that smoking is permitted at outdoor youth recreation areas, and about two-thirds believed smoking is permitted in retail tobacco businesses.
- Among a list of potential tobacco-related health concerns, survey respondents felt most concerned about smoking cigarettes and children's exposure to secondhand smoke. In outdoor areas, residents across the county were more likely to be concerned about children's exposure than about adults'.
- Current tobacco use in the four geographic areas ranged from 7% to 27%.
 - Most who had ever used tobacco had successfully quit, another 3-15% across the four geographic areas wanted to quit and 10% to 23% had quit or tried to quit in the 12 months prior to the survey.
 - Among former or current tobacco users, about half or more were not familiar with the Colorado Quitline.
- The most common source of exposure to secondhand smoke in the 12 months prior to the survey was when entering or leaving a business, followed by outdoor entertainment or outside seating area at a restaurant or bar. At least half of survey respondents in each geographic area preferred sitting indoors at a bar or restaurant to avoid smoke in an outside seating area.
- Residents typically said they would prioritize a smoke-free building if they were seeking an apartment or condominium.
- Survey respondents across the four parts of the county typically thought that businesses were required to be licensed to sell tobacco and that candy or fruit flavored tobacco products held greater appeal to youth.
- County residents in the four different geographic areas most strongly felt that parents should guide youth to avoid tobacco use, followed by health care professionals and youth themselves.

About the Survey and Report

Survey Purpose

Jefferson County Public Health contracted with National Research Center, Inc. (NRC) to conduct a survey of four geographic areas in the county regarding resident experiences and perspectives on tobacco exposure. This was the first in a series of two surveys to be conducted on tobacco topics over a six-month period; the second will be conducted in early 2011. Feedback from residents will assist Jefferson County Public Health with future policy initiatives.

Survey Methods

NRC randomly selected 1,000 households in each of four communities: the cities of Golden, Lakewood and Wheat Ridge, as well as the unincorporated part of the county. Households received a prenotification postcard and two survey mailings. The overall response rate was 30% and individual community response rates ranged from 25% to 32%.

Survey results in each geographic were weighted so that respondent age, gender, housing unit type (attached versus detached) and tenure (rent versus own) were represented in the proportions reflective of the entire area. The margin of error is plus or minus six percentage points around any given percent for a specific community. More information about the survey methodology can be found in *Appendix B: Survey Methodology*.

Reporting Survey Results

The body of the report includes graphs and tables of summarized results by community, while full results for each community appear in *Appendix A: Full Set of Responses to Survey Questions*. (“Don’t know” responses are excluded from the report body but appear in the full results in the appendix. Higher rates of “don’t know” are mentioned in the report body text.)

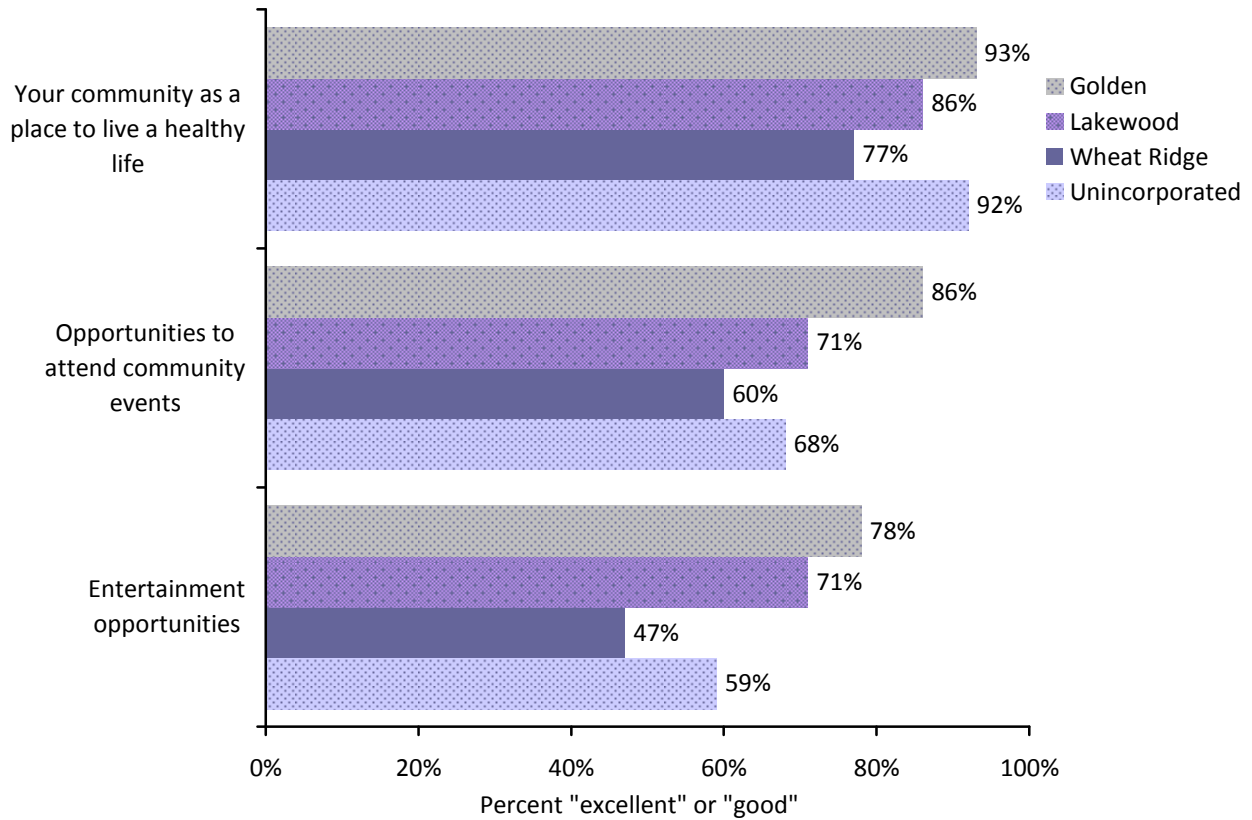
When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories.

Community Perspectives and Participation

The survey started with questions about community characteristics and select household outdoor activities. Across the four geographic areas, roughly 8 in 10 to 9 in 10 residents described their community as an “excellent” or “good” place to live a healthy life. Entertainment opportunities were seen as at least “good” by half to three-quarters of residents and 59% to 84% felt that the opportunities to attend community events were “excellent” or “good.”

Please rate each of the following aspects of your community.

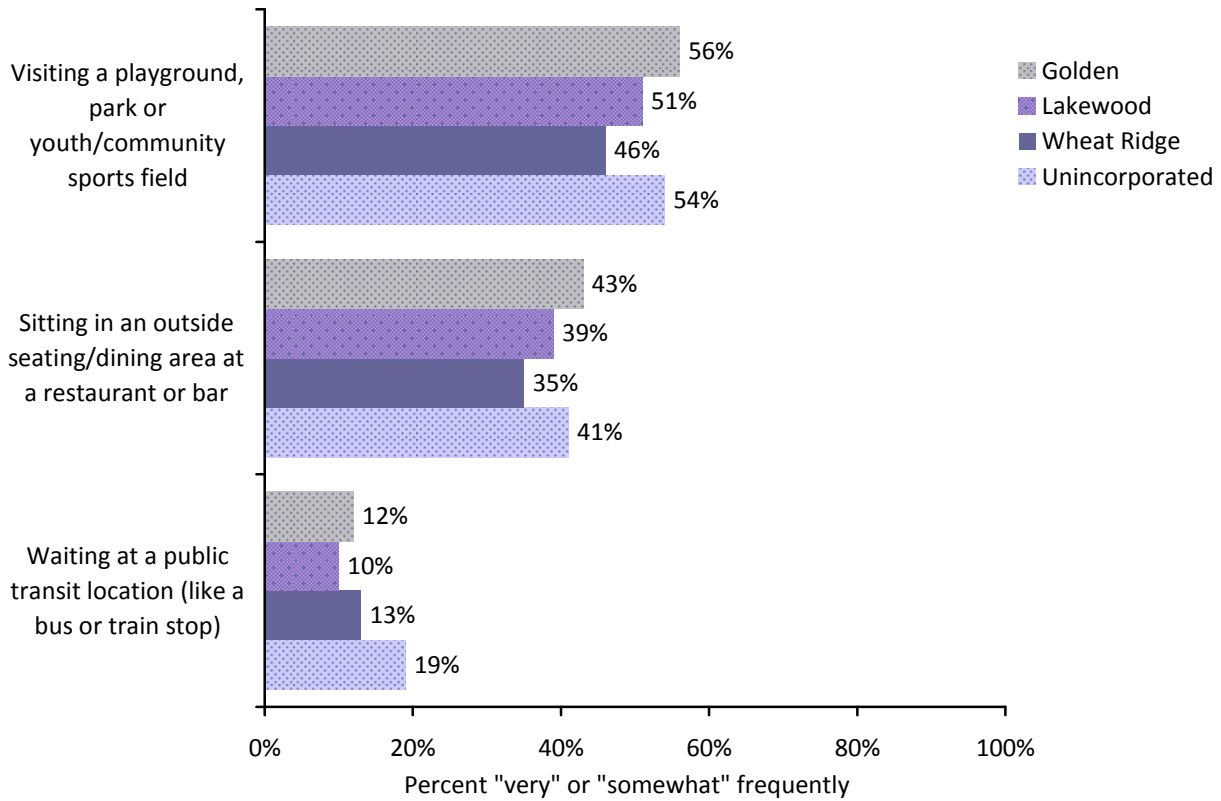
Figure 1: Community Perspectives



Of the three outdoor activities included on the survey, more households spent time at a playground, park or youth or community sports field, with about half of respondents saying that they or other household members visited such a site “very” or “somewhat” frequently. Sitting outdoors at a restaurant or bar was the next most frequently cited of the activities, and waiting at a public transit location was the least common activity.

In the last 12 months, how frequently, if at all, have you or other members of your household spent time doing each of the following?

Figure 2: Frequency of Outdoor Activities

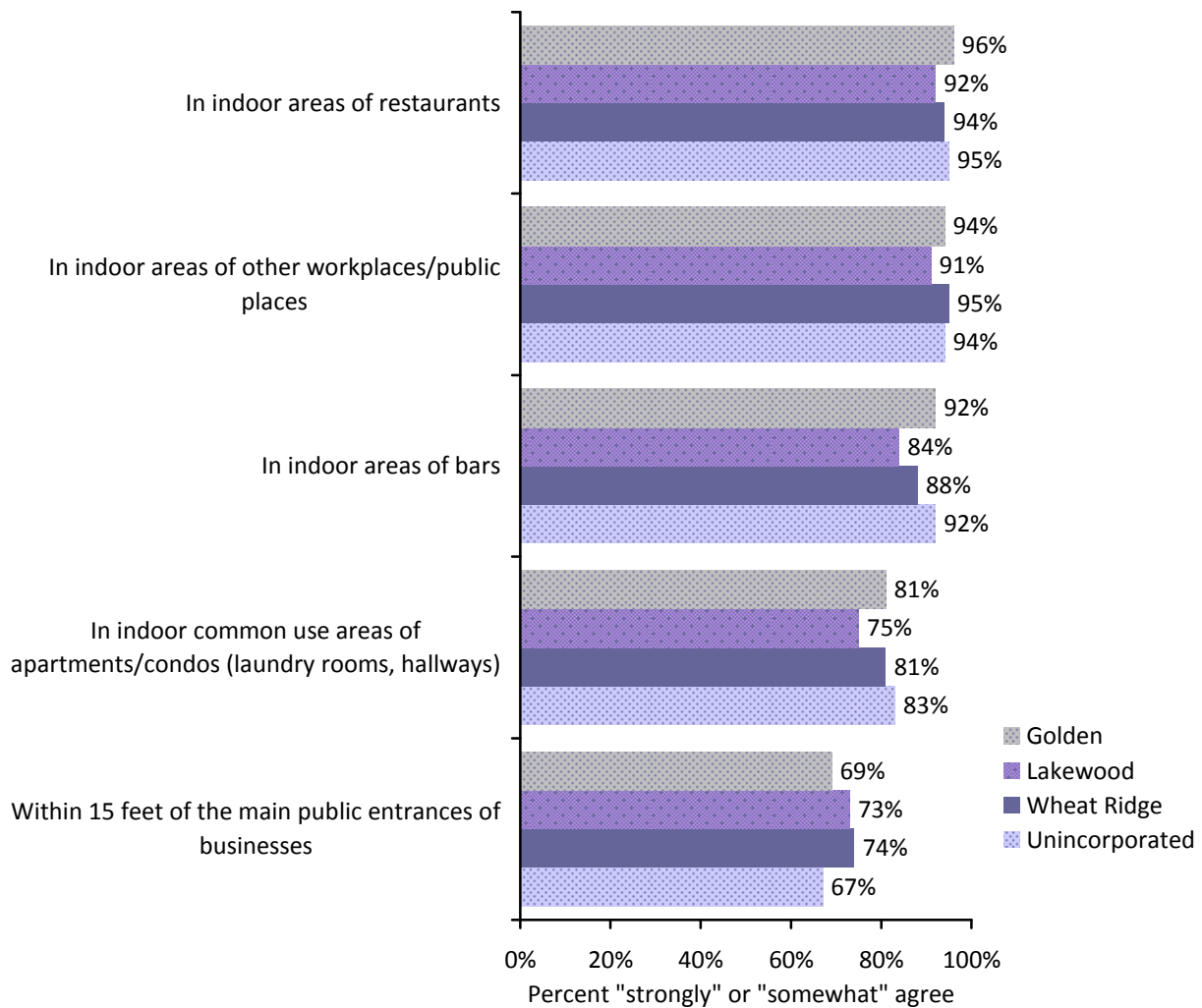


Current Smoke-free Laws

Residents in all four geographic areas of Jefferson County generally agreed that smoke-free laws are being obeyed. Adherence to the law was observed most commonly in indoor areas of restaurants, indoor areas of other workplaces and public places and indoor areas of bars, with roughly 9 in 10 or more respondents “strongly” or “somewhat” agreeing. On average, about 8 in 10 respondents in each geographic area at least “somewhat” agreed that they saw compliance with the law in indoor common use areas of apartments and condos, and two-thirds to three-quarters of respondents said the same of the 15 feet around main public entrances to businesses. Many respondents selected “don’t know” regarding law compliance in common use areas of apartments and condos; 24% to 35% of residents of the four geographic areas were unsure about this item.

To what extent do you agree or disagree that each of the following parts of smoke-free laws in your area are being obeyed? No smoking...

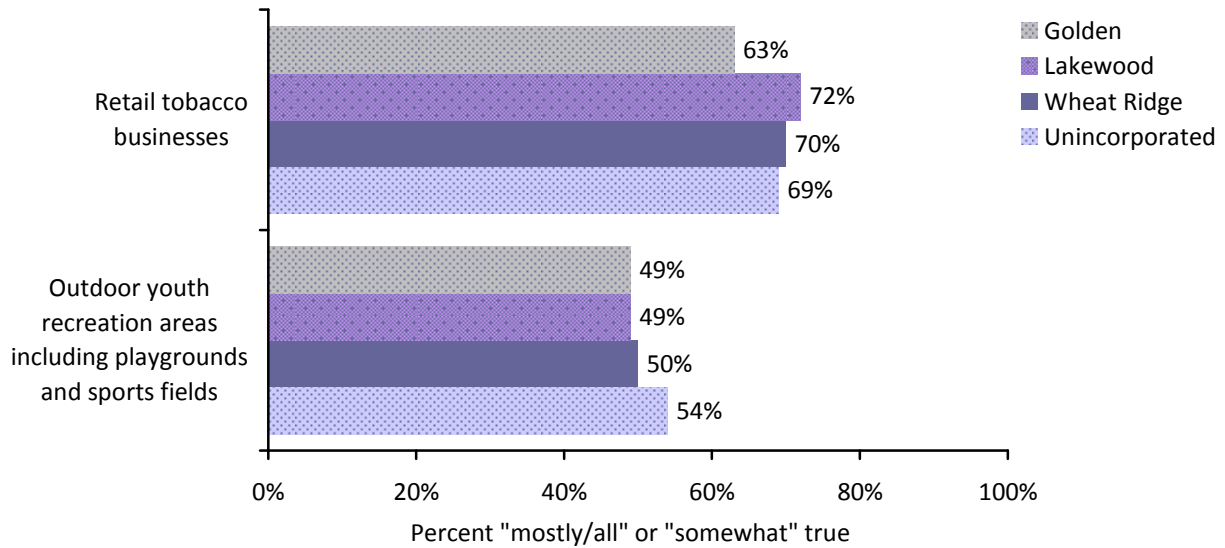
Figure 3: Agreement that Components of Law are Obeyed



Roughly half of respondents in each geographic area said it was “mostly/all” or “somewhat” true that smoking is permitted at outdoor youth recreation areas, and about two-thirds thought it was at least “somewhat” true that patrons and staff could smoke in retail tobacco businesses. “Don’t know” responses were very common for these questions, with rates ranging for the two questions (across the four geographic areas) from 23% to 44% of respondents.

Please indicate the degree to which you think it is true or false that smoking is allowed in each of the following places.

Figure 4: Belief about Where Smoking is Allowed

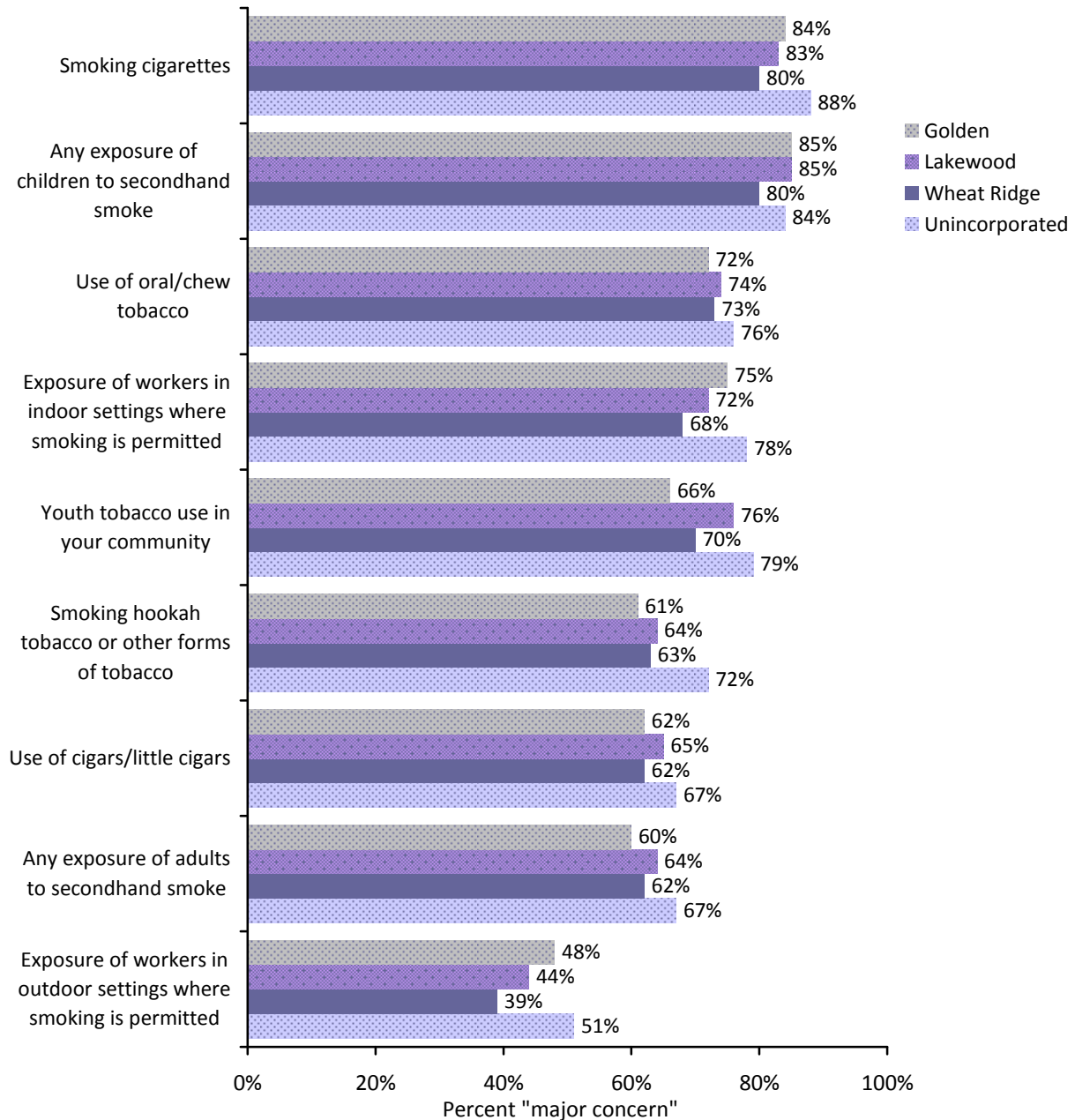


Tobacco Exposure Concern

Residents in each of the four geographic areas agreed on the top two “major” tobacco-related health concerns listed on the survey: smoking cigarettes and children’s exposure to secondhand smoke (at least 8 in 10 respondents in each area described these as “major” health concerns). Across the four areas of the county, survey respondents gave the lowest “major” concern assessment to exposure of workers in outdoor settings where smoking is permitted (with 4 in 10 to 5 in 10 respondents selecting “major” concern).

To what degree, if at all, do you feel that each of the following generally is a health concern?

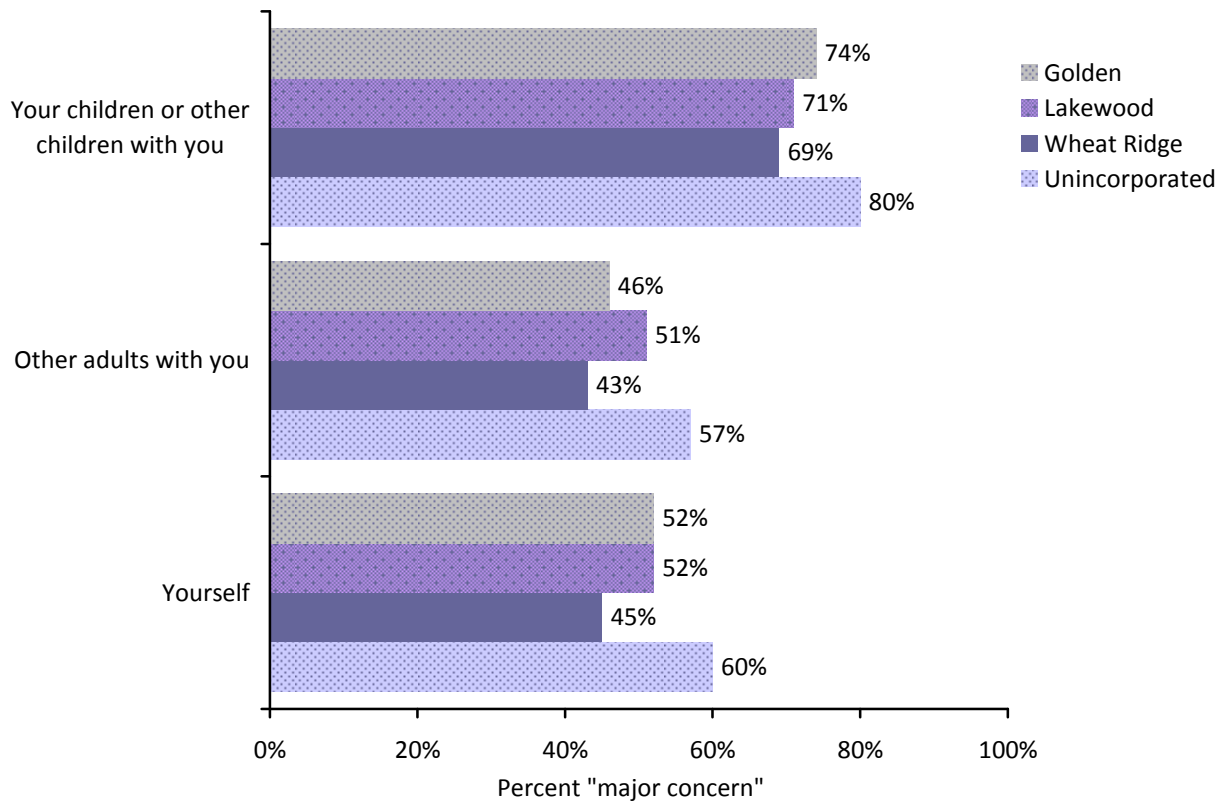
Figure 5: Degree of Concern about Tobacco



In thinking about outdoor exposure to tobacco smoke, survey respondents in all four parts of the county were more likely to be concerned about children’s exposure (69% to 80% saying this would be a “major” health concern) than their own exposure or that of other adults.

To what extent, if at all, would you feel that it is a health concern if each of the following individuals/groups were to be exposed to tobacco smoke in outdoor areas?

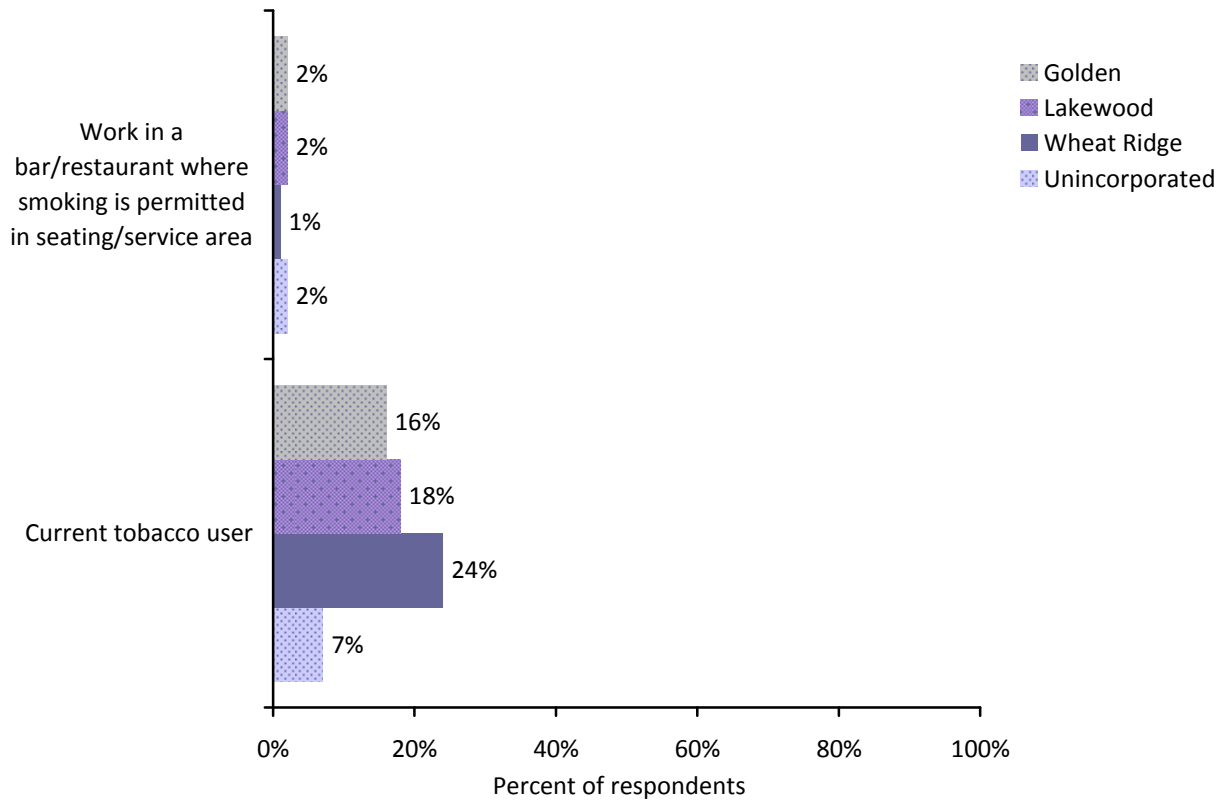
Figure 6: Degree of Concern about Tobacco Exposure



Current Tobacco Exposure and Smoke-free Preferences

Just 1-2% of survey respondents said they had current employment in a bar or restaurant where smoking is permitted in a seating or service area. Current tobacco use in the four geographic areas ranged from 7% to 24%.

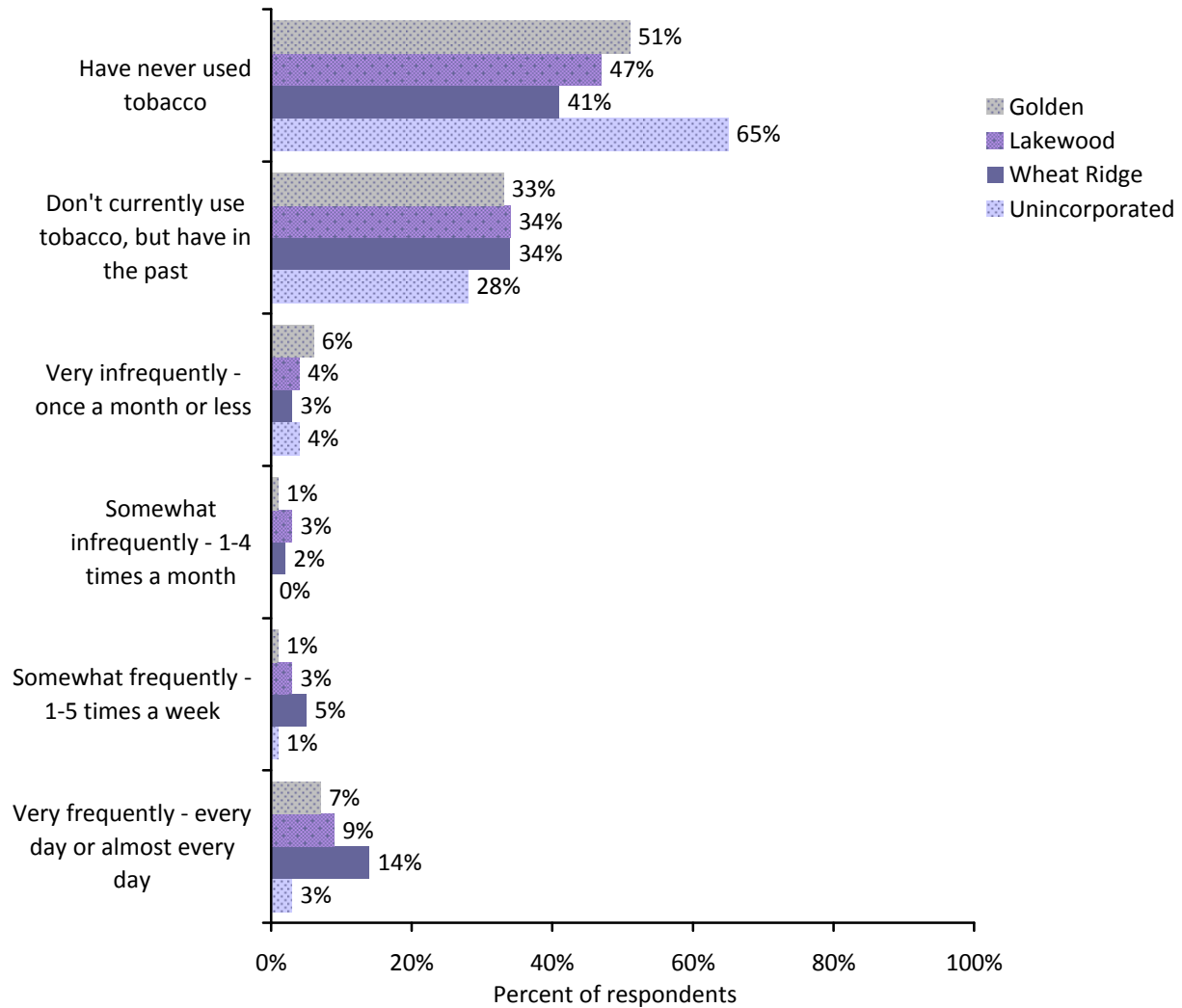
Figure 7: Current Tobacco Use and Work Exposure



At least half of respondents had never used tobacco and roughly another third described themselves as former users. Very frequent users ranged from 3% to 14% of respondents.

How often do you smoke or use any form of tobacco?

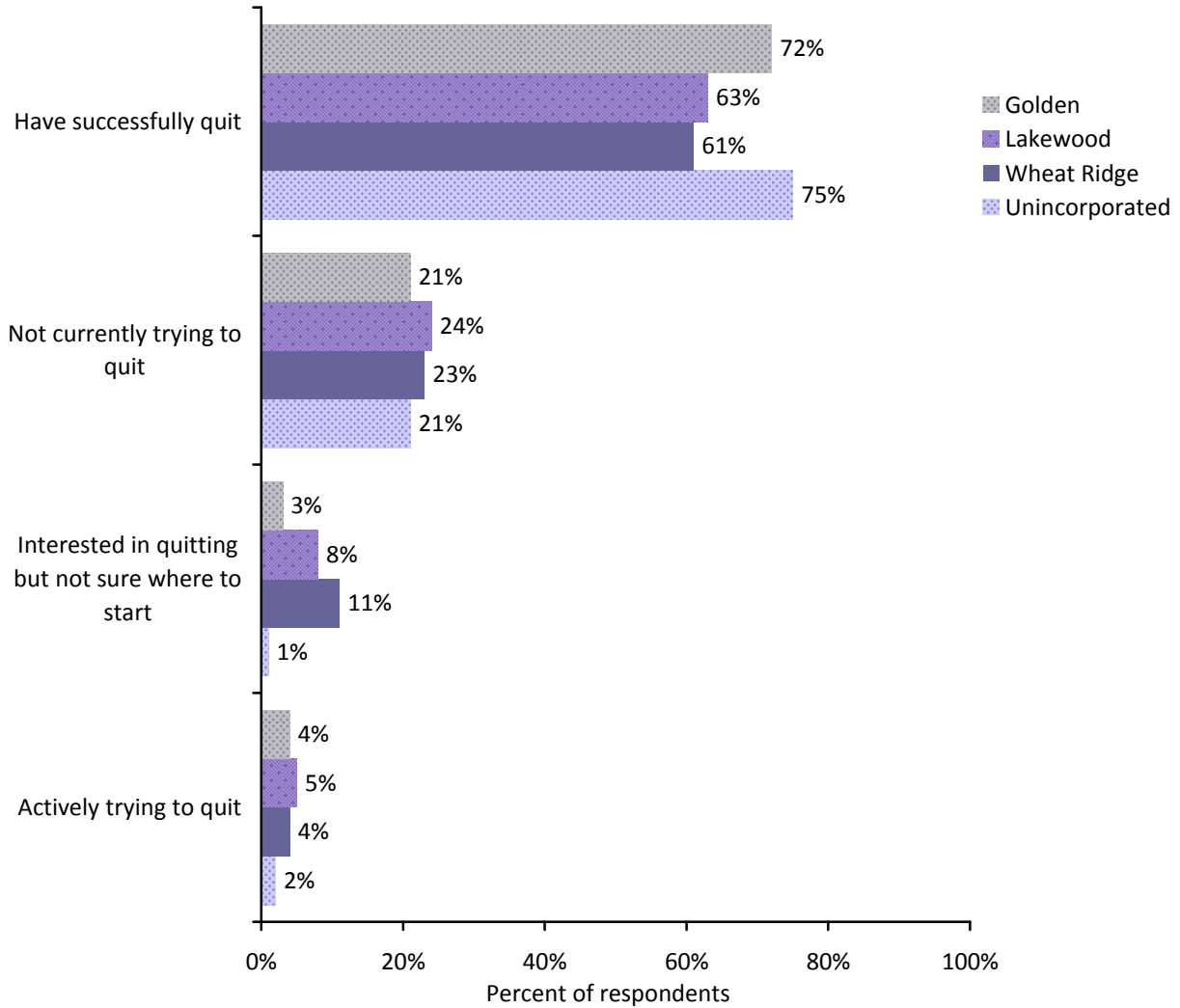
Figure 8: Current Tobacco Use Status



Of those who said they had ever used tobacco, 6 in 10 to three-quarters of residents counted themselves as having successfully quit. Those considering or attempting to quit ranged from 3-15% in the four geographic areas.

Have you quit or tried to quit smoking/using tobacco in the last 12 months?

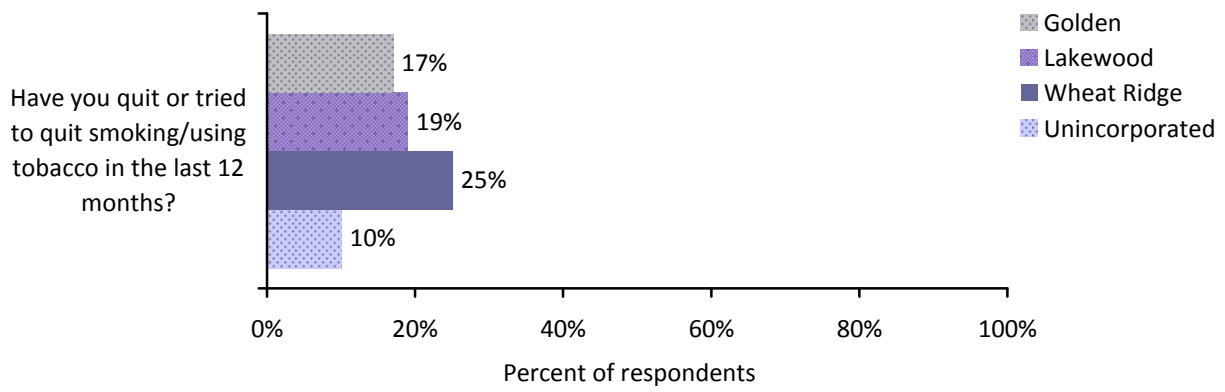
Figure 9: Current Tobacco Quitting Status



Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for the tobacco use question.

Among respondents who had ever used tobacco, 10% to 25% had quit or tried to quit in the 12 months prior to the survey.

Figure 10: Quit or Tried to Quit Tobacco in Previous 12 Months

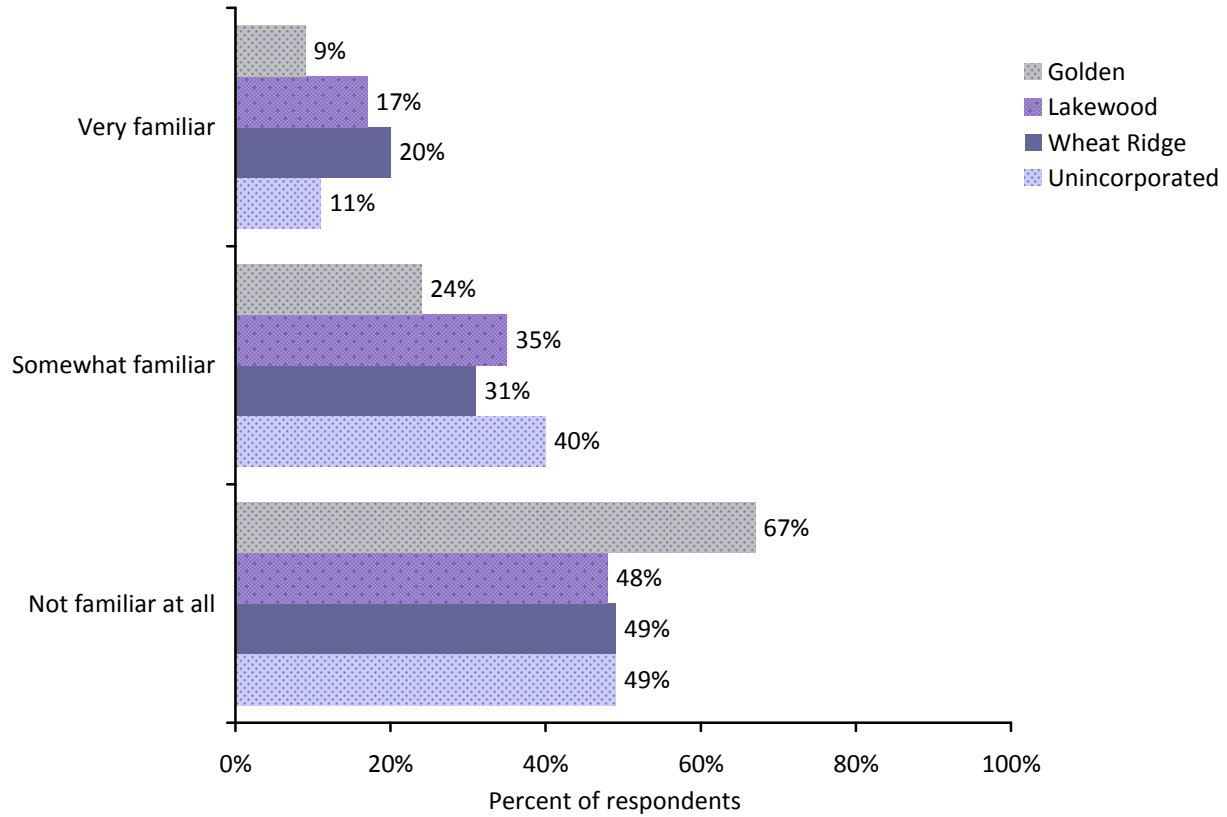


Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for the tobacco use question.

Survey respondents who had ever used tobacco were asked about their familiarity with the Colorado Quitline. Half or more of current and former tobacco users in each of the four geographic areas reported not being familiar with the toll-free resource. Approximately 1 in 10 to 2 in 10 respondents were “very” familiar.

How familiar are you, if at all, with the Colorado Quitline (1800-QUIT NOW)?

Figure 11: Familiarity with the Colorado Quitline



Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for the tobacco use question.

In the 12 months prior to the survey, 24% to 37% of residents in the four geographic areas had “very” or “somewhat” frequently been exposed to secondhand smoke when entering or leaving businesses. The next most frequent locations of exposure were outdoor locations (outdoor entertainment or outside seating area at a restaurant or bar), cited as “very” or “somewhat” frequent places of exposure for 17% to 25% of respondents. Exposure at home and indoors at a business was least commonly noted as frequent places of exposure.

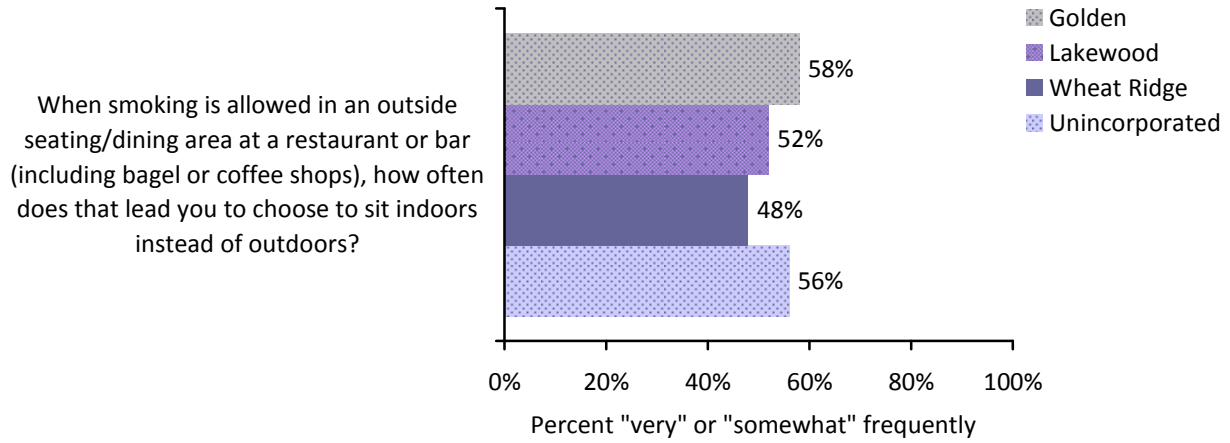
Figure 12: Frequency of Smoking Exposure

In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?	Golden	Lakewood	Wheat Ridge	Unincorporated
When entering or leaving businesses (including restaurants and bars)	31%	27%	36%	36%
While in outdoor entertainment settings	24%	21%	23%	23%
Sitting in an outside seating/dining area at a restaurant or bar	17%	25%	22%	22%
While at your place of employment (either in indoor or outdoor areas of your workplace)	18%	22%	22%	19%
While waiting outdoors for public transportation (bus shelter, train platform, etc.)	14%	20%	10%	13%
While visiting/entering/leaving a government building	14%	13%	14%	14%
Visiting a playground, park or youth/community ball field	9%	9%	12%	14%
While visiting/entering/leaving a healthcare facility (hospital, community clinic)	10%	9%	13%	11%
While traveling in a vehicle	9%	11%	14%	3%
While in your home	7%	8%	11%	3%
In an indoor area of a workplace or place of business (including restaurants and bars)	4%	8%	9%	4%

Percent "very" or "somewhat" frequently

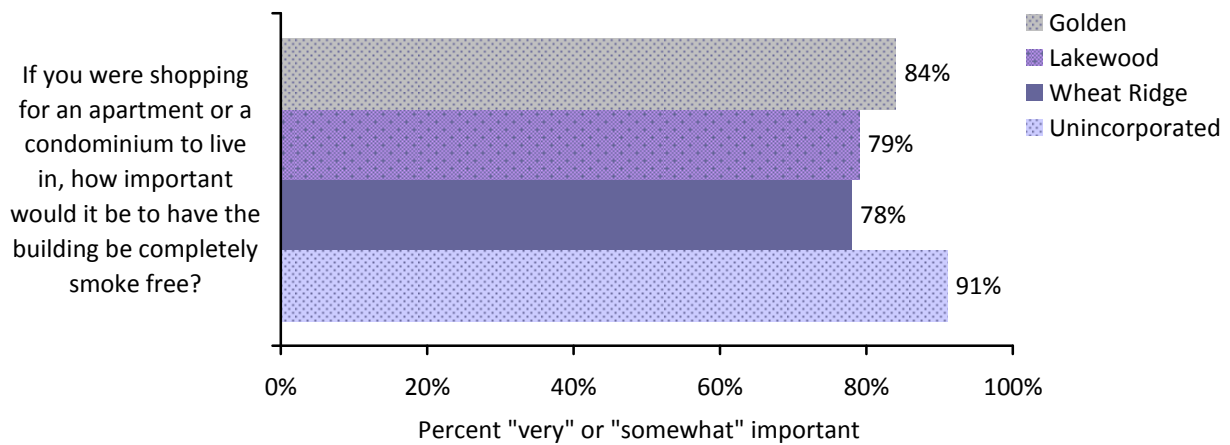
About half or more of residents in the four parts of the county indicated a preference for sitting inside at a restaurant or bar to avoid smoke exposure when smoking is permitted in outdoor seating areas (saying they made the choice “very” or “somewhat” frequently).

Figure 13: Frequency of Choosing Non-smoking Restaurant Seating



Three-quarters or more of survey respondents in each of the four geographic areas said that, if they were shopping for an apartment or condominium, it was “very” or “somewhat” important for the building be smoke free.

Figure 14: Importance of Smoke-free Apartment/Condo Living



Youth and Tobacco

Respondents were presented with a series of statements about youth and tobacco and asked the extent to which each was true or false. Most commonly described as “mostly/all” or “somewhat” true by residents in the four parts of the county were businesses being required to be licensed to sell tobacco and the greater youth appeal of candy or fruit flavored tobacco products. All statements but one were seen as at least “somewhat” true by about two-thirds or more of respondents in each of the geographic areas; fewer respondents believed that store employees under age 18 were legally permitted to sell tobacco products.

“Don’t know” responses were generally more common for these questions than others on the survey, with rates ranging for the question items (across the four geographic areas) from 7% to 32% of respondents and averaging 16%.

Figure 15: Belief about Youth Tobacco Statements

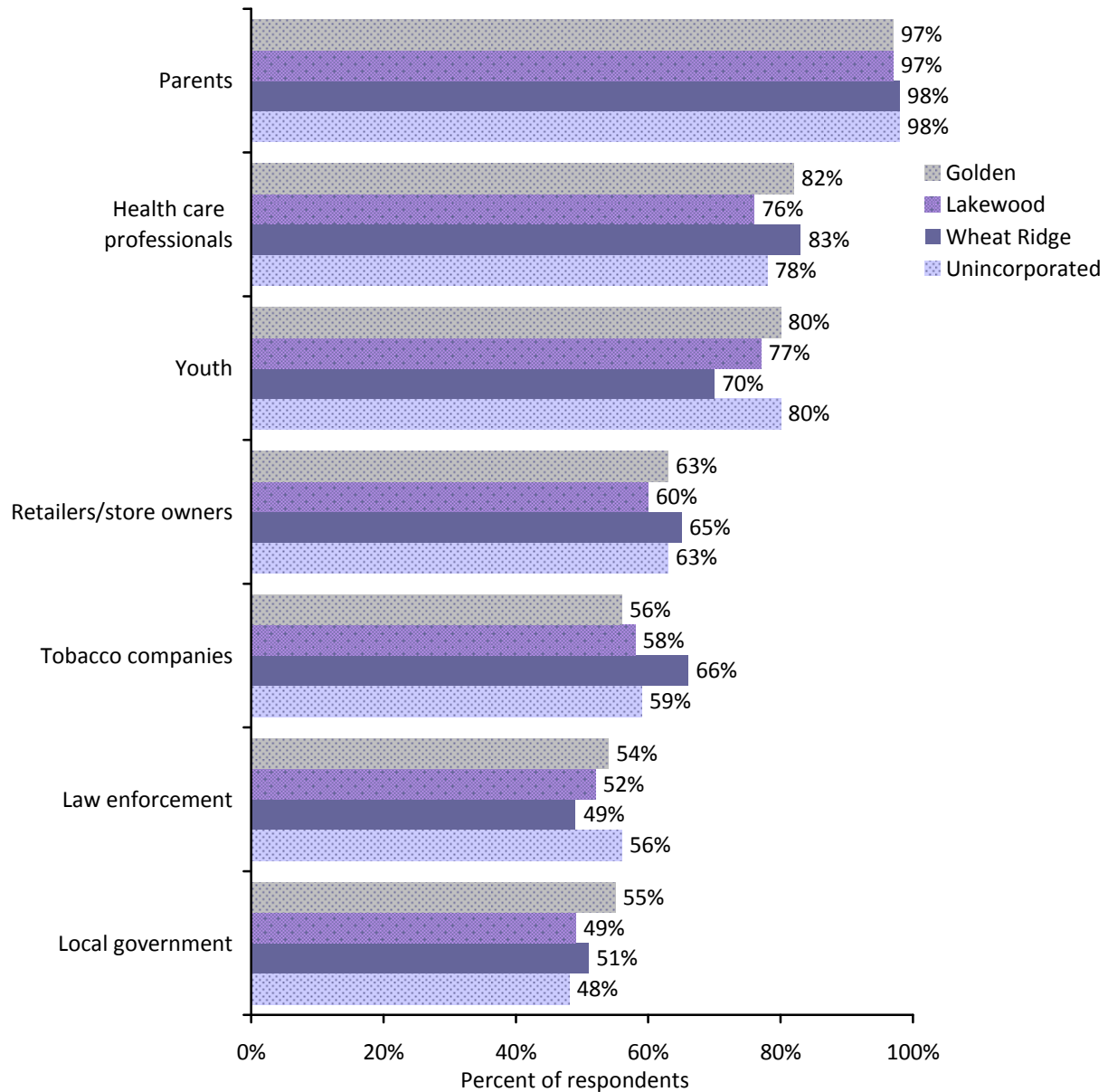
Please indicate the degree to which you think each of the following is true or false.	Golden	Lakewood	Wheat Ridge	Unincorporated
Businesses are required to have a license to sell tobacco products	87%	94%	86%	85%
Candy or fruit flavored tobacco products are more appealing to youth	88%	87%	85%	92%
Cheaper/lower priced tobacco products can encourage youth tobacco use	84%	81%	76%	87%
Tobacco advertising in retail stores can encourage youth tobacco use	83%	74%	77%	80%
Tobacco companies market their products to youth	78%	75%	76%	77%
Where tobacco is displayed/sold inside a retail store can encourage youth tobacco use	78%	72%	74%	77%
Tobacco companies are allowed to sell candy or fruit flavored tobacco products	67%	69%	64%	68%
It is legal for youth under the age of 18 to sell tobacco products when working in a retail store	30%	39%	39%	33%

Percent "mostly/all" or "somewhat" true

Seven categories of individuals and groups were listed for respondents to assess which, if any, they felt should help youth avoid tobacco use. Nearly all respondents ascribed this responsibility to parents. About 8 in 10 in each geographic area felt that health care professionals should guide youth, and close to the same proportion felt that youth should avoid tobacco themselves. Local government and law enforcement, though still selected by about half of respondents across the parts of the county surveyed, were least commonly chosen as helpers for youth.

Please indicate which of the following individuals or groups, if any, you think should help youth avoid tobacco use. Please check all that apply.

Figure 16: Responsibility of Groups/Individuals for Youth Tobacco Avoidance



Note: Totals do not equal 100% because respondents could select multiple choices.

Note: The category "None of these" is not displayed in the chart but appears in the full frequencies in the appendix.

Appendix A: Full Set of Responses to Survey Questions

Frequencies Excluding Don't Know Responses

This appendix displays all response categories for all questions for each geographic area. The first set of frequencies excludes the “don't know” option and the second set includes “don't know” responses.

Area of County	
	Percent of respondents
Golden	27%
Lakewood	21%
Wheat Ridge	26%
Unincorporated Jefferson County	26%
Total	100%

Question 1					
Please rate each of the following aspects of your community.		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Opportunities to attend community events	Excellent	43%	20%	18%	26%
	Good	44%	51%	42%	43%
	Fair	12%	23%	31%	29%
	Poor	1%	6%	9%	3%
	Total	100%	100%	100%	100%
Entertainment opportunities	Excellent	31%	20%	11%	18%
	Good	47%	51%	36%	41%
	Fair	18%	24%	35%	33%
	Poor	4%	5%	18%	8%
	Total	100%	100%	100%	100%
Your community as a place to live a healthy life	Excellent	64%	34%	25%	51%
	Good	29%	52%	52%	41%
	Fair	6%	13%	17%	6%
	Poor	1%	2%	5%	1%
	Total	100%	100%	100%	100%

Question 2					
In the last 12 months, how frequently, if at all, have you or other members of your household spent time doing each of the following?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County	
Sitting in an outside seating/dining area at a restaurant or bar	Never	8%	12%	19%	8%
	Very infrequently	21%	21%	25%	22%
	Somewhat infrequently	28%	29%	21%	29%
	Somewhat frequently	33%	33%	26%	30%
	Very frequently	10%	5%	9%	12%
	Total	100%	100%	100%	100%
Visiting a playground, park or youth/community sports field	Never	11%	11%	14%	7%
	Very infrequently	17%	19%	22%	21%
	Somewhat infrequently	15%	19%	18%	18%
	Somewhat frequently	33%	28%	28%	25%
	Very frequently	23%	24%	18%	29%
	Total	100%	100%	100%	100%
Waiting at a public transit location (like a bus or train stop)	Never	45%	50%	59%	43%
	Very infrequently	30%	27%	21%	29%
	Somewhat infrequently	14%	12%	7%	8%
	Somewhat frequently	5%	4%	5%	9%
	Very frequently	6%	6%	8%	11%
	Total	100%	100%	100%	100%

Question 3					
To what extent do you agree or disagree that each of the following parts of smoke-free laws in your area are being obeyed?		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
No smoking...					
Within 15 feet of the main public entrances of businesses	Strongly agree	36%	49%	46%	40%
	Somewhat agree	33%	24%	29%	27%
	Somewhat disagree	20%	18%	14%	17%
	Strongly disagree	11%	9%	12%	16%
	Total	100%	100%	100%	100%
In indoor areas of restaurants	Strongly agree	85%	79%	79%	86%
	Somewhat agree	11%	13%	16%	9%
	Somewhat disagree	2%	3%	3%	3%
	Strongly disagree	1%	5%	3%	2%
	Total	100%	100%	100%	100%
In indoor areas of bars	Strongly agree	73%	69%	67%	77%
	Somewhat agree	18%	16%	21%	14%
	Somewhat disagree	4%	5%	7%	6%
	Strongly disagree	4%	11%	5%	3%
	Total	100%	100%	100%	100%
In indoor areas of other workplaces/public places	Strongly agree	77%	68%	73%	76%
	Somewhat agree	18%	23%	23%	18%
	Somewhat disagree	3%	4%	2%	4%
	Strongly disagree	3%	4%	2%	2%
	Total	100%	100%	100%	100%
In indoor common use areas of apartments/condos (laundry rooms, hallways)	Strongly agree	62%	50%	57%	54%
	Somewhat agree	19%	25%	24%	28%
	Somewhat disagree	14%	10%	10%	12%
	Strongly disagree	4%	15%	9%	6%
	Total	100%	100%	100%	100%

Question 4					
To what degree, if at all, do you feel that each of the following generally is a health concern?		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Smoking cigarettes	Not at all a concern	1%	2%	5%	1%
	Minor concern	3%	2%	7%	1%
	Moderate concern	12%	13%	9%	10%
	Major concern	84%	83%	80%	88%
	Total	100%	100%	100%	100%
Use of oral/chew tobacco	Not at all a concern	3%	2%	3%	1%
	Minor concern	6%	2%	9%	1%
	Moderate concern	20%	22%	15%	22%
	Major concern	72%	74%	73%	76%
	Total	100%	100%	100%	100%
Use of cigars/little cigars	Not at all a concern	3%	3%	6%	1%
	Minor concern	11%	7%	8%	10%
	Moderate concern	24%	25%	24%	22%
	Major concern	62%	65%	62%	67%
	Total	100%	100%	100%	100%
Smoking hookah tobacco or other forms of tobacco	Not at all a concern	5%	3%	7%	1%
	Minor concern	13%	9%	11%	5%
	Moderate concern	21%	24%	19%	21%
	Major concern	61%	64%	63%	72%
	Total	100%	100%	100%	100%
Any exposure of adults to secondhand smoke	Not at all a concern	4%	8%	8%	2%
	Minor concern	11%	5%	10%	9%
	Moderate concern	25%	22%	20%	22%
	Major concern	60%	64%	62%	67%
	Total	100%	100%	100%	100%
Any exposure of children to secondhand smoke	Not at all a concern	2%	4%	3%	1%
	Minor concern	4%	3%	7%	5%
	Moderate concern	9%	8%	10%	10%
	Major concern	85%	85%	80%	84%
	Total	100%	100%	100%	100%
Exposure of workers in indoor settings where smoking is permitted	Not at all a concern	4%	7%	9%	1%
	Minor concern	5%	5%	6%	4%
	Moderate concern	15%	17%	16%	17%
	Major concern	75%	72%	68%	78%
	Total	100%	100%	100%	100%
Exposure of workers in outdoor settings where smoking is permitted	Not at all a concern	8%	13%	13%	5%
	Minor concern	17%	12%	22%	13%
	Moderate concern	27%	31%	26%	31%
	Major concern	48%	44%	39%	51%
	Total	100%	100%	100%	100%
Youth tobacco use in your community	Not at all a concern	3%	4%	6%	2%
	Minor concern	9%	6%	7%	6%
	Moderate concern	22%	15%	17%	14%
	Major concern	66%	76%	70%	79%
	Total	100%	100%	100%	100%

Question 5

To what extent, if at all, would you feel that it is a health concern if each of the following individuals/groups were to be exposed to tobacco smoke in outdoor areas?		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Yourself	Not at all a concern	9%	12%	18%	7%
	Minor concern	15%	13%	17%	10%
	Moderate concern	24%	23%	20%	23%
	Major concern	52%	52%	45%	60%
	Total	100%	100%	100%	100%
Other adults with you	Not at all a concern	8%	8%	14%	4%
	Minor concern	17%	14%	19%	12%
	Moderate concern	29%	27%	23%	27%
	Major concern	46%	51%	43%	57%
	Total	100%	100%	100%	100%
Your children or other children with you	Not at all a concern	6%	6%	7%	2%
	Minor concern	5%	5%	9%	8%
	Moderate concern	15%	18%	14%	11%
	Major concern	74%	71%	69%	80%
	Total	100%	100%	100%	100%

Question 6

In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
In an indoor area of a workplace or place of business (including restaurants and bars)	Never	57%	47%	51%	53%
	Very infrequently	29%	33%	31%	32%
	Somewhat infrequently	11%	11%	9%	11%
	Somewhat frequently	3%	6%	8%	3%
	Very frequently	1%	2%	1%	1%
	Total	100%	100%	100%	100%
When entering or leaving businesses (including restaurants and bars)	Never	13%	15%	16%	9%
	Very infrequently	31%	29%	29%	29%
	Somewhat infrequently	25%	29%	20%	26%
	Somewhat frequently	25%	22%	27%	27%
	Very frequently	6%	5%	8%	9%
	Total	100%	100%	100%	100%
Sitting in an outside seating/dining area at a restaurant or bar	Never	24%	19%	25%	15%
	Very infrequently	23%	26%	33%	37%
	Somewhat infrequently	36%	30%	21%	26%
	Somewhat frequently	14%	21%	16%	16%
	Very frequently	3%	5%	6%	7%
	Total	100%	100%	100%	100%

Question 6					
In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County	
Visiting a playground, park or youth/community ball field	Never	44%	32%	39%	29%
	Very infrequently	28%	38%	35%	33%
	Somewhat infrequently	18%	21%	14%	24%
	Somewhat frequently	6%	8%	8%	11%
	Very frequently	3%	1%	4%	3%
	Total	100%	100%	100%	100%
While waiting outdoors for public transportation (bus shelter, train platform, etc.)	Never	47%	53%	54%	45%
	Very infrequently	22%	19%	19%	25%
	Somewhat infrequently	17%	8%	17%	18%
	Somewhat frequently	9%	16%	5%	10%
	Very frequently	5%	4%	5%	3%
	Total	100%	100%	100%	100%
While visiting/entering/leaving a healthcare facility (hospital, community clinic)	Never	44%	46%	43%	39%
	Very infrequently	31%	30%	29%	36%
	Somewhat infrequently	15%	16%	14%	14%
	Somewhat frequently	7%	6%	8%	9%
	Very frequently	3%	2%	6%	3%
	Total	100%	100%	100%	100%
While visiting/entering/leaving a government building	Never	39%	44%	37%	35%
	Very infrequently	30%	24%	34%	26%
	Somewhat infrequently	17%	19%	16%	25%
	Somewhat frequently	11%	11%	9%	10%
	Very frequently	3%	2%	5%	4%
	Total	100%	100%	100%	100%
While at your place of employment (either in indoor or outdoor areas of your workplace)	Never	46%	33%	41%	39%
	Very infrequently	20%	30%	21%	25%
	Somewhat infrequently	16%	16%	17%	17%
	Somewhat frequently	13%	13%	12%	14%
	Very frequently	5%	9%	9%	5%
	Total	100%	100%	100%	100%
While in outdoor entertainment settings	Never	26%	24%	26%	17%
	Very infrequently	26%	27%	26%	30%
	Somewhat infrequently	25%	28%	25%	30%
	Somewhat frequently	17%	16%	17%	19%
	Very frequently	8%	5%	6%	4%
	Total	100%	100%	100%	100%

Question 6

In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
While in your home	Never	87%	81%	79%	92%
	Very infrequently	2%	9%	8%	2%
	Somewhat infrequently	3%	2%	2%	3%
	Somewhat frequently	3%	3%	5%	2%
	Very frequently	4%	5%	6%	1%
	Total	100%	100%	100%	100%
While traveling in a vehicle	Never	70%	66%	58%	76%
	Very infrequently	14%	17%	20%	17%
	Somewhat infrequently	7%	6%	7%	4%
	Somewhat frequently	5%	7%	9%	2%
	Very frequently	4%	5%	5%	1%
	Total	100%	100%	100%	100%

Question 7

When smoking is allowed in an outside seating/dining area at a restaurant or bar (including bagel or coffee shops), how often does that lead you to choose to sit indoors instead of outdoors?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Never	21%	29%	24%	11%
Very infrequently	13%	13%	15%	20%
Somewhat infrequently	9%	7%	13%	13%
Somewhat frequently	20%	19%	12%	14%
Very frequently	39%	33%	36%	42%
Total	100%	100%	100%	100%

Question 8

If you were shopping for an apartment or a condominium to live in, how important would it be to have the building be completely smoke free?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Very important	66%	61%	63%	73%
Somewhat important	19%	20%	18%	20%
Not very important	15%	19%	19%	8%
Total	100%	100%	100%	100%

Question 9

Please indicate the degree to which you think it is true or false that smoking is allowed in each of the following places.		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Retail tobacco businesses	Mostly/all true	35%	36%	41%	41%
	Somewhat true	28%	36%	29%	28%
	Somewhat false	9%	11%	8%	8%
	Mostly/all false	28%	17%	22%	23%
	Total	100%	100%	100%	100%
Outdoor youth recreation areas including playgrounds and sports fields	Mostly/all true	23%	22%	19%	14%
	Somewhat true	25%	28%	31%	40%
	Somewhat false	13%	15%	11%	14%
	Mostly/all false	38%	35%	39%	32%
	Total	100%	100%	100%	100%

Question 10

Please indicate the degree to which you think each of the following is true or false.		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
It is legal for youth under the age of 18 to sell tobacco products when working in a retail store	Mostly/all true	22%	27%	29%	26%
	Somewhat true	8%	12%	9%	7%
	Somewhat false	7%	9%	9%	11%
	Mostly/all false	63%	51%	52%	56%
	Total	100%	100%	100%	100%
Businesses are required to have a license to sell tobacco products	Mostly/all true	80%	79%	66%	75%
	Somewhat true	7%	15%	20%	10%
	Somewhat false	4%	0%	5%	7%
	Mostly/all false	9%	6%	9%	8%
	Total	100%	100%	100%	100%
Tobacco companies are allowed to sell candy or fruit flavored tobacco products	Mostly/all true	45%	44%	48%	42%
	Somewhat true	22%	25%	17%	26%
	Somewhat false	7%	7%	9%	12%
	Mostly/all false	26%	24%	27%	20%
	Total	100%	100%	100%	100%
Candy or fruit flavored tobacco products are more appealing to youth	Mostly/all true	58%	53%	55%	53%
	Somewhat true	30%	33%	30%	39%
	Somewhat false	8%	6%	10%	2%
	Mostly/all false	4%	7%	5%	6%
	Total	100%	100%	100%	100%

Question 10

Please indicate the degree to which you think each of the following is true or false.		Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Tobacco advertising in retail stores can encourage youth tobacco use	Mostly/all true	47%	39%	39%	47%
	Somewhat true	36%	35%	37%	33%
	Somewhat false	10%	14%	11%	12%
	Mostly/all false	8%	12%	13%	8%
	Total	100%	100%	100%	100%
Where tobacco is displayed/sold inside a retail store can encourage youth tobacco use	Mostly/all true	40%	36%	35%	44%
	Somewhat true	38%	35%	40%	32%
	Somewhat false	14%	16%	10%	17%
	Mostly/all false	8%	12%	16%	7%
	Total	100%	100%	100%	100%
Cheaper/lower priced tobacco products can encourage youth tobacco use	Mostly/all true	47%	45%	46%	53%
	Somewhat true	37%	36%	31%	34%
	Somewhat false	7%	7%	11%	5%
	Mostly/all false	9%	12%	12%	8%
	Total	100%	100%	100%	100%
Tobacco companies market their products to youth	Mostly/all true	36%	37%	42%	33%
	Somewhat true	42%	38%	34%	44%
	Somewhat false	11%	16%	8%	16%
	Mostly/all false	11%	8%	16%	7%
	Total	100%	100%	100%	100%

Question 11

Please indicate which of the following individuals or groups, if any, you think should help youth avoid tobacco use. Please check all that apply.	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Youth	80%	77%	70%	80%
Parents	97%	97%	98%	98%
Law enforcement	54%	52%	49%	56%
Retailers/store owners	63%	60%	65%	63%
Local government	55%	49%	51%	48%
Health care professionals	82%	76%	83%	78%
Tobacco companies	56%	58%	66%	59%
None of these	0%	0%	1%	1%

Note: Totals do not equal 100% because respondents could select multiple choices.

Question D1

Do you work in Jefferson County?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
No	51%	53%	59%	53%
Yes	49%	47%	41%	47%
Total	100%	100%	100%	100%

Question D2

Do you own a business in Jefferson County?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
No	87%	90%	89%	85%
Yes	13%	10%	11%	15%
Total	100%	100%	100%	100%

Question D3

Which best describes the building you live in?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
One family house detached from any other houses	56%	50%	56%	78%
House attached to one or more houses (e.g., a duplex or townhome)	8%	14%	16%	10%
Building with two or more apartments or condos	33%	34%	28%	11%
Mobile home	2%	0%	0%	0%
Other	1%	2%	0%	0%
Total	100%	100%	100%	100%

Question D4

Is this house, apartment or mobile home...	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Rented for cash or occupied without cash payment?	41%	40%	41%	18%
Owned by you or someone in this house with a mortgage or free and clear?	59%	60%	59%	82%
Total	100%	100%	100%	100%

Question D5

Do any children 18 or under live in your household?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
No	75%	78%	78%	56%
Yes	25%	22%	22%	44%
Total	100%	100%	100%	100%

Question D6

In which category is your age?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
18-24 years	18%	6%	4%	2%
25-34 years	19%	24%	23%	21%
35-44 years	15%	13%	11%	24%
45-54 years	23%	23%	22%	31%
55-64 years	12%	13%	17%	12%
65-74 years	7%	8%	7%	7%
75 years or older	6%	13%	17%	3%
Total	100%	100%	100%	100%

Question D7

What is your gender?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Female	44%	51%	53%	50%
Male	56%	49%	47%	50%
Total	100%	100%	100%	100%

Question D8

Which one of the following categories best describes you?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Hispanic or Latino	1%	9%	3%	4%
White	93%	86%	92%	87%
Black or African American	1%	0%	2%	0%
Asian	2%	2%	1%	1%
Native Hawaiian or other Pacific Islander	0%	0%	0%	0%
American Indian or Alaska Native	0%	0%	0%	2%
Other	3%	3%	1%	5%
Total	100%	100%	100%	100%

Question D9

What was your household's total annual income in 2009?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Less than \$25,000	22%	19%	22%	6%
\$25,000 - \$49,999	21%	26%	30%	19%
\$50,000 - \$99,999	26%	38%	29%	43%
\$100,000 - \$149,999	19%	13%	15%	16%
\$150,000 - \$199,999	7%	3%	3%	8%
\$200,000 or more	5%	1%	0%	8%
Total	100%	100%	100%	100%

Question D10

Please indicate which of the following best describes your health/medical insurance coverage in the last 12 months.	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Covered continuously for the last 12 months	88%	77%	84%	91%
Covered some part of last 12 months, but not all 12 months	7%	11%	7%	6%
No coverage in the last 12 months	5%	13%	9%	2%
Total	100%	100%	100%	100%

Question D11

Are you currently employed in a bar or restaurant where smoking is allowed in any seating/service area, including outdoor seating/dining areas?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
No	98%	98%	99%	98%
Yes	2%	2%	1%	2%
Total	100%	100%	100%	100%

Question D12

How often do you smoke or use any form of tobacco?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Have never used tobacco	52%	47%	41%	65%
Don't currently use tobacco, but have in the past	33%	34%	34%	28%
Very infrequently - once a month or less	6%	4%	3%	4%
Somewhat infrequently - 1-4 times a month	1%	3%	3%	0%
Somewhat frequently - 1-5 times a week	1%	3%	5%	1%
Very frequently - every day or almost every day	7%	9%	14%	3%
Total	100%	100%	100%	100%

Question D13

Have you quit or tried to quit smoking/using tobacco in the last 12 months?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
No	83%	81%	75%	90%
Yes	17%	19%	25%	10%
Total	100%	100%	100%	100%

Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for question D12.

Question D14

Which one of the following best describes you?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Have successfully quit	72%	63%	61%	75%
Not currently trying to quit	21%	24%	23%	21%
Interested in quitting but not sure where to start	3%	8%	11%	1%
Actively trying to quit	4%	5%	4%	2%
Total	100%	100%	100%	100%

Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for question D12.

Question D15

How familiar are you, if at all, with the Colorado Quitline (1800-QUIT NOW)?	Golden	Lakewood	Wheat Ridge	Unincorporated Jefferson County
Very familiar	9%	17%	20%	11%
Somewhat familiar	24%	35%	31%	40%
Not familiar at all	67%	48%	49%	49%
Total	100%	100%	100%	100%

Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for question D12.

Frequencies Including Don't Know Responses

These tables contain the percentage of respondents for each response category as well as the N or total number of respondents for each category next to the percentage. When the total N for a question does not equal the total number of all respondents, it is due to some respondents skipping the question.

Area of County		
	Percent	Count
Golden	27%	308
Lakewood	21%	242
Wheat Ridge	26%	299
Unincorporated Jefferson County	26%	306
Total	100%	1,155

Question 1									
Please rate each of the following aspects of your community.		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Opportunities to attend community events	Excellent	39%	133	18%	44	16%	52	23%	81
	Good	40%	117	45%	111	38%	121	39%	124
	Fair	11%	30	21%	45	28%	74	26%	64
	Poor	1%	3	5%	11	8%	17	3%	7
	Don't know	8%	17	11%	22	9%	25	9%	20
	Total	100%	300	100%	233	100%	289	100%	296
Entertainment opportunities	Excellent	29%	97	19%	49	10%	34	17%	59
	Good	44%	129	49%	115	35%	105	38%	126
	Fair	17%	48	23%	49	34%	90	31%	74
	Poor	4%	11	5%	10	17%	37	8%	19
	Don't know	6%	14	3%	7	4%	11	7%	14
	Total	100%	299	100%	230	100%	277	100%	292
Your community as a place to live a healthy life	Excellent	64%	192	33%	75	25%	74	50%	147
	Good	29%	89	51%	122	51%	155	40%	128
	Fair	6%	15	13%	28	17%	42	6%	14
	Poor	1%	2	1%	4	5%	9	1%	2
	Don't know	0%	1	3%	5	2%	5	2%	3
	Total	100%	299	100%	234	100%	285	100%	294

Question 2

In the last 12 months, how frequently, if at all, have you or other members of your household spent time doing each of the following?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County		
	Percent	Count	Percent	Count	Percent	Count	Percent	Count	
Sitting in an outside seating/dining area at a restaurant or bar	Never	8%	28	12%	42	19%	67	8%	32
	Very infrequently	21%	56	21%	49	25%	76	22%	77
	Somewhat infrequently	28%	96	29%	61	21%	59	29%	80
	Somewhat frequently	33%	94	33%	72	26%	68	30%	90
	Very frequently	10%	30	5%	14	9%	24	12%	25
	Total	100%	304	100%	238	100%	294	100%	304
Visiting a playground, park or youth/community sports field	Never	11%	39	11%	37	14%	49	7%	25
	Very infrequently	17%	47	19%	46	22%	62	21%	71
	Somewhat infrequently	15%	49	19%	40	18%	54	18%	61
	Somewhat frequently	33%	93	28%	67	28%	80	25%	71
	Very frequently	23%	73	24%	48	18%	48	29%	73
	Total	100%	301	100%	238	100%	293	100%	301
Waiting at a public transit location (like a bus or train stop)	Never	45%	145	50%	119	59%	182	43%	148
	Very infrequently	30%	89	27%	67	21%	53	29%	84
	Somewhat infrequently	14%	32	12%	27	7%	21	8%	22
	Somewhat frequently	5%	17	4%	10	5%	13	9%	19
	Very frequently	6%	19	6%	14	8%	25	11%	26
	Total	100%	302	100%	237	100%	294	100%	299

Question 3

To what extent do you agree or disagree that each of the following parts of smoke-free laws in your area are being obeyed? No smoking...		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Within 15 feet of the main public entrances of businesses	Strongly agree	33%	108	45%	110	44%	127	38%	126
	Somewhat agree	31%	88	23%	58	27%	77	25%	81
	Somewhat disagree	19%	54	16%	33	13%	37	16%	44
	Strongly disagree	11%	35	9%	20	11%	33	15%	35
	Don't know	6%	18	7%	16	5%	18	6%	13
	Total	100%	303	100%	237	100%	292	100%	299
In indoor areas of restaurants	Strongly agree	80%	246	76%	184	76%	220	84%	255
	Somewhat agree	11%	30	13%	27	15%	45	9%	27
	Somewhat disagree	2%	6	3%	5	3%	5	3%	6
	Strongly disagree	1%	5	4%	10	3%	9	2%	5
	Don't know	5%	15	4%	10	4%	12	3%	6
	Total	100%	302	100%	236	100%	291	100%	299
In indoor areas of bars	Strongly agree	58%	179	59%	140	59%	169	64%	188
	Somewhat agree	15%	41	14%	29	18%	48	12%	42
	Somewhat disagree	3%	11	4%	12	6%	12	5%	11
	Strongly disagree	4%	11	9%	17	5%	11	2%	6
	Don't know	21%	59	14%	36	13%	49	17%	52
	Total	100%	301	100%	234	100%	289	100%	299
In indoor areas of other workplaces/public places	Strongly agree	70%	215	63%	153	67%	186	72%	218
	Somewhat agree	16%	49	21%	42	21%	52	17%	50
	Somewhat disagree	3%	9	4%	11	2%	8	4%	9
	Strongly disagree	3%	7	4%	9	2%	5	2%	6
	Don't know	9%	24	8%	20	9%	32	6%	16
	Total	100%	304	100%	235	100%	283	100%	299

Question 3

To what extent do you agree or disagree that each of the following parts of smoke-free laws in your area are being obeyed? No smoking...		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
In indoor common use areas of apartments/condos (laundry rooms, hallways)	Strongly agree	43%	132	38%	93	43%	127	35%	110
	Somewhat agree	13%	42	19%	39	18%	41	18%	41
	Somewhat disagree	10%	29	8%	21	7%	20	8%	22
	Strongly disagree	3%	12	12%	27	7%	16	4%	9
	Don't know	31%	86	24%	55	25%	86	35%	117
	Total	100%	301	100%	235	100%	290	100%	299

Question 4

To what degree, if at all, do you feel that each of the following generally is a health concern?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Smoking cigarettes	Not at all a concern	1%	4	2%	5	5%	12	1%	3
	Minor concern	3%	6	2%	4	6%	17	1%	3
	Moderate concern	12%	33	13%	26	9%	20	10%	28
	Major concern	84%	260	82%	201	79%	242	88%	270
	Don't know	0%	1	1%	2	1%	4	0%	1
	Total	100%	304	100%	238	100%	295	100%	305
Use of oral/chew tobacco	Not at all a concern	3%	7	2%	5	3%	10	1%	3
	Minor concern	6%	13	2%	3	8%	15	1%	4
	Moderate concern	19%	51	22%	45	15%	37	22%	48
	Major concern	71%	225	73%	180	71%	219	75%	242
	Don't know	1%	6	1%	3	3%	13	1%	7
	Total	100%	302	100%	236	100%	294	100%	304

Question 4

To what degree, if at all, do you feel that each of the following generally is a health concern?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Use of cigars/little cigars	Not at all a concern	3%	7	3%	7	6%	14	1%	3
	Minor concern	10%	22	7%	12	8%	17	10%	15
	Moderate concern	24%	71	25%	52	23%	58	22%	63
	Major concern	61%	195	64%	161	60%	194	66%	216
	Don't know	2%	8	2%	4	3%	12	2%	6
	Total	100%	303	100%	236	100%	295	100%	303
Smoking hookah tobacco or other forms of tobacco	Not at all a concern	4%	10	3%	7	6%	16	1%	4
	Minor concern	12%	28	8%	12	10%	21	5%	13
	Moderate concern	19%	56	22%	46	17%	35	18%	47
	Major concern	54%	173	59%	153	56%	185	64%	205
	Don't know	11%	33	8%	20	11%	37	11%	32
	Total	100%	300	100%	238	100%	294	100%	301
Any exposure of adults to secondhand smoke	Not at all a concern	4%	12	8%	14	8%	16	2%	7
	Minor concern	11%	28	5%	15	10%	28	9%	18
	Moderate concern	25%	66	22%	47	19%	48	22%	62
	Major concern	59%	192	64%	162	61%	198	66%	214
	Don't know	1%	3	0%	1	2%	5	0%	2
	Total	100%	301	100%	239	100%	295	100%	303
Any exposure of children to secondhand smoke	Not at all a concern	1%	5	4%	6	3%	9	1%	3
	Minor concern	4%	12	3%	7	7%	16	5%	11
	Moderate concern	9%	22	8%	18	9%	22	10%	31
	Major concern	84%	261	84%	203	78%	237	84%	255
	Don't know	2%	4	1%	3	3%	10	0%	2
	Total	100%	304	100%	237	100%	294	100%	302

Question 4

To what degree, if at all, do you feel that each of the following generally is a health concern?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Any exposure of adults to secondhand smoke	Not at all a concern	4%	12	8%	14	8%	16	2%	7
	Minor concern	13%	28	6%	15	11%	28	9%	18
	Moderate concern	23%	66	23%	47	16%	48	22%	62
	Major concern	59%	192	63%	162	65%	198	66%	214
	Don't know	1%	3	0%	1	1%	5	0%	2
	Total	100%	301	100%	239	100%	295	100%	303
Any exposure of children to secondhand smoke	Not at all a concern	1%	5	3%	6	3%	9	1%	3
	Minor concern	3%	12	3%	7	7%	16	5%	11
	Moderate concern	10%	22	7%	18	9%	22	10%	31
	Major concern	84%	261	85%	203	79%	237	84%	255
	Don't know	2%	4	1%	3	3%	10	0%	2
	Total	100%	304	100%	237	100%	294	100%	302
Exposure of workers in indoor settings where smoking is permitted	Not at all a concern	4%	10	7%	12	9%	18	1%	3
	Minor concern	8%	12	4%	11	8%	18	4%	9
	Moderate concern	14%	41	15%	35	13%	36	16%	46
	Major concern	71%	226	71%	169	66%	205	76%	237
	Don't know	4%	11	3%	11	4%	16	2%	8
	Total	100%	300	100%	238	100%	293	100%	303
Exposure of workers in outdoor settings where smoking is permitted	Not at all a concern	8%	24	12%	26	16%	29	5%	16
	Minor concern	17%	46	10%	29	18%	56	12%	38
	Moderate concern	25%	80	30%	71	25%	71	31%	89
	Major concern	46%	141	46%	106	38%	127	50%	153
	Don't know	4%	12	2%	6	3%	11	2%	7
	Total	100%	303	100%	238	100%	294	100%	303

Question 4

To what degree, if at all, do you feel that each of the following generally is a health concern?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Youth tobacco use in your community	Not at all a concern	3%	9	3%	6	7%	12	2%	4
	Minor concern	7%	19	5%	11	6%	15	5%	10
	Moderate concern	24%	59	10%	27	16%	31	13%	38
	Major concern	60%	195	74%	173	64%	213	73%	227
	Don't know	6%	20	7%	20	7%	25	7%	24
	Total	100%	302	100%	237	100%	296	100%	303

Question 5

To what extent, if at all, would you feel that it is a health concern if each of the following individuals/groups were to be exposed to tobacco smoke in outdoor areas?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Yourself	Not at all a concern	9%	28	12%	25	18%	41	7%	18
	Minor concern	15%	39	13%	29	16%	38	10%	36
	Moderate concern	24%	70	23%	52	20%	61	23%	71
	Major concern	51%	168	52%	130	45%	153	60%	178
	Don't know	0%	1	1%	2	1%	3	0%	1
	Total	100%	306	100%	238	100%	296	100%	304
Other adults with you	Not at all a concern	8%	23	8%	17	14%	31	4%	15
	Minor concern	17%	44	14%	29	19%	44	12%	35
	Moderate concern	29%	85	27%	65	23%	69	27%	80
	Major concern	46%	152	51%	126	42%	142	57%	170
	Don't know	0%	1	0%	2	3%	11	0%	2
	Total	100%	305	100%	239	100%	297	100%	302

Question 5

To what extent, if at all, would you feel that it is a health concern if each of the following individuals/groups were to be exposed to tobacco smoke in outdoor areas?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Your children or other children with you	Not at all a concern	6%	15	6%	12	7%	19	2%	7
	Minor concern	5%	18	5%	13	9%	23	8%	23
	Moderate concern	14%	41	18%	40	14%	36	11%	42
	Major concern	73%	223	70%	170	68%	212	79%	229
	Don't know	1%	6	1%	4	2%	7	1%	3
	Total	100%	303	100%	239	100%	297	100%	304

Question 6

In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
In an indoor area of a workplace or place of business (including restaurants and bars)	Never	57%	174	47%	120	51%	157	53%	155
	Very infrequently	29%	95	33%	74	31%	90	32%	106
	Somewhat infrequently	11%	23	11%	21	9%	24	11%	26
	Somewhat frequently	3%	9	6%	18	8%	20	3%	12
	Very frequently	1%	3	2%	5	1%	4	1%	4
	Total	100%	304	100%	238	100%	295	100%	303
When entering or leaving businesses (including restaurants and bars)	Never	13%	38	15%	43	16%	51	9%	33
	Very infrequently	31%	99	29%	71	29%	87	29%	98
	Somewhat infrequently	25%	77	29%	59	20%	66	26%	77
	Somewhat frequently	25%	69	22%	52	27%	66	27%	69
	Very frequently	6%	20	5%	11	8%	27	9%	25
	Total	100%	303	100%	236	100%	297	100%	302

Question 6

In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Sitting in an outside seating/dining area at a restaurant or bar	Never	24%	64	19%	54	25%	81	15%	59
	Very infrequently	23%	81	26%	64	33%	91	37%	118
	Somewhat infrequently	36%	97	30%	65	21%	60	26%	63
	Somewhat frequently	14%	45	21%	42	16%	39	16%	47
	Very frequently	3%	13	5%	10	6%	18	7%	12
	Total	100%	300	100%	235	100%	289	100%	299
Visiting a playground, park or youth/community ball field	Never	44%	126	32%	81	39%	120	29%	107
	Very infrequently	28%	89	38%	83	35%	89	33%	102
	Somewhat infrequently	18%	55	21%	46	14%	41	24%	53
	Somewhat frequently	6%	23	8%	21	8%	28	11%	23
	Very frequently	3%	11	1%	3	4%	12	3%	6
	Total	100%	304	100%	234	100%	290	100%	291
While waiting outdoors for public transportation (bus shelter, train platform, etc.)	Never	47%	141	53%	117	54%	163	45%	145
	Very infrequently	22%	67	19%	44	19%	54	25%	63
	Somewhat infrequently	17%	39	8%	20	17%	42	18%	47
	Somewhat frequently	9%	27	16%	34	5%	18	10%	24
	Very frequently	5%	18	4%	10	5%	15	3%	13
	Total	100%	292	100%	225	100%	292	100%	292
While visiting/entering/leaving a healthcare facility (hospital, community clinic)	Never	44%	127	46%	106	43%	127	39%	112
	Very infrequently	31%	98	30%	69	29%	83	36%	107
	Somewhat infrequently	15%	42	16%	41	14%	45	14%	43
	Somewhat frequently	7%	23	6%	16	8%	22	9%	27
	Very frequently	3%	10	2%	5	6%	16	3%	9
	Total	100%	300	100%	237	100%	293	100%	298

Question 6

In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
While visiting/entering/leaving a government building	Never	39%	108	44%	104	37%	117	35%	110
	Very infrequently	30%	100	24%	54	34%	89	26%	86
	Somewhat infrequently	17%	47	19%	45	16%	46	25%	52
	Somewhat frequently	11%	29	11%	22	9%	20	10%	36
	Very frequently	3%	11	2%	5	5%	16	4%	13
	Total	100%	295	100%	230	100%	288	100%	297
While at your place of employment (either in indoor or outdoor areas of your workplace)	Never	46%	145	33%	91	41%	132	39%	131
	Very infrequently	20%	62	30%	60	21%	59	25%	72
	Somewhat infrequently	16%	38	16%	33	17%	38	17%	42
	Somewhat frequently	13%	35	13%	26	12%	29	14%	32
	Very frequently	5%	14	9%	16	9%	21	5%	14
	Total	100%	294	100%	226	100%	279	100%	291
While in outdoor entertainment settings	Never	26%	74	24%	69	26%	87	17%	70
	Very infrequently	26%	85	27%	59	26%	78	30%	90
	Somewhat infrequently	25%	67	28%	53	25%	66	30%	85
	Somewhat frequently	17%	55	16%	39	17%	40	19%	44
	Very frequently	8%	21	5%	10	6%	15	4%	12
	Total	100%	302	100%	230	100%	286	100%	301
While in your home	Never	87%	268	81%	197	79%	241	92%	273
	Very infrequently	2%	8	9%	19	8%	21	2%	14
	Somewhat infrequently	3%	9	2%	5	2%	7	3%	7
	Somewhat frequently	3%	10	3%	8	5%	14	2%	5
	Very frequently	4%	12	5%	11	6%	14	1%	2
	Total	100%	307	100%	240	100%	297	100%	301

Question 6

In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
While traveling in a vehicle	Never	70%	223	66%	170	58%	193	76%	228
	Very infrequently	14%	44	17%	31	20%	50	17%	55
	Somewhat infrequently	7%	15	6%	13	7%	20	4%	10
	Somewhat frequently	5%	14	7%	16	9%	20	2%	7
	Very frequently	4%	11	5%	9	5%	13	1%	2
	Total	100%	307	100%	239	100%	296	100%	302

Question 7

When smoking is allowed in an outside seating/dining area at a restaurant or bar (including bagel or coffee shops), how often does that lead you to choose to sit indoors instead of outdoors?		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Never		21%	62	29%	69	24%	71	11%	34
Very infrequently		13%	38	13%	30	15%	44	20%	60
Somewhat infrequently		9%	26	7%	16	13%	37	13%	39
Somewhat frequently		20%	59	19%	46	12%	36	14%	42
Very frequently		39%	117	33%	79	36%	104	42%	127
Total		100%	303	100%	240	100%	293	100%	302

Question 8

If you were shopping for an apartment or a condominium to live in, how important would it be to have the building be completely smoke free?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Very important	66%	202	59%	142	61%	180	72%	217
Somewhat important	18%	57	20%	47	18%	52	19%	58
Not very important	15%	47	19%	45	18%	54	8%	23
Don't know	1%	2	2%	6	3%	10	2%	5
Total	100%	307	100%	239	100%	296	100%	303

Question 9

Please indicate the degree to which you think it is true or false that smoking is allowed in each of the following places.		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Retail tobacco businesses	Mostly/all true	19%	62	26%	60	27%	75	27%	67
	Somewhat true	16%	51	25%	54	19%	50	18%	57
	Somewhat false	5%	16	8%	16	5%	13	5%	14
	Mostly/all false	15%	43	12%	23	15%	36	15%	47
	Don't know	44%	131	29%	78	35%	116	35%	117
	Total	100%	303	100%	231	100%	290	100%	302
Outdoor youth recreation areas including playgrounds and sports fields	Mostly/all true	16%	53	17%	43	14%	43	10%	31
	Somewhat true	17%	61	21%	51	23%	62	28%	71
	Somewhat false	9%	29	12%	23	8%	23	10%	29
	Mostly/all false	26%	70	27%	55	29%	69	23%	72
	Don't know	33%	90	23%	61	26%	90	28%	95
	Total	100%	303	100%	233	100%	287	100%	298

Question 10

Please indicate the degree to which you think each of the following is true or false.		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
It is legal for youth under the age of 18 to sell tobacco products when working in a retail store	Mostly/all true	17%	56	23%	57	24%	63	21%	52
	Somewhat true	6%	17	11%	23	8%	17	6%	18
	Somewhat false	5%	17	8%	21	8%	20	9%	25
	Mostly/all false	49%	151	44%	102	43%	133	46%	152
	Don't know	23%	65	14%	34	17%	62	18%	56
	Total	100%	306	100%	237	100%	295	100%	303
Businesses are required to have a license to sell tobacco products	Mostly/all true	63%	194	66%	150	54%	159	64%	179
	Somewhat true	6%	20	12%	29	16%	37	9%	29
	Somewhat false	3%	12	0%	1	4%	12	6%	9
	Mostly/all false	7%	24	5%	13	7%	19	7%	25
	Don't know	21%	55	16%	42	19%	68	14%	58
	Total	100%	305	100%	235	100%	295	100%	300
Tobacco companies are allowed to sell candy or fruit flavored tobacco products	Mostly/all true	31%	95	31%	69	32%	85	29%	69
	Somewhat true	15%	44	17%	38	11%	30	18%	52
	Somewhat false	5%	18	5%	13	6%	17	8%	19
	Mostly/all false	18%	45	17%	34	18%	45	14%	42
	Don't know	32%	102	31%	85	32%	119	31%	120
	Total	100%	304	100%	239	100%	296	100%	302
Candy or fruit flavored tobacco products are more appealing to youth	Mostly/all true	46%	143	40%	91	41%	117	42%	133
	Somewhat true	24%	72	25%	56	22%	63	31%	77
	Somewhat false	6%	21	4%	8	7%	15	2%	6
	Mostly/all false	3%	9	6%	9	4%	10	4%	10
	Don't know	20%	62	25%	71	26%	87	20%	76
	Total	100%	307	100%	235	100%	292	100%	302

Question 10

Please indicate the degree to which you think each of the following is true or false.		Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
		Percent	Count	Percent	Count	Percent	Count	Percent	Count
Tobacco advertising in retail stores can encourage youth tobacco use	Mostly/all true	41%	136	35%	89	35%	114	44%	134
	Somewhat true	32%	97	32%	79	33%	93	30%	97
	Somewhat false	8%	24	12%	26	10%	24	11%	22
	Mostly/all false	7%	19	11%	18	11%	28	7%	17
	Don't know	12%	30	9%	25	11%	36	7%	31
	Total	100%	306	100%	237	100%	295	100%	301
Where tobacco is displayed/sold inside a retail store can encourage youth tobacco use	Mostly/all true	35%	119	33%	81	31%	98	41%	129
	Somewhat true	33%	106	32%	86	36%	102	30%	99
	Somewhat false	12%	33	15%	27	9%	26	16%	29
	Mostly/all false	7%	16	11%	23	14%	34	6%	14
	Don't know	13%	32	8%	20	10%	34	7%	28
	Total	100%	306	100%	237	100%	294	100%	299
Cheaper/lower priced tobacco products can encourage youth tobacco use	Mostly/all true	42%	145	42%	104	41%	127	50%	168
	Somewhat true	33%	100	34%	83	28%	90	32%	86
	Somewhat false	7%	18	7%	14	10%	20	4%	13
	Mostly/all false	8%	20	11%	20	11%	27	7%	11
	Don't know	11%	24	7%	17	9%	31	7%	23
	Total	100%	307	100%	238	100%	295	100%	301
Tobacco companies market their products to youth	Mostly/all true	32%	117	33%	87	37%	118	30%	119
	Somewhat true	37%	104	34%	78	30%	90	41%	113
	Somewhat false	10%	26	15%	30	7%	16	15%	26
	Mostly/all false	9%	25	8%	13	14%	33	6%	13
	Don't know	12%	35	10%	28	12%	39	9%	31
	Total	100%	307	100%	236	100%	296	100%	302

Question 11

Please indicate which of the following individuals or groups, if any, you think should help youth avoid tobacco use. Please check all that apply.	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Youth	80%	244	77%	183	70%	207	80%	232
Parents	97%	295	97%	232	98%	289	98%	287
Law enforcement	54%	164	52%	123	49%	144	56%	163
Retailers/store owners	63%	193	60%	144	65%	192	63%	183
Local government	55%	166	49%	117	51%	150	48%	140
Health care professionals	82%	249	76%	182	83%	246	78%	227
Tobacco companies	56%	171	58%	139	66%	194	59%	172
None of these	0%	2	0%	1	1%	3	1%	2

Note: Totals do not equal 100% because respondents could select multiple choices

Question D1

Do you work in Jefferson County?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
No	51%	151	53%	128	59%	173	53%	162
Yes	49%	148	47%	112	41%	121	47%	141
Total	100%	299	100%	240	100%	294	100%	303

Question D2

Do you own a business in Jefferson County?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
No	87%	267	90%	216	89%	266	85%	258
Yes	13%	38	10%	23	11%	33	15%	46
Total	100%	306	100%	239	100%	299	100%	304

Question D3

Which best describes the building you live in?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
One family house detached from any other houses	56%	173	50%	120	56%	165	78%	239
House attached to one or more houses (e.g., a duplex or townhome)	8%	25	14%	34	16%	46	10%	32
Building with two or more apartments or condos	33%	102	34%	82	28%	84	11%	34
Mobile home	2%	5	0%	0	0%	0	0%	0
Other	1%	2	2%	5	0%	1	0%	0
Total	100%	308	100%	241	100%	296	100%	304

Question D4

Is this house, apartment or mobile home...	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Rented for cash or occupied without cash payment?	41%	123	40%	93	41%	118	18%	53
Owned by you or someone in this house with a mortgage or free and clear?	59%	176	60%	139	59%	173	82%	243
Total	100%	299	100%	232	100%	291	100%	296

Question D5

Do any children 18 or under live in your household?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
No	75%	229	78%	188	78%	231	56%	169
Yes	25%	77	22%	54	22%	67	44%	132
Total	100%	306	100%	242	100%	298	100%	302

Question D6

In which category is your age?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
18-24 years	18%	54	6%	13	4%	11	2%	7
25-34 years	19%	59	24%	57	23%	67	21%	62
35-44 years	15%	45	13%	31	11%	32	24%	73
45-54 years	23%	72	23%	55	22%	64	31%	94
55-64 years	12%	37	13%	30	17%	49	12%	35
65-74 years	7%	23	8%	20	7%	21	7%	20
75 years or older	6%	18	13%	31	17%	49	3%	9
Total	100%	308	100%	238	100%	292	100%	301

Question D7

What is your gender?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Female	44%	135	51%	121	53%	158	50%	153
Male	56%	170	49%	118	47%	137	50%	150
Total	100%	305	100%	239	100%	295	100%	303

Question D8

Which one of the following categories best describes you?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Hispanic or Latino	1%	3	9%	21	3%	10	4%	13
White	93%	282	86%	205	92%	274	87%	259
Black or African American	1%	3	0%	1	2%	6	0%	1
Asian	2%	5	2%	4	1%	2	1%	3
Native Hawaiian or other Pacific Islander	0%	0	0%	1	0%	0	0%	1
American Indian or Alaska Native	0%	1	0%	0	0%	1	2%	7
Other	3%	8	3%	6	1%	3	5%	15
Total	100%	302	100%	237	100%	297	100%	299

Question D9

What was your household's total annual income in 2009?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Less than \$25,000	22%	65	19%	42	22%	61	6%	16
\$25,000 - \$49,999	21%	60	26%	58	30%	82	19%	54
\$50,000 - \$99,999	26%	74	38%	83	29%	79	43%	121
\$100,000 - \$149,999	19%	54	13%	28	15%	40	16%	45
\$150,000 - \$199,999	7%	20	3%	7	3%	10	8%	22
\$200,000 or more	5%	14	1%	3	0%	1	8%	21
Total	100%	288	100%	220	100%	273	100%	279

Question D10

Please indicate which of the following best describes your health/medical insurance coverage in the last 12 months.	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Covered continuously for the last 12 months	88%	270	77%	181	84%	251	91%	274
Covered some part of last 12 months, but not all 12 months	7%	21	11%	26	7%	20	6%	19
No coverage in the last 12 months	5%	14	13%	30	9%	28	2%	7
Total	100%	305	100%	237	100%	299	100%	300

Question D11

Are you currently employed in a bar or restaurant where smoking is allowed in any seating/service area, including outdoor seating/dining areas?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
No	98%	301	98%	235	99%	295	98%	297
Yes	2%	5	2%	4	1%	4	2%	6
Total	100%	305	100%	239	100%	299	100%	303

Question D12

How often do you smoke or use any form of tobacco?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Have never used tobacco	51%	156	47%	112	41%	122	65%	195
Don't currently use tobacco, but have in the past	33%	99	34%	81	34%	101	28%	85
Very infrequently - once a month or less	6%	18	4%	9	3%	8	4%	12
Somewhat infrequently - 1-4 times a month	1%	3	3%	7	2%	7	0%	0
Somewhat frequently - 1-5 times a week	1%	4	3%	6	5%	13	1%	3
Very frequently - every day or almost every day	7%	22	9%	22	14%	42	3%	8
Don't know	1%	2	0%	0	1%	2	0%	0
Total	100%	304	100%	237	100%	296	100%	302

Question D13

Have you quit or tried to quit smoking/using tobacco in the last 12 months?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
No	83%	122	81%	99	75%	129	90%	96
Yes	17%	25	19%	24	25%	43	10%	10
Total	100%	148	100%	123	100%	172	100%	106

Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for question D12.

Question D14

Which one of the following best describes you?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Have successfully quit	72%	93	63%	77	61%	104	75%	78
Not currently trying to quit	21%	27	24%	29	23%	39	21%	22
Interested in quitting but not sure where to start	3%	4	8%	10	11%	19	1%	1
Actively trying to quit	4%	5	5%	6	4%	7	2%	3
Total	100%	129	100%	122	100%	169	100%	103

Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for question D12.

Question D15

How familiar are you, if at all, with the Colorado Quitline (1800-QUIT NOW)?	Golden		Lakewood		Wheat Ridge		Unincorporated Jefferson County	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Very familiar	9%	13	17%	22	20%	35	11%	12
Somewhat familiar	24%	37	35%	44	31%	53	40%	43
Not familiar at all	67%	101	48%	61	49%	85	49%	52
Total	100%	151	100%	128	100%	173	100%	106

Note: This question was asked only of respondents who selected a response other than "Have never used tobacco" for question D12.

Appendix B: Survey Methodology

Developing the Questionnaire

For this first in the series of two surveys regarding tobacco in four geographic areas of Jefferson County, the topics included household participation in activities and typical exposure to secondhand smoke in various locations, observations about adherence to current smoke-free ordinances and attitudes and preferences regarding tobacco exposure. The questionnaire was developed in concert between NRC and Jefferson County Public Health using an iterative process until arriving at the final three-page survey.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the cities of Golden, Lakewood and Wheat Ridge, as well as the unincorporated part of the county, were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled, so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a final list of 1,000 addresses in each of the four geographic areas of the county.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the instructions accompanying the questionnaire.

Survey Administration and Response Rates

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the survey was sent. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the Executive Director of Jefferson County Public Health enlisting participation. The packet also contained a postage paid return envelope in which the survey recipients could return the completed questionnaire. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey.

The mailings were sent on October 29, November 5 and November 12, 2010. Completed surveys were collected through the middle of December. About 2-4% of the 1,000 surveys mailed in each geographic area were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Response rates in each of the areas ranged from 25% to 32%.

Response Rates by Geographic Area

	Sampled households	Undeliverable postcards	Completed surveys	Response rate
Golden	1,000	41	308	32%
Lakewood	1,000	39	242	25%
Wheat Ridge	1,000	37	299	31%
Unincorporated	1,000	22	306	31%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error around results for each of the four geographic areas is plus or minus six percentage points around any given percentage for that community.

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents indicate that they “strongly” agree with a potential measure, then a 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of error is called sampling error. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

Survey Processing and Data Entry

Mailed surveys were returned via postage-paid business reply envelopes. Completed surveys received were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, for a question that asked a respondent to pick one response and the respondent checked two, the cleaning process involved randomly selecting one of the two selected responses to be recorded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. “Range checks” (examination of the data for invalid values) as well as other forms of quality control also were performed.

Survey Analysis

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). The report includes the percentages of responses for each question within each geographic subarea.

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the Census and American Community Survey (ACS) estimates for adults in each of the four geographic areas. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each geographic area. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent age, gender, housing unit type (attached versus detached) and tenure (rent versus own). This decision was based on the disparity between the survey respondent characteristics and the population norms for these variables and the saliency of these variables in differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the known demographic profile and yield the most different results are the best candidates for data weighting.

A special software program using mathematical algorithms is used to calculate the appropriate weights. The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table.

Data Weighting Results

Characteristic	Golden			Lakewood			Wheat Ridge			Unincorporated		
	Population Norm ¹	Unweighted Data	Weighted Data	Population Norm ²	Unweighted Data	Weighted Data	Population Norm ¹	Unweighted Data	Weighted Data	Population Norm ³	Unweighted Data	Weighted Data
<i>Housing</i>												
Rent home	41%	34%	41%	40%	35%	40%	41%	35%	41%	18%	7%	18%
Own home	59%	66%	59%	60%	65%	60%	59%	65%	60%	82%	93%	82%
Detached unit	59%	54%	58%	51%	42%	50%	56%	59%	56%	78%	89%	79%
Attached unit	41%	46%	42%	49%	58%	50%	44%	41%	44%	22%	11%	21%
<i>Sex and Age</i>												
18-34 years of age	37%	25%	37%	30%	19%	29%	27%	13%	27%	23%	10%	23%
35-54 years of age	37%	34%	38%	38%	31%	37%	33%	33%	33%	56%	40%	56%
55+ years of age	25%	41%	25%	32%	51%	34%	39%	53%	41%	21%	50%	22%
Female	44%	61%	44%	51%	59%	51%	52%	69%	54%	50%	66%	51%
Male	56%	39%	56%	49%	41%	49%	48%	32%	46%	50%	34%	50%
Females 18-34	14%	14%	14%	14%	13%	15%	12%	9%	12%	12%	7%	11%
Females 35-54	17%	23%	18%	19%	18%	18%	17%	21%	17%	28%	30%	29%
Females 55+	13%	24%	13%	18%	28%	18%	23%	38%	24%	10%	29%	11%
Males 18-34	24%	11%	23%	16%	6%	15%	15%	4%	15%	12%	3%	12%
Males 35-54	20%	11%	20%	19%	13%	18%	16%	12%	16%	28%	10%	27%
Males 55+	12%	17%	12%	15%	23%	15%	16%	16%	17%	11%	21%	11%

¹Source: 2005-2009 American Community Survey 5-Year Estimates

²Source: 2006-2008 American Community Survey 3-Year Estimates

³Source: 2000 Census

Appendix C: Copy of Survey Questionnaire

The following pages contain a copy of the questionnaire that randomly selected households received in the mail.

Thank you for completing the survey!

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of your community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Opportunities to attend community events	1	2	3	4	5
Entertainment opportunities	1	2	3	4	5
Your community as a place to live a healthy life	1	2	3	4	5

2. In the last 12 months, how frequently, if at all, have you or other members of your household spent time doing each of the following?

	<u>Never</u>	<u>Very infrequently</u>	<u>Somewhat infrequently</u>	<u>Somewhat frequently</u>	<u>Very frequently</u>
Sitting in an outside seating/dining area at a restaurant or bar.....	1	2	3	4	5
Visiting a playground, park or youth/community sports field ..	1	2	3	4	5
Waiting at a public transit location (like a bus or train stop)	1	2	3	4	5

3. To what extent do you agree or disagree that each of the following parts of smoke-free laws in your area are being obeyed?

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
No smoking...					
Within 15 feet of the main public entrances of businesses	1	2	3	4	5
In indoor areas of restaurants	1	2	3	4	5
In indoor areas of bars.....	1	2	3	4	5
In indoor areas of other workplaces/public places	1	2	3	4	5
In indoor common use areas of apartments/condos (laundry rooms, hallways).....	1	2	3	4	5

4. To what degree, if at all, do you feel that each of the following generally is a health concern?

	<u>Not at all a concern</u>	<u>Minor concern</u>	<u>Moderate concern</u>	<u>Major concern</u>	<u>Don't know</u>
Smoking cigarettes	1	2	3	4	5
Use of oral/chew tobacco	1	2	3	4	5
Use of cigars/little cigars	1	2	3	4	5
Smoking hookah tobacco or other forms of tobacco	1	2	3	4	5
Any exposure of adults to secondhand smoke	1	2	3	4	5
Any exposure of children to secondhand smoke	1	2	3	4	5
Exposure of workers in indoor settings where smoking is permitted.....	1	2	3	4	5
Exposure of workers in outdoor settings where smoking is permitted ...	1	2	3	4	5
Youth tobacco use in your community.....	1	2	3	4	5

5. To what extent, if at all, would you feel that it is a health concern if each of the following individuals/groups were to be exposed to tobacco smoke in outdoor areas?

	<u>Not at all a concern</u>	<u>Minor concern</u>	<u>Moderate concern</u>	<u>Major concern</u>	<u>Don't know</u>
Yourself.....	1	2	3	4	5
Other adults with you.....	1	2	3	4	5
Your children or other children with you	1	2	3	4	5

6. In the last 12 months, how frequently, if at all, have you been exposed to someone else smoking around you while doing each of the following?

	<u>Never</u>	<u>Very infrequently</u>	<u>Somewhat infrequently</u>	<u>Somewhat frequently</u>	<u>Very frequently</u>
In an indoor area of a workplace or place of business (including restaurants and bars)	1	2	3	4	5
When entering or leaving businesses (including restaurants and bars)	1	2	3	4	5
Sitting in an outside seating/dining area at a restaurant or bar	1	2	3	4	5
Visiting a playground, park or youth/community ball field	1	2	3	4	5
While waiting outdoors for public transportation (bus shelter, train platform, etc.)	1	2	3	4	5
While visiting/entering/leaving a healthcare facility (hospital, community clinic)	1	2	3	4	5
While visiting/entering/leaving a government building	1	2	3	4	5
While at your place of employment (either in indoor or outdoor areas of your workplace)	1	2	3	4	5
While in outdoor entertainment settings	1	2	3	4	5
While in your home	1	2	3	4	5
While traveling in a vehicle	1	2	3	4	5

7. When smoking is allowed in an outside seating/dining area at a restaurant or bar (including bagel or coffee shops), how often does that lead you to choose to sit indoors instead of outdoors?

- Never Very infrequently Somewhat infrequently Somewhat frequently Very frequently

8. If you were shopping for an apartment or a condominium to live in, how important would it be to have the building be completely smoke free?

- Very important Somewhat important Not very important Don't know

9. Please indicate the degree to which you think it is true or false that smoking is allowed in each of the following places.

	<u>Mostly/all true</u>	<u>Somewhat true</u>	<u>Somewhat false</u>	<u>Mostly/all false</u>	<u>Don't know</u>
Retail tobacco businesses	1	2	3	4	5
Outdoor youth recreation areas including playgrounds and sports fields	1	2	3	4	5

10. Please indicate the degree to which you think each of the following is true or false.

	<u>Mostly/all true</u>	<u>Somewhat true</u>	<u>Somewhat false</u>	<u>Mostly/all false</u>	<u>Don't know</u>
It is legal for youth under the age of 18 to sell tobacco products when working in a retail store	1	2	3	4	5
Businesses are required to have a license to sell tobacco products	1	2	3	4	5
Tobacco companies are allowed to sell candy or fruit flavored tobacco products	1	2	3	4	5
Candy or fruit flavored tobacco products are more appealing to youth	1	2	3	4	5
Tobacco advertising in retail stores can encourage youth tobacco use	1	2	3	4	5
Where tobacco is displayed/sold inside a retail store can encourage youth tobacco use	1	2	3	4	5
Cheaper/lower priced tobacco products can encourage youth tobacco use	1	2	3	4	5
Tobacco companies market their products to youth	1	2	3	4	5

11. Please indicate which of the following individuals or groups, if any, you think should help youth avoid tobacco use. Please check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Youth | <input type="checkbox"/> Local government |
| <input type="checkbox"/> Parents | <input type="checkbox"/> Health care professionals |
| <input type="checkbox"/> Law enforcement | <input type="checkbox"/> Tobacco companies |
| <input type="checkbox"/> Retailers/store owners | <input type="checkbox"/> None of these |

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Do you work in Jefferson County?

- No Yes

D2. Do you own a business in Jefferson County?

- No Yes

D3. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condos
 Mobile home
 Other

D4. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?

D5. Do any children 18 or under live in your household?

- No Yes

D6. In which category is your age?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> 18-24 years | <input type="checkbox"/> 55-64 years |
| <input type="checkbox"/> 25-34 years | <input type="checkbox"/> 65-74 years |
| <input type="checkbox"/> 35-44 years | <input type="checkbox"/> 75 years or older |
| <input type="checkbox"/> 45-54 years | |

D7. What is your gender?

- Female Male

D8. Which one of the following categories best describes you?

- Hispanic or Latino
 White
 Black or African American
 Asian
 Native Hawaiian or other Pacific Islander
 American Indian or Alaska Native
 Other

D9. What was your household's total annual income in 2009?

- | | |
|--|--|
| <input type="checkbox"/> Less than \$25,000 | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> \$25,000 - \$49,999 | <input type="checkbox"/> \$150,000 - \$199,999 |
| <input type="checkbox"/> \$50,000 - \$99,999 | <input type="checkbox"/> \$200,000 or more |

D10. Please indicate which of the following best describes your health/medical insurance coverage in the last 12 months.

- Covered continuously for the last 12 months
 Covered some part of last 12 months, but not all 12 months
 No coverage in the last 12 months

D11. Are you currently employed in a bar or restaurant where smoking is allowed in any seating/service area, including outdoor seating/dining areas?

- No Yes

D12. How often do you smoke or use any form of tobacco?

- Have never used tobacco (*skip remaining questions*)
 Don't currently use tobacco, but have in the past
 Very infrequently – once a month or less
 Somewhat infrequently – 1-4 times a month
 Somewhat frequently – 1-5 times a week
 Very frequently – every day or almost every day
 Don't know

D13. Have you quit or tried to quit smoking/using tobacco in the last 12 months?

- No Yes

D14. Which one of the following best describes you?

- Have successfully quit
 Not currently trying to quit
 Interested in quitting but not sure where to start
 Actively trying to quit

D15. How familiar are you, if at all, with the Colorado Quitline (1800-QUIT NOW)?

- Very familiar
 Somewhat familiar
 Not familiar at all

Thank you very much! Please return the completed questionnaire to National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502-9922 in the postage-paid envelope provided.