



**Opinion Survey
Of
Non Fast-food Restaurant Owners/Managers
On
Factors Influencing Future Restaurant Smoking Policies**

February 2005

OSU Opinion Survey on Factors Influencing Future Restaurant Smoking Policies

Background: In October 2004 a random sample of 800 Oklahoma restaurants were surveyed. The sample did not include “fast-food”, taverns, or bars. The survey was conducted by the Oklahoma State University Department of Marketing Center for Social and Services Marketing under the direction of Dr. Josh Wiener (professor, department head, and center director).

Restaurant managers were asked how important various issues would be in terms of influencing their decision to go either totally smoke free or install a special room that is fully enclosed and separately ventilated.

“A” through “K” are responses to a list of eleven topics prefaced by this general statement and question:

State laws and regulations permit restaurants some choice of smoking policies, even after the March 1, 2006, transition date. How important are each of the following in your establishment’s decision to be totally smokefree or to provide a fully enclosed and separately ventilated room for smoking?

Their responses are detailed below

Variable	Frequency	Percent
A. Health concerns?		
1) Very important	480	60.0%
2) Somewhat important	184	23.0%
3) Not at all important	91	11.4%
4) <i>Do not know</i>	37	4.6%
5) <i>Refused</i>	8	1.0%
	800	100.0%
B. Cleanliness and cleaning costs?		
1) Very important	506	63.3%
2) Somewhat important	152	19.0%
3) Not at all important	110	13.8%
4) <i>Do not know</i>	22	2.8%
5) <i>Refused</i>	10	1.3%
	800	100.0%

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C. Smoker complaints and demands for a smoking room?		
1) Very important	185	23.1%
2) Somewhat important	162	20.3%
3) Not at all important	385	48.1%
4) <i>Do not know</i>	51	6.4%
5) <i>Refused</i>	17	2.1%
	800	100.0%
D. Nonsmoker complaints and demands for smokefree dining?		
1) Very important	391	48.9%
2) Somewhat important	178	22.3%
3) Not at all important	164	20.5%
4) <i>Do not know</i>	51	6.4%
5) <i>Refused</i>	16	2.0%
	800	100.0%
E. Requests by employees for an all smokefree workspace?		
1) Very important	210	26.3%
2) Somewhat important	172	21.5%
3) Not at all important	357	44.6%
4) <i>Do not know</i>	48	6.0%
5) <i>Refused</i>	13	1.6%
	800	100.0%
F. Because we have allowed smoking in the past?		
1) Very important	185	23.1%
2) Somewhat important	173	21.6%
3) Not at all important	326	40.8%
4) <i>Do not know</i>	98	11.6%
5) <i>Refused</i>	23	2.9%
	800	100.0%
G. Saving remodeling costs?		
1) Very important	367	25.9%
2) Somewhat important	147	18.4%
3) Not at all important	220	27.5%
4) <i>Do not know</i>	52	6.5%
5) <i>Refused</i>	14	1.8%
	800	100.0%

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H. Saving operating costs?		
1) Very important	345	43.1%
2) Somewhat important	150	18.8%
3) Not at all important	234	29.3%
4) <i>Do not know</i>	56	7.0%
5) <i>Refused</i>	15	1.9%
	800	100.0%
I. Safety and reduction of liability?		
1) Very important	439	54.9%
2) Somewhat important	127	15.9%
3) Not at all important	178	22.3%
4) <i>Do not know</i>	44	6.5%
5) <i>Refused</i>	12	1.5%
	800	100.0%
J. Personal reasons?		
1) Very important	346	43.3%
2) Somewhat important	168	21.0%
3) Not at all important	212	26.5%
4) <i>Do not know</i>	55	6.9%
5) <i>Refused</i>	19	2.4%
	800	100.0%
K. Keeping up with or ahead of the competition?		
1) Very important	349	43.6%
2) Somewhat important	183	22.9%
3) Not at all important	223	27.9%
4) <i>Do not know</i>	31	3.9%
5) <i>Refused</i>	14	1.8%
	800	100.0%

Managers were also asked whether or not they believed that breathing second hand smoke is harmful. A sizable majority of these restaurant owners and managers (86.6%) considered secondhand smoke harmful, more than ten times the proportion disagreeing with this statement (8.5%).

L. Do you strongly agree, agree, disagree or strongly disagree with the following statement? “Breathing secondhand smoke is harmful.”		
1) Strongly agree	398	49.8%
2) Agree	294	36.8%
3) Disagree	68	8.5%
4) Strongly disagree	16	2.0%
5) <i>Refused to respond</i>	24	3.0%
	800	100.0%

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The current smoking habits of the managers is very similar to the habits of Oklahoma adults.

M. How would you describe your personal smoking habits?			All Oklahoma Adults
1) Currently smoke cigarettes, cigars and/or a pipe	210	26.3%	25.1%
2) Former smoker	171	21.4%	22.1%
3) Never smoked	411	51.4%	52.7%
4) <i>Do not know</i>	2	0.3%	
5) <i>Refused</i>	6	0.8%	
	800	100.0%	99.9%

The data for smoking habits of Oklahoma adults is from the 2003 Behavioral Risk Factor Surveillance Survey, a broad-based telephone survey conducted jointly by the Oklahoma State Department of Health and the U. S. Centers for Disease Control and Prevention.