

SMOKE-FREE RENTAL HOUSING IN THE PORTLAND METROPOLITAN AREA

2009 Benchmark Research

Summary Report

**Telephone survey research of tenants in:
Clackamas, Multnomah, and Washington County, Oregon
and Clark County, Washington**

**Conducted for:
American Lung Association in Oregon
Multnomah County, Oregon
Clackamas County, Oregon
& partner agencies**





2627 Northeast 33rd Avenue
Portland, Oregon 97212
503-221-2005
Fax: 503-221-4541
www.cdri.com

INTRODUCTION

In 2006, the American Lung Association in Oregon, the Multnomah County Health Department, Clark County Public Health, and partner agencies contracted with Campbell DeLong Resources, Inc. to conduct research to assist in the development of strategies to reduce secondhand smoke in rental housing. Part of that research effort involved a survey of metropolitan area renters. In 2009 the renter survey was repeated, this time with funding from the American Lung Association in Oregon and the Health Departments of Multnomah and Clackamas Counties, Oregon, to determine the degree to which market characteristics had changed in the intervening three years. This summary report contains the results of the tenant research benchmark. It is divided into the following sections:

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Direct questions or comments about this research to John H. Campbell at Campbell DeLong Resources, Inc., (503) 221-2005, or e-mail John@cdri.com. At the American Lung Association in Oregon, contact Colleen Hermann-Franzen, Smokefree Housing Manager, (503) 718-6145, or e-mail colleen@lungoregon.org.

RESEARCH RESULTS

I. Respondent Characteristics

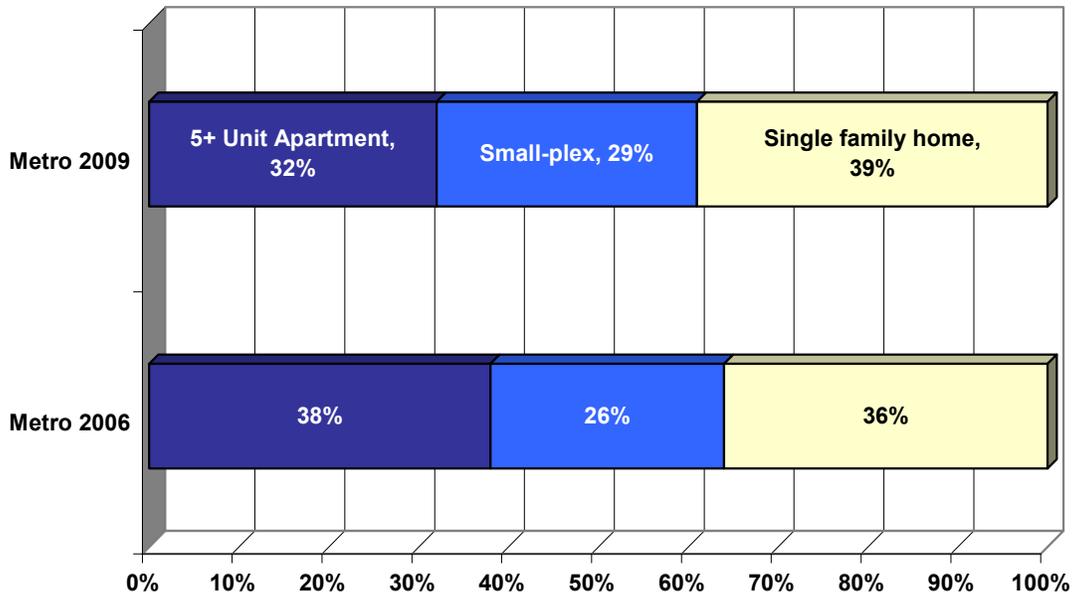
SLIGHTLY MORE RENTERS OF SINGLE FAMILY HOMES ARE IN THIS BENCHMARK'S SAMPLE.

The survey was designed originally to assess the opinions and experiences of all renters, with the expectation that a majority of those would be in multi-family property. That was the case in 2006 and remains so today, although the 2009 sample has slightly more single family home renters than did the 2006 sample. While some economic factors could contribute to a real rise in single family rentals, our working assumption is that the apparent shift is likely better explained by taking into account the possibility that the economic recession has put additional pressure on renters to accelerate the move away from owning both a landline and a cellular phone (cell phones are not included in the sample). While assumptions could be developed and weighting techniques implemented based on this theory, we have judged the need unnecessary because test runs of weighted answers do not yield substantially different results for the core survey questions. Thus we have shown the data un-weighted in this analysis.

TYPE OF RENTAL UNIT

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

2006 sample n=356, 2009 n=300



AS SEEN IN THE EARLIER SURVEY, COMPARED TO THE OVERALL POPULATION, RENTERS TEND TO EARN LESS, LIVE IN THEIR HOMES FOR SHORTER TIME PERIODS, AND HAVE A HIGHER PROPORTION OF YOUNGER ADULTS.

A brief summary of key demographic points is shown below.

- ▶ **Ages of 2009 renters are comparable, though somewhat older than was the case in 2006.**

AGE

Age	Metro 2006 n=356	Metro 2009 n=300
18 – 24	9%	5%
25 – 34	27%	17%
35 – 44	19%	17%
45 – 54	18%	21%
55 – 64	8%	16%
65 or older	16%	21%
Refused	2%	3%

- ▶ **The average household size is unchanged at 2.3, with about a third living alone.**

HOUSEHOLD SIZE

Household size	Metro 2006 n=356	Metro 2009 n=300
1 person	34%	38%
2 people	30%	29%
3 to 4 persons	27%	24%
5 or more people	8%	9%

- **The average length of residency has risen from 4 years to 5.8 years.**

TIME IN CURRENT HOME

Length of time in current home	Metro 2006 n=356	Metro 2009 n=300
Less than 1 year	19%	8%
1 year	20%	22%
2 – 4 years	30%	35%
5 – 9 years	18%	18%
10 – 19 years	7%	9%
20 years or more	3%	7%
Don't know/refused	2%	1%

- **"At risk" factors measured have remained the same, with the exception of an increase in the number of people 65 or older in the household.** Part of the reason for the shift in elderly may be an artifact of methodology. Part of it, however, certainly represents the front edge of the post-war baby boom reaching the traditional retirement age.

"AT-RISK" HOUSEHOLDS

At-risk households	Metro 2006 n=356	Metro 2009 n=300
Heart disease or lung condition in household	21%	22%
Child in household	27%	27%
Elder in household	19%	24%

- **The racial diversity of the sample is roughly similar to the baseline research.**

RACE/ETHNICITY

Race/ethnicity	Metro 2006 n=356	Metro 2009 n=300
White/Caucasian	83%	81%
African American	2%	5%
Hispanic/Latino	5%	3%
Alaska native/American Indian	2%	3%
Asian/Pacific Islander	2%	1%
Multi-racial/other	4%	4%
Refused	3%	3%

- **Income profiles are also similar between surveys.** As the chart below indicates, only about 2 in 10 acknowledge a household income that is above \$50,000, with many earning considerably less. The primary shift between the surveys is the reduction of those who refused to answer.

INCOME

Household income	Metro 2006 n=356	Metro 2009 n=300
Under \$15,000	11%	13%
\$15,000 - \$24,999	13%	12%
\$25,000 - \$34,999	12%	17%
\$35,000 - \$49,999	14%	20%
\$50,000 - \$74,999	14%	11%
\$75,000 or more	6%	12%
Refused	30%	15%

II. Current Exposure to Direct & Secondhand Smoke

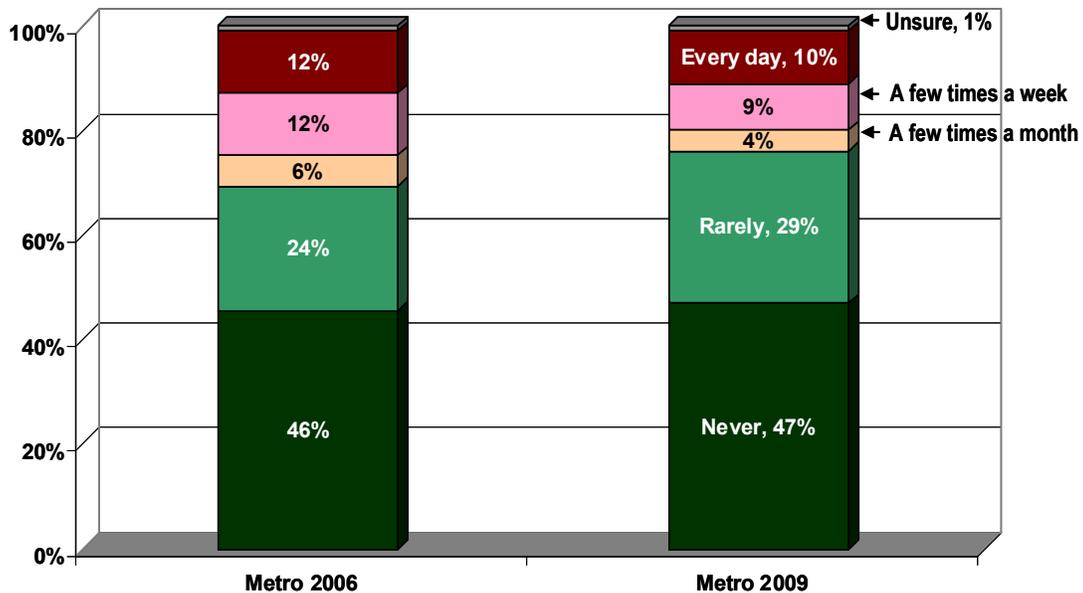
SOMEWHAT FEWER RENTERS ARE EXPERIENCING SECONDHAND SMOKE IN THEIR HOMES THAN WAS THE CASE IN 2006.

Respondents were read a brief definition of secondhand smoke¹ and then asked how often they experience it. Since 2006, there has been a shift in the percentage of renters who are experiencing secondhand smoke in their homes with any frequency. In the 2006 survey 70% rarely or never experienced secondhand smoke in their homes. In 2009 that number has improved to 76%.

FREQUENCY OF EXPERIENCING SECONDHAND SMOKE

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

2006 sample n=356, 2009 n=300



¹ The definition of secondhand smoke provided to respondents: “Secondhand smoke is smoke from someone else’s cigarette, cigar, or pipe that you breathe.”

THE PERCENTAGE OF RENTERS WHO SMOKE HAS NOT CHANGED SIGNIFICANTLY.

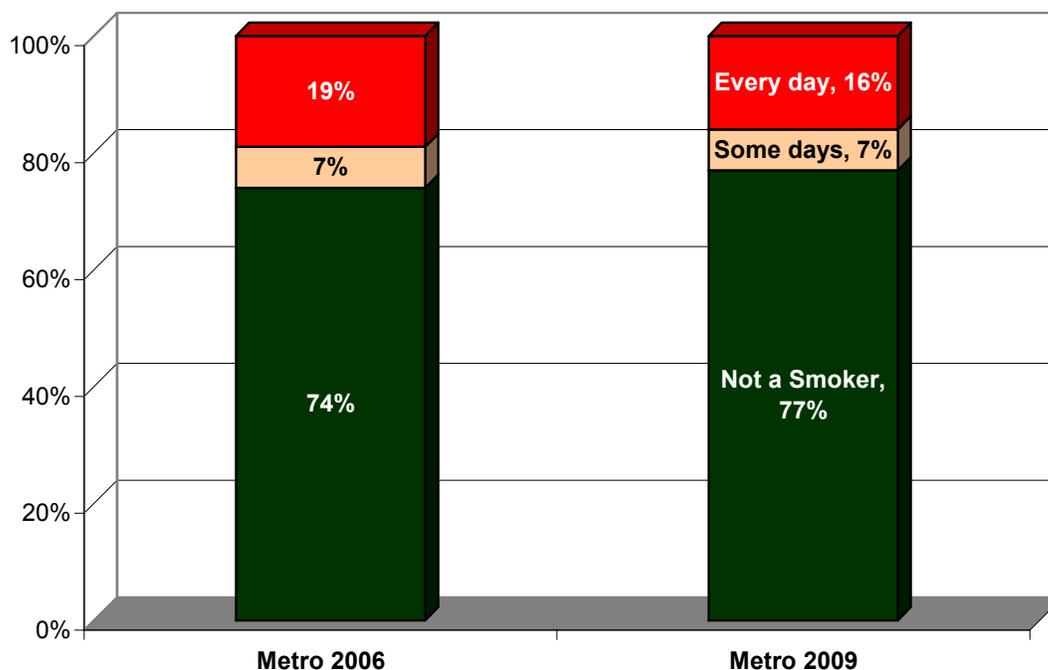
As seen in 2006, about a quarter of metro-area renters currently smoke — either every day or on some days — while the majority of renters — 77% in 2009 — do not. The small changes in the numbers since 2006, while suggestive of a positive change from an tobacco prevention perspective, do not meet tests of statistical significance.

Also, it is important to keep in mind the difference between asking if a person smokes and asking if they *smoke indoors* — which is the behavior most commonly proscribed by "smoke-free" housing rules. As later sections of this report outline in more detail, the fact that a person is a smoker does not necessarily mean that he or she regularly smokes inside the home. As seen in other research and confirmed again by this study, most people who smoke today no longer do so inside their own homes.

PREVALENCE OF SMOKING

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

2006 sample n=356, 2009 n=300



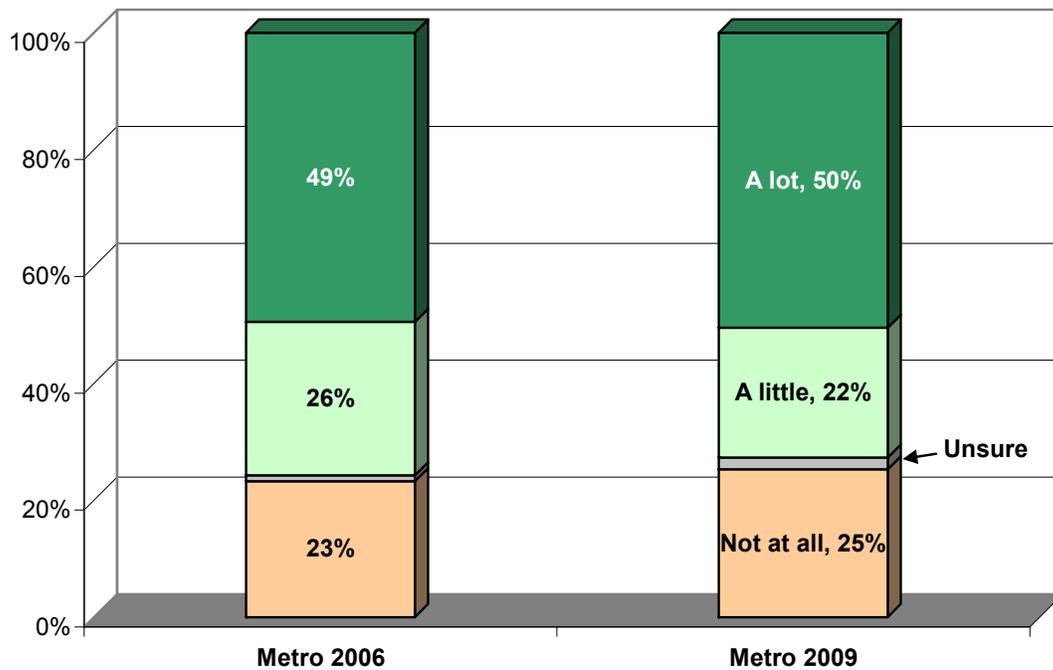
AS IN 2006, THE MAJORITY ARE BOTHERED BY SECONDHAND SMOKE WHEN THEY ENCOUNTER IT.

Half of all respondents are bothered “a lot” by secondhand smoke. These findings are virtually unchanged from 2006, as is the finding that secondhand smoke plainly bothers women more than men (in the current survey 60% of women say it bothers them a lot compared with only 41% of men — similar proportions to 2006).

DEGREE TO WHICH SECONDHAND SMOKE BOTHERS

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

2006 sample n=356, 2009 n=300



III. Smoking Policies & Preferences

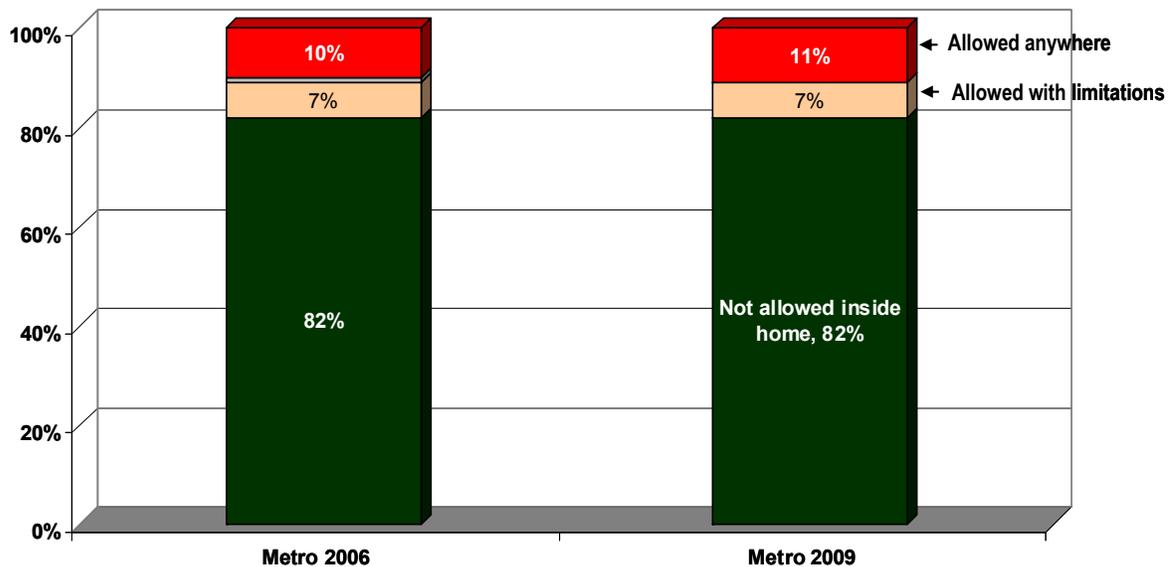
AS IN 2006, 8 IN 10 SAY SMOKING IS NOT ALLOWED INSIDE THEIR HOME REGARDLESS OF WHETHER THE LANDLORD HAS SET RULES ABOUT SMOKING ON THE PROPERTY.

As seen in the earlier survey as well, while about three-quarters of renters in the metro area do not smoke, even more have prohibited smoking in their homes. Only 1 in 10 say smoking is allowed anywhere inside the home, with a few additional saying that smoking is restricted to some places or times (7%).

SMOKING RULES IN THE HOME AS SET BY TENANTS

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

2006 sample n=356, 2009 n=300



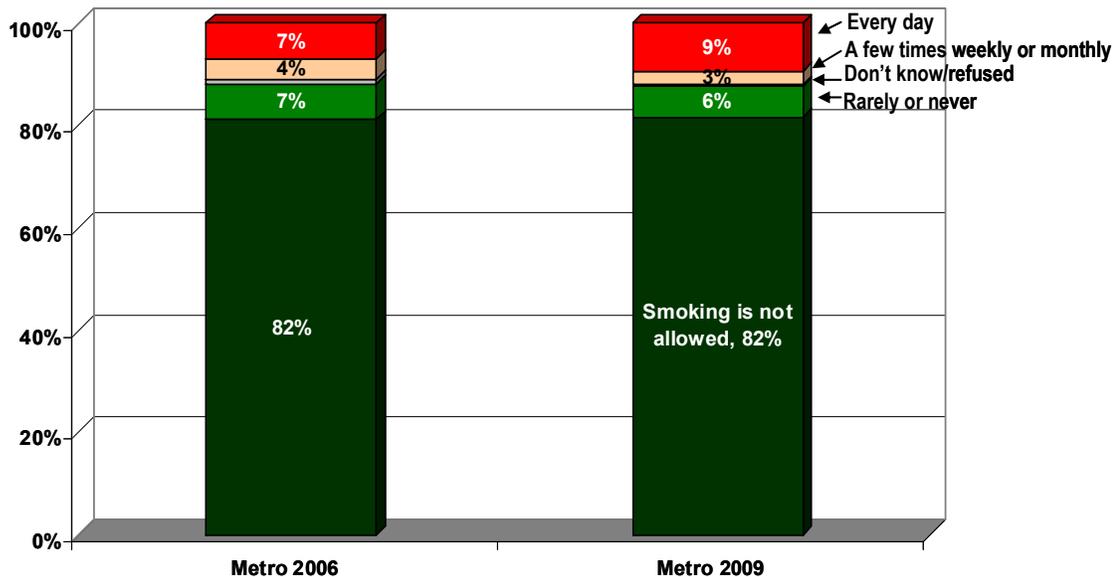
CONSISTENT WITH THE BASELINE FINDINGS, REGARDLESS OF WHETHER RULES HAVE BEEN SET, ALMOST 9 OUT OF 10 RENTERS LIVE IN HOMES THAT ARE VIRTUALLY SMOKE-FREE.

Only 9% say smoking occurs inside the home every day — either by the respondent or someone else in the household. Adding in those who say they, or someone else, smokes a few times a week or even just a few times a month, the number for whom any regular amount of smoking occurs inside the home rises just a few percentage points to 12%. Therefore, if it is reasonable to call a home “virtually smoke-free” where the frequency of anyone smoking is described as either “rarely” or “never,” we can conclude that nine in ten renters in the metro area are already choosing to live in homes that are virtually smoke-free. As was also noted in 2006, this statistic, by itself, is strongly suggestive that the establishment of no-smoking policies by landlords would be seen as a market barrier by very few and as a distinct market advantage by many.

FREQUENCY OF SMOKING INSIDE THE HOME

Q. How often, if at all, does anyone — you, household members, or visitors — smoke inside your home? (Response fields are: Every day or almost every day, A few times a week, A few times a month, Rarely, or Never)

2006 sample n=356, 2009 n=300



THE PERCENTAGE OF LANDLORDS WHO FORBID SMOKING INSIDE THE DWELLING UNITS HAS INCREASED.

Respondents were asked, regardless of whether they had set rules about smoking in their home, whether their landlord had set any rules about smoking on the property. The percent who indicated that their landlord had set rules, generically, was 26% in 2006 and 28% in 2009, not a significant change. However, when the follow-up questions were asked about the *type* of rules the landlord had set, the answers reveal that more units are covered by rules that forbid indoor smoking and more multi-family properties have rules that forbid smoking in common areas. Specifically:

- ▶ **While 17% said their landlord prohibited smoking inside the living space in 2006, 22% do today.** Significant at the 94% confidence level, this change represents a 29% increase in the number of rental units in the metro area covered by rules that do not permit in-unit smoking. Projecting this figure to the number of occupied rental units estimated by the U.S. Census to be in the survey area, this suggests an increase of approximately 13,000 rental units covered by such rules since the baseline research.
- ▶ **The percentage of multifamily renters who are covered by rules forbidding smoking in the indoor common areas has risen significantly.** As this question relates to shared indoor spaces, such as common areas, hallways, and entryways, it was asked only of those respondents who say they live in a rental property with more than one unit in which the landlord has set rules about smoking. The percentage of landlords who have set rules forbidding smoking in these areas (something the law actually requires them to do in the majority of such circumstances) has almost doubled, indicating the likelihood of increasing awareness by landlords of the requirement. (As we noted in the baseline research, it is also possible that this number is under-reported because tenants who don't smoke may not keep track of rules that prohibit their smoking.)
- ▶ **The percentage of landlords who forbid smoking in different outdoor areas has not changed by significant amounts since the baseline research.**

LANDLORD’S POLICY REGARDING SMOKING IN THE FOLLOWING AREAS

Asked only of those who report that their landlord has set rules about smoking. For the benefit of being able to project the findings to the population, data are shown based over the entire sample by including those who report that their landlord has set no rules.

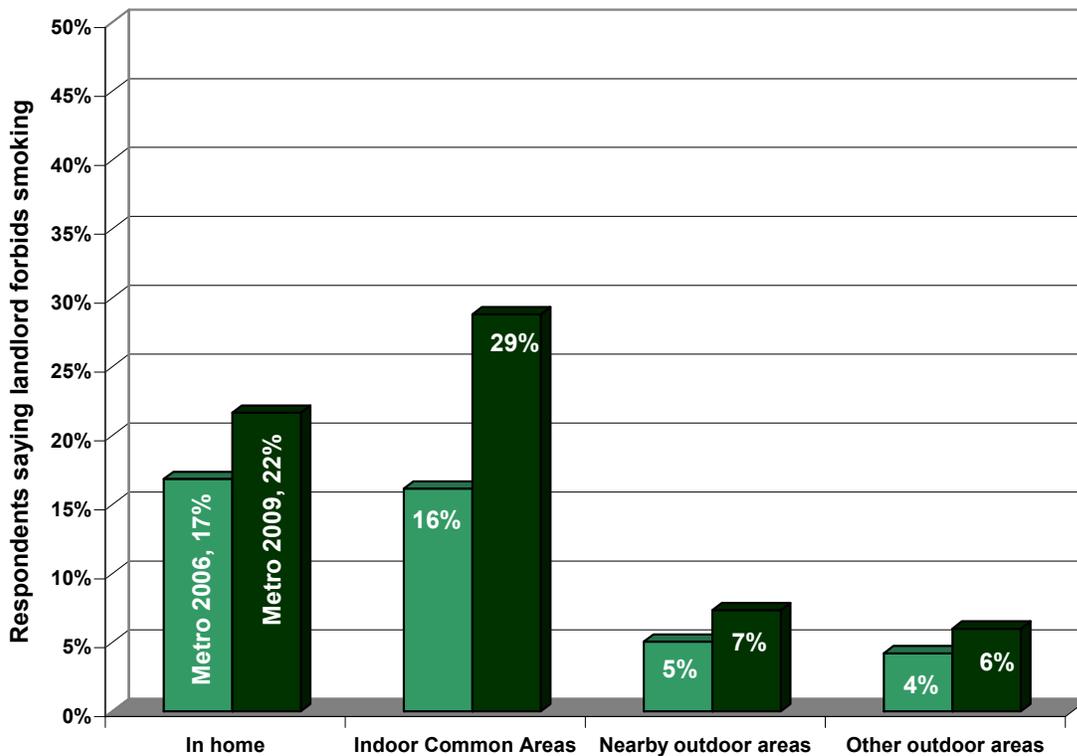
Q: Regarding those rules, we’d like to know whether your landlord allows, limits, or forbids smoking in certain situations. Please note that, by “limit” we mean that smoking is allowed, but there are rules attached, such as ventilating smoke, keeping doors closed, or perhaps staying some distance from a building while smoking.¹ Do the smoking rules set by your landlord allow, limit, or forbid smoking...

- *Inside your living space, inside your home?*
- *In interior common areas such as hallways and entryways? (asked only of multi-family property residents):*
- *In nearby outside places such as porches, patios, or decks?*
- *On other outdoor areas of the property?*

PERCENT OF TENANTS WHOSE LANDLORD FORBIDS SMOKING IN EACH AREA

2006 sample n=356, 2009 n=300, except common areas question with samples of 229 and 184 respectively

Note that the scale used is to 50% not 100%



¹ Note that the reason for asking about rules that "limit" smoking, such as requiring ventilation practices, is intended simply to capture current market realities (and give the few respondents for whom this answer was the most accurate an appropriate response field) and is not intended to suggest such measures are as beneficial, from a health standpoint, as a smoking ban.

IV. Attitudes about Secondhand Smoke & Smoke-Free Rules

Renters were asked to rate how strongly they agree or disagree with statements about secondhand smoke and rental housing choices. Overall, the research shows high recognition for the dangers of secondhand smoke and broad support for smoke-free housing. This section examines the beliefs of renters in relation to the agree/disagree questions asked.

THREE-QUARTERS OF ALL METRO-AREA RENTERS CONTINUE TO AGREE THAT “OTHER THINGS BEING EQUAL,” THEY WOULD CHOOSE A RENTAL HOME WHERE THE LANDLORD FORBIDS SMOKING.

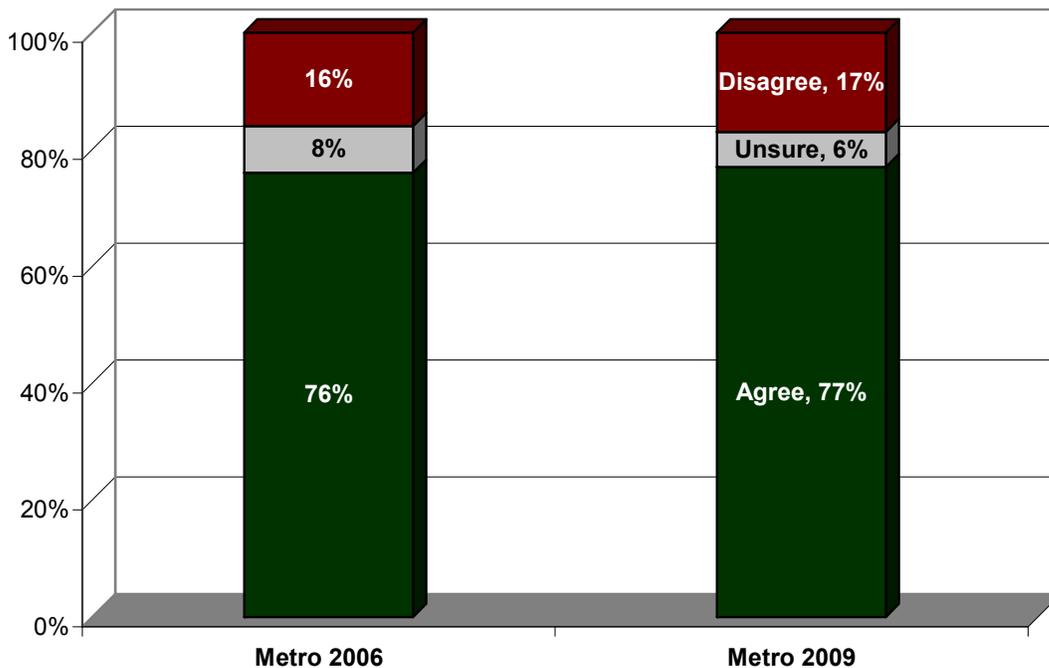
This finding is essentially unchanged from the 2006 baseline.

PREFERENCE FOR “SMOKE-FREE” HOUSING

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

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

2006 sample n=356, 2009 n=300



AS IN 2006, VERY FEW TAKE ISSUE WITH THE CONCEPT OF LANDLORDS PROHIBITING TENANTS FROM SMOKING IN THEIR OWN HOMES, WHILE MOST ENDORSE IT.

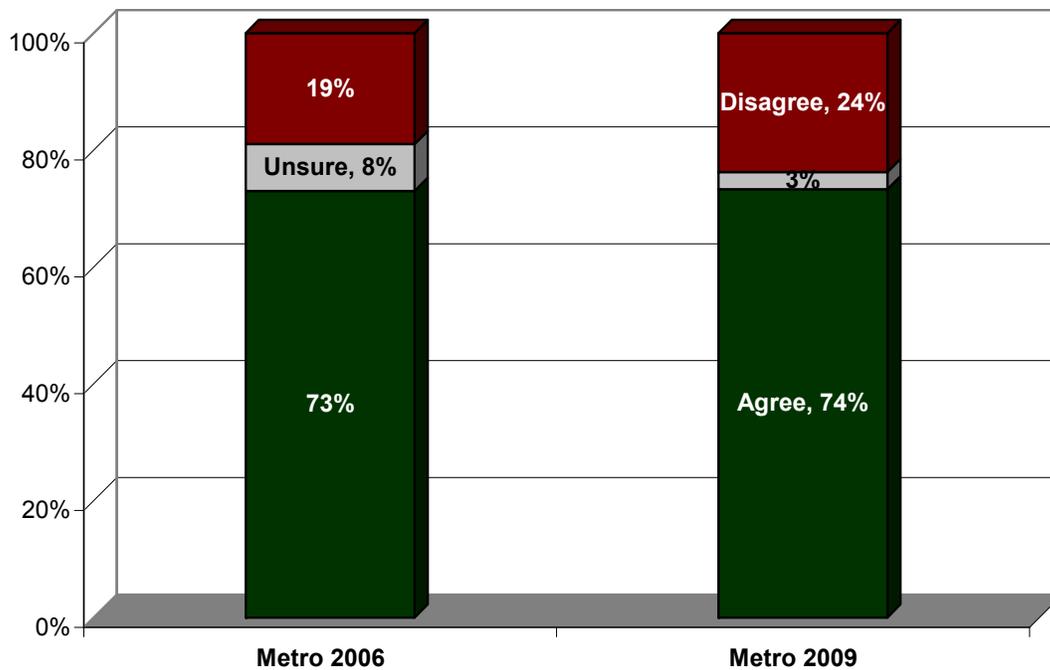
This finding is also essentially unchanged from the 2006 baseline, though fewer are "unsure" in 2009, with most of those moving into the *disagree* camp.

ACCEPTABILITY OF LANDLORDS SETTING IN-HOME SMOKING RULES

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

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

2006 sample n=356, 2009 n=300



RESISTANCE TO RENTING AN APARTMENT WHERE ADJACENT TENANTS ARE ALLOWED TO SMOKE REMAINS AS HIGH AS IT WAS IN 2006.

Renters in the metro area remain split about evenly on whether they are comfortable with adjacent tenants being allowed to smoke. What remains most significant in this finding from a marketing standpoint, is the number who are *not* comfortable with the idea of living next door to indoor smoking. Here is why: With 46% of renters in the metro area not comfortable with renting an apartment where neighboring tenants are allowed to smoke, landlords who permit smoking in adjacent units are at a market disadvantage with 46% of the market, while gaining favor with no more than the 12% for whom smoking occurs in their homes on any type of regular basis.¹ *This means that the number of applicants who will avoid smoking-permitted units is about 4 times greater than the number of applicants who will avoid smoke-free units.* Forty-six percent is a very large part of the available pool of rental applicants to give up in the name of permitting smoking in one's rental units.

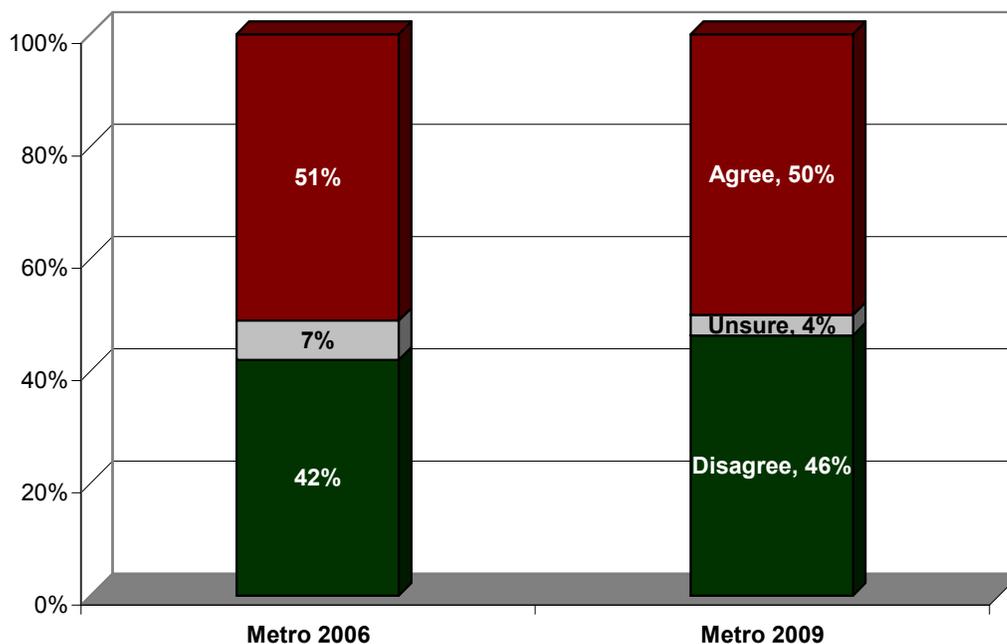
As to the enduring perception that lower income renters are substantially different from higher income renters on this type of question, the current data confirms what we have seen in past research as well: It simply is not true. While it *is* true that lower income renters are somewhat more likely to be smokers themselves, this does not translate into a greater tolerance to live next door to indoor smokers. Those who have household incomes of less than \$35,000 per year are just as likely to reject the idea of living next door to tenants who smoke indoors as are their higher earning counterparts.

COMFORT WITH ADJACENT TENANTS SMOKING

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

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

2006 sample n=356, 2009 n=300



¹ See chart on page 9.

CONSISTENT WITH THE BASELINE FINDINGS, HALF OF METRO-AREA RENTERS WOULD BE COMFORTABLE PAYING A LITTLE MORE RENT IN ORDER TO LIVE IN A SMOKE-FREE COMMUNITY.

The differences between responses in the two surveys are not significant and the finding remains the same: That about half of all tenants feel strongly enough about living in a smoke-free community that they still prefer the option even when the question is asked in a way that all things are *not* equal.

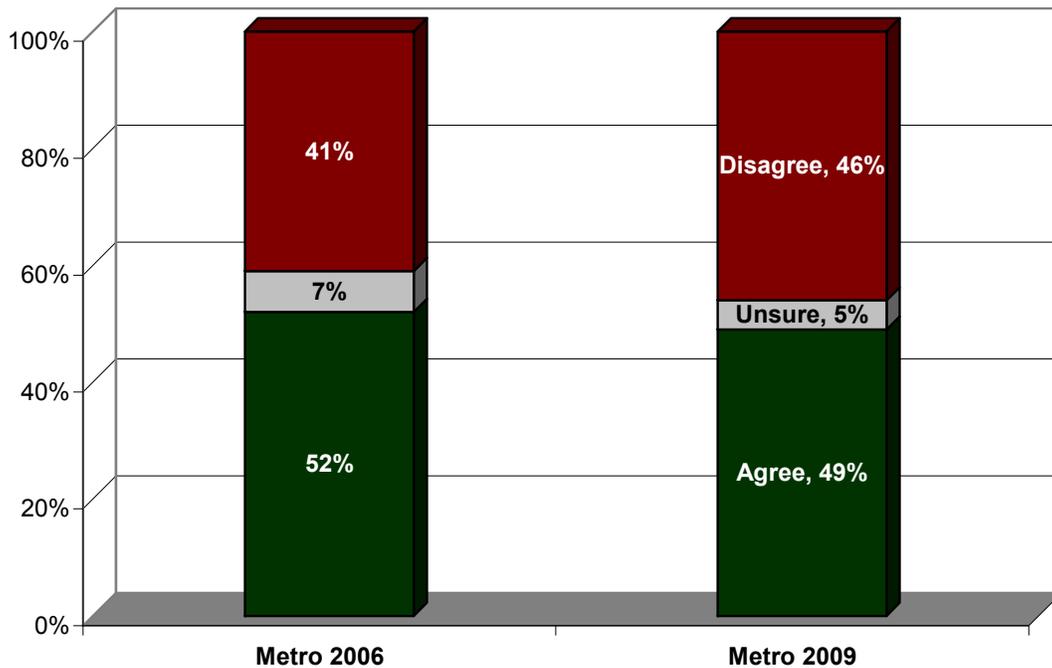
Keep in mind that the point of asking if tenants would be willing to pay a little more rent for a smoke-free community is not to measure the opportunity to raise the rent, but is a method to shed light on whether a given product feature is simply a "nice to have" or is a genuinely desired amenity. Yes, tenants want smoke-free housing *if all things were equal*, but would they still want it if all things were *not* equal? In short, the data from this question reveal that, for many tenants, smoke-free housing is a genuinely desired amenity — not just a nice-to-have extra.

WILLINGNESS TO PAY A LITTLE MORE TO LIVE IN A SMOKE-FREE COMMUNITY

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

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

2006 sample n=300 (Asked only of Portland area tri-county renters in 2006), 2009 n=300



IN 2009, 71% AGREE THAT DAILY EXPOSURE TO EVEN SMALL AMOUNTS OF SECONDHAND SMOKE IS A SERIOUS HEALTH RISK WHICH IS SEVEN PERCENTAGE POINTS LOWER THAN THE PERCENTAGE MEASURED IN 2006.

While the primary finding remains that the overwhelming majority of renters agree that “*daily exposure to even small amounts of secondhand smoke is a serious health risk*” it is also the case that opinions on this issue have moved since 2006 toward a larger minority of renters disagreeing (22% compared to 14%), a significant change.¹

Also, as was described in 2006 as well, while they are the subgroup least likely to agree with the statement, the majority of *current smokers* agree that daily exposure to even small amounts of secondhand smoke is a serious health risk (51% in the current survey).

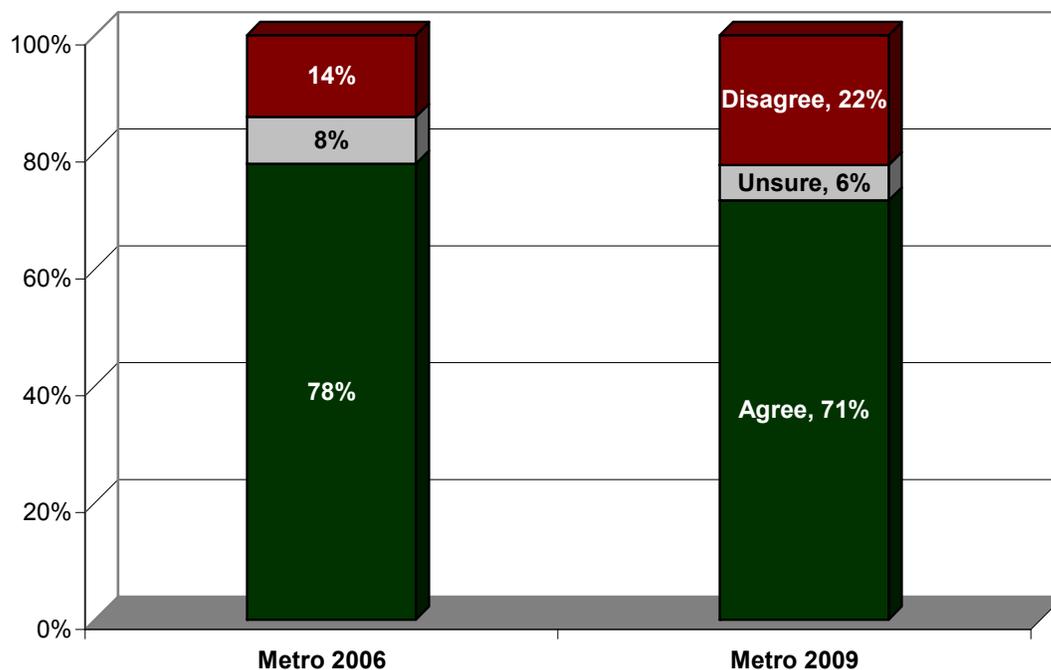
Overall, while opinions on this issue have shifted toward somewhat less agreement, the central finding — that the great majority of tenants believe that daily exposure to even small amounts of secondhand smoke is a serious health risk — remains unchanged.

PERCEIVED DANGER OF SECONDHAND SMOKE

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

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

2006 sample n=356, 2009 n=300



¹ We do not have conclusive theories as to why there has been some shift in the perception of secondhand smoke danger since 2006. The somewhat older age of the demographic in the current sample, some residual negative feelings regarding Oregon's new ban on smoking in restaurants and bars, and declines in funding for secondhand smoke awareness campaigns have all been speculated as possible causes. However, more research would be required to draw hard conclusions.

RESEARCHER'S CONCLUSIONS

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

Overall, the research results continue to be very clear on this core point: Even if we put aside the significant health benefits of smoke-free housing as a reason for landlords to implement such policies, a landlord who wishes to attract a large number of quality applicants will gain a distinct competitive advantage by offering housing that is smoke-free.

From the current benchmark data and past experience we draw the following conclusions:

- 1. The shift to an increasing percentage of rental units being covered by a nonsmoking policy is genuine and underway.** Renters are less likely to experience secondhand smoke in rental housing today than they were three years ago and they are more likely to find rental housing featuring smoke-free rules than they were three years ago. This is the change in the market that smoke-free housing efforts were designed to bring about and the research confirms that a measureable change has begun.
- 2. The gap in the marketplace between what renters want and what landlords are offering remains substantial.** Specifically, it is clear that the primary barrier to accelerating the shift to smoke-free housing is plainly *not* the market resistance of the customer (tenants) but a lack of up-to-date information about current customer preferences by the seller (landlords). It is possible that, thirty or forty years ago, offering smoke-free housing would have placed a landlord at a distinct market disadvantage. However, what may have been true then is emphatically not true today. As an increasing percentage of landlords discover the market advantages (in reduced maintenance costs coupled with increased demand for their units) of offering smoke-free housing, we fully expect the trend to continue. The current research underscores the basic findings of the original survey as well:
 - **That the practice of smoking indoors is much less common than is smoking itself.** In other words, even most of the renters who still smoke can comply with rules that forbid indoor smoking without changing their behavior at all. From a rental-marketing standpoint, the question isn't, "How many renters smoke?" but rather, "How many still smoke inside their own homes?" The number in our local area is getting pretty small.
 - **A large majority of renters prefer smoke-free housing and many will go out of their way to find it.** Three-quarters of all metro-area renters agree that "*other things being equal,*" they would choose a rental home where the landlord forbids smoking and *half* would choose a rental community where smoking is forbidden even if other things are *not* equal — that is, they would pay a little more, or perhaps be willing to trade out some other convenience, such as proximity to a desired location.
 - **Many will actively avoid places where other tenants are allowed to smoke, while few demonstrate a need to seek such places.** Four out of ten renters continue to say they would not be comfortable renting an apartment where *adjacent* tenants smoke. Again,

this means that landlords who permit smoking in adjacent units are at a distinct market disadvantage with 46% of the market, while gaining favor with only a few — the 12% who continue to practice smoking in their homes on any type of regular basis.

- **There is broad awareness among renters that secondhand smoke — even small amounts on a daily basis — is a serious health risk.**

3. The combined impact of past efforts and emerging market and legal factors are likely to accelerate the pace. A variety of steps were taken in response to past market research on this subject, which included in part, such steps as encouraging lease changes by standard forms sellers to include a no-smoking option, working one-on-one with some of the largest property managers in the area, promoting changes in advertising options to allow prospective renters to search/sort by a "smoke-free" option, and many educational and outreach steps. In our view, as these steps continue, other steps will likely accelerate the transition. Specifically, 2009 legislative changes (requiring landlords to disclose the type of smoking rules that govern the property) will contribute over time to landlords' rising awareness of the fact that they are permitted to establish such rules and should support other ongoing efforts of the partner agencies involved. In addition, we expect that rising awareness by tenants that it is both permissible and appropriate to ask about the smoking rules at a property in advance will also contribute to communicating, on the ground, the truth of the marketplace's preferences as already measured in 2006 and reconfirmed in 2009.

APPENDIX

Methods

RESEARCH OBJECTIVES

Specific objectives of the research include:

- ▶ Gauge the market demand for, and market practices regarding, smoke-free rental housing in the Portland metropolitan area.
- ▶ Assess knowledge, attitudes, and practices regarding secondhand smoke among renters in the metro area.
- ▶ Determine the degree to which the above factors have changed since the baseline research in 2006.

RESEARCH DESIGN

To meet the objectives of the research, Campbell DeLong Resources, Inc. conducted 300 telephone interviews with individuals renting apartments in the Portland metro area. The survey encompassed tenants of four metro-area counties: Clackamas, Multnomah, and Washington Counties in Oregon, and Clark County in Washington State — the same counties included in the 2006 baseline.

QUESTIONNAIRE DESIGN

With only minor adjustments, the same questionnaire used in the baseline was used for this benchmark. The original survey instrument was designed by Campbell DeLong Resources, Inc. with input from the American Lung Association in Oregon, the Multnomah County Health Department, the Smokefree Apartments Advisory Board, and Clark County Public Health. A copy of the questionnaire is bound in the Appendix of this report.

RESPONDENT CRITERIA

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

- ▶ **Renter.** All must be renters and be responsible for, or share responsibility for, selecting their current rental home.
- ▶ **Gender.** A 50/50 male/female quota was maintained.
- ▶ **County of residence.** All respondents reside in one of the four counties that make up the Portland metro area. Using an overall sample size of 300, county quotas were set to reflect the relative size of the number occupied rental units (thus the population of rental households) as projected by the U.S. Census for each county. As a result, the following

quotas were maintained for the 2009 benchmark research for the three Oregon counties and for Clark County, Washington:

County	Quota
Multnomah County	132
Washington County	75
Clackamas County	44
Clark County, Washington	49
Total surveys conducted	300

SAMPLE RELIABILITY

The worst case sample reliability of a sample of 300 is $\pm 5.7\%$ based on the following assumptions:

- ▶ **The sample is drawn from a large population universe**, which is the case in this instance.
- ▶ **Reliability is calculated at the 95% confidence level.** This means that if a large number of samples of 300 were taken, in 95% of the samples the applicable survey results will not vary from the mean sample results by more than $\pm 5.7\%$.
- ▶ **The calculation applies to a dichotomous variable with results distributed 50/50.** An example of this would be a question with two possible answers — yes or no — where half say “yes” and half say “no.” As the distribution moves away from 50/50, the reliability improves. Reliability for a 10/90 split (for example, 10% say “yes” and 90% say “no”) from a sample of 356 is $\pm 3.4\%$.

INTERVIEWING

All the interviewing took place using a computer-aided telephone interviewing (CATI) system at Campbell DeLong Resources, Inc.’s strategic partner, Pacific Market Research, a data collection firm headquartered in the Northwest. Interviewing began Thursday, June 19, 2009 and concluded on Sunday, July 1, 2009 — the same time of year used for data collection in 2006 baseline research (which was conducted from June 22 to July 9, 2006).

RESEARCH LIMITATIONS AND POTENTIAL IMPACTS

The purpose of this research is to measure the degree to which changes in the marketplace have occurred since the implementation of a multi-faceted campaign to increase the number of rental units governed by non-smoking rules. However, other market factors and research

methodology dynamics may also have bearing on the results reported here. Additional factors that may have influenced the findings of the research include:

- ▶ **An economy in recession.** In the summer of 2006, the national and local economy was much stronger than it was in the summer of 2009. Harder economic times may shift the hierarchy of needs for many individuals and could conceivably cause some to make different trade-offs in market preference — for example some might be more willing to tolerate adverse conditions at a rental property that, in better times, might have motivated them to look elsewhere.
- ▶ **Continuing shift away from landline phones.** There are some shifts in the sample since the baseline that may have been influenced by the possibility that the economic recession has put additional pressure on renters to accelerate the move from owning both a landline and a cellular phone (for budgeting reasons, cell phones are not included in the sample). Typically, the absence of cell-phone-only residents results in some skewing toward older, more settled residents and away from younger, more mobile residents — a shift we do see in the demographics of this sample compared to the 2006 sample. While weighting techniques could be implemented based on this theory, we have judged the need unnecessary both because test runs of weighted answers do not yield substantially different results for the core survey questions and because any method of weighting may introduce other unintended biases. Thus, we have shown the data un-weighted in this analysis. We expect this issue to continue to grow in significance, with eventual market dynamics leading to more efficient methodologies for the inclusion of the full spectrum of phone technologies in use.
- ▶ **Sample size.** The previous survey included a sample of 356 residents from the metro area. The current sample included 300 residents. While a random sample of 300 is certainly sufficient to provide substantial information about the population from which it is drawn, it is also the case that a smaller sample size means the market has to change by a greater amount before we can reliably conclude that a change has occurred. In other words, had a larger sample size yielded the same results, there are a few instances where we could have drawn harder conclusions about whether a change had, in fact, taken place.
- ▶ **Market changes unrelated to the smoke-free rental housing effort.** Since the baseline research, smoking has been banned in all bars and restaurants in Oregon. Residents in Washington have had more time to adjust to a similar smoking ban that has been in place since 2005. In addition, it appears that an increasing number of managers of multi-family properties have become aware of Oregon's smoke-free workplace law (which effectively requires that the majority of indoor common areas at multi-family properties be posted as smoke free areas).

COMPUTER PROCESSING

A cross-tabulation program was used to sort the data into a total of 34 unique segments in two printouts. The following is a list of the segments provided in the printouts, along with the number of respondents in each segment. In the printout, the total, as well as segment sizes, will vary in the tables that correspond to questions not asked of all respondents.

Printout 1: Smoking Practices

▶ Total	300
▶ County	
• Oregon counties total.....	251
• Multnomah County.....	132
• Washington County	73
• Clackamas County.....	46
• Clark County, Washington	49
▶ Type of rental	
• Single-family unit	116
• 2-, 3-, or 4-plex	88
• 5 or more units.....	96
▶ Smoking rules & practices	
• Smoking is not allowed anywhere inside the home	245
• Smoking is allowed in some places, or sometimes inside the home	21
• Smoking is allowed anywhere inside the home	33
• Landlord has set rules regarding smoking on premises	83
• Landlord has not set rules regarding smoking on premises	194
• Respondent smokes	68
▶ Secondhand smoke issues	
• Smoke drifts into apartment often	59
• Secondhand smoke bothers a lot	151
• Secondhand smoke bothers a little.....	142
• Someone in household has a lung or heart condition.....	65

Printout 2: Demographics

▶ Total	300
▶ County	
• Oregon counties total	251
• Multnomah County	132
• Washington County	73
• Clackamas County	46
• Clark County, Washington	49
▶ Gender	
• Male	150
• Female	150
▶ Age	
• 18-34 years	65
• 35-54 years	114
• 55-64 years	48
• 65 years or older	63
▶ Children or elderly in the household	
• One or more children in the home	80
• Elderly in the home	73
▶ Total household income in 2008	
• Under \$35,000	126
• Over \$35,000	128
▶ Race	
• White	244
• African-American	14
• Latino/Hispanic	10
• Other	22
▶ Length of residence in current home	
• Under 3 years	139
• More than 3 years	159

Original Research Sponsorship

The baseline research referenced in this report was originally conducted by Campbell DeLong Resources, Inc. in response to a request by a consortium of public and non-profit agencies led by the American Lung Association in Oregon, Multnomah County Health Department and Clark County Public Health. In Oregon this work was supported by a grant from the American Legacy Foundation and in Washington by Community Choices 2010 and grant funding from STEPS to a Healthier Clark County.

Feedback on the research design was also received from the Smokefree Apartments Advisory Board, whose mission is to provide input to the American Lung Association in Oregon and the Multnomah County Tobacco Prevention Program in their work to develop strategies to reduce secondhand smoke in multi-unit housing in the Portland tri-county area. The advisory board is comprised of member representatives from the following stakeholder groups:

- African American Tobacco Prevention Network
- Asian Family Center Tobacco Prevention Program
- City of Portland Bureau of Housing and Community Development
- City of Portland Office of Neighborhood Involvement
- Community Alliance of Tenants
- Community Development Network
- Department of Human Services, Occupational and Environmental Epidemiology
- Environmental Justice Action Group
- Fair Housing Council of Oregon
- Housing Authority of Portland
- Housing Connections
- Metro Multi-Family Housing Association
- Multnomah County Environmental Health Program
- Oregon Human Development Corporation/ Latino Tobacco Prevention Network
- Portland Development Commission
- Tobacco-Free Coalition of Clark County
- Tobacco-Free Coalition of Oregon
- Tualatin Valley Fire and Rescue
- Vancouver Housing Authority
- Independent tenant and small landlord representatives

Campbell DeLong Resources, Inc., an independent market research firm based in Portland, Oregon, developed a draft survey and facilitated a process with these sponsors to gain feedback on the design of the research process and the survey instrument specifically. After the survey tools were designed, data collection, processing, and analysis were conducted by Campbell DeLong Resources, Inc. As such, the resulting analysis and conclusions presented in this report do not necessarily reflect the opinions or viewpoints of the American Lung Association in Oregon, the Multnomah County Health Department, Clark County Public Health, or of other partnering or funding agencies.

Survey Questionnaire

SMOKING PRACTICES IN RENTAL HOUSING SURVEY

June 2009

CDRI 367

DATE _____

PHONE NUMBER _____

RESPONDENT NAME _____

RESPONDENT ADDRESS _____

INTERVIEWER'S INITIALS _____

REASONS FOR TERMINATIONNot renting/Owner Occupant..... Not involved in home selection..... DK type of home Out of area Over quota, County Gender quota..... **INTRODUCTION**

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

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

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

SCREENING

1. Do you own or rent your current home?

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

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

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

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

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

3. Are you currently renting...

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

4. And in which county do you live?

Multnomah	1	Quota: 132
Washington	2	Quota: 75
Clackamas	3	Quota: 44
Clark	4	Quota: 49
Other county	99	POLITELY DISCONTINUE

5. **RECORD, ASK ONLY IF NECESSARY: GENDER.**

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

SMOKING POLICIES AND PREFERENCES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

A lot.....	1
A little	2
Not at all.....	3
Don't know/refuse	99

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

Every day	1
A few times a week.....	2
A few times a month	3
Rarely.....	4
Never	5
[DON'T READ] Don't know/refuse.....	99

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

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

DEMOGRAPHICS

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

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

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

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

_____ YEARS (MONTHS)
DO NOT READ: Don't remember/ don't know 99

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

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

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

_____ Total number in household

DO NOT READ: Refused/don't know 99

IF RESPONSE IS 1 OR REFUSED, SKIP QUESTIONS B & C

B. **IF MORE THAN ONE IN HOUSEHOLD:** And how many people in your household, if any, are under the age of 18?

Under the age of 18..... _____

DO NOT READ: Refused/don't know 99

IF RESPONSE TO B IS 1 LESS THAN RESPONSE TO A, SKIP C

C. And what is the total number people in your household (if any) who are 65 years of age or older?

65 years of age or older _____

DO NOT READ: Refused/don't know 99

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

Yes 1

No 2

DO NOT READ: Refused/don't know 99

18. Was your total *household* income in 2008 over or under \$35,000?

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

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

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

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

Under \$15,000 1

\$15,000 - \$24,999 2

\$25,000 - \$34,999 3

\$35,000 - \$49,999 4

\$50,000 - \$74,999 5

\$75,000 or over 6

Refused 99

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

RECORD. READ LIST ONLY IF NECESSARY.

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

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

IF ASKED AND ONLY TO BE STATED AT THE END OF THE SURVEY: This survey was conducted for the American Lung Association in Oregon and the Health Departments of Multnomah and Clackamas counties, who encourage you not to smoke for the better health of yourself, your household members, and your community. For more information, visit smokefreehousingNW.com.