

Kansas City, Missouri

Social Behavior Study 2006

The potential impact of smoking restrictions at restaurants & bars

Study by the ETC Institute.

Methodology

The survey was mailed to a randomly selected sample of 1500 households in Kansas City, MO, during October 2006. The survey was administered in English and Spanish. Of the 1500 households that received a survey, a total of 700 completed the survey by phone or mail. This study has a 95% level of confidence with a precision of at least +/- 3.7%.

Major Findings

- **Many Residents Would Eat at Restaurants More Often if Smoking was Restricted.** Thirty-five percent (30%) of those surveyed indicated that they would eat a full-service restaurant more often in Kansas City, MO, if smoking restrictions were implemented; only 13% indicated that they would eat a full-service restaurant less often; 55% did not think smoking restrictions would affect the frequency that they dine at full-service restaurants in Kansas City, MO, and 2% did not have an opinion.



- **Many Residents Would Visit Bars and Taverns More Often if Smoking was Restricted.** Twenty-seven percent (26%) of those surveyed indicated they would visit bars and taverns in Kansas City, MO, more often if smoking restrictions were implemented; only 15% indicated that they would visit bars and taverns less often; 51% did not think smoking restrictions would affect the frequency that they visit bars and taverns, and 8% did not have an opinion.

- **Residents Prefer Non-Smoking Areas by an Overwhelming Margin.** Eighty-percent (75%) of those surveyed indicated that they typically request "non-smoking" areas for seating; only 12% indicated they typically request "smoking" areas; 12% indicated they request the "first available" area, and 1% did not have an opinion.

- **Most Important Issues to Kansas City, MO, residents When Selecting a Place to Dine.** As expected, the "type of food" was the most important issue to Kansas City, MO, residents when selecting a place to dine. One of the interesting findings, however, was that "how well smoking sections are separated from non-smoking sections" was tied with cost for second most important. Residents placed significantly more importance on having separate areas for smoking than they did on other factors such as location and how quickly they are served.

Also, less than one-third (29%) of the smokers surveyed selected the "ability to smoke" as one of the most important factors included on where they dine.

Major Findings Continued:

▪ **How Often do Residents Visit Restaurants and Bars in Kansas City, MO?** Seventy-Eight percent (78%) of those surveyed indicated they visit fast-food restaurants at least once per month; 69% visit full-service restaurants with a separate bar at least once per month; 60% visit full-service restaurants without a separate bar at least once per month; 27% visit bars or taverns at least one per month, and 4% visit bowling alleys at least once per month.

• **Smokers Were Significantly More Likely to Accept Non-Smoking Areas for Seating in Restaurants than Non-smokers Were to Accept Smoking Areas.** More than half (59%) of the smokers surveyed indicated that they would accept a non-smoking area for seating if the smoking section was not available. Only 33% of the non-smokers surveyed were willing to sit in a smoking section if non-smoking seating was not available.

• **Findings for Those Who Have Been Employed in Bars/Restaurants that Allow Smoking.** Twenty percent (26%) of those surveyed indicated that they either currently work or have previously worked at a bar, restaurant, or bowling alley that allowed smoking.

Among those who had worked at a bar, restaurant, or bowling alley that allowed smoking:

- Only 26% were fully covered by health insurance while they were employed.
- Twenty-four percent (24%) reported they experienced negative health effects that were caused by exposure to smoke while working.
- Seven percent (7%) indicated they sought healthcare for an illness or condition that was caused by exposure to smoke at their work place. Seventy-one percent (73%) of those who sought healthcare were not fully covered by health insurance.

For the complete survey results, go to :
**[http://www.cleanairkc.com/documents/
KansasCityMissouriSocialBehaviorSurveyResults.pdf](http://www.cleanairkc.com/documents/KansasCityMissouriSocialBehaviorSurveyResults.pdf)**