

# Breathe Easy Nashville Smoke-free Multi-Unit Housing

Resident Survey Results



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SMOKE FREE

# 2015 Nashville Survey

- In 2015, the Metro Public Health Department partnered with Bill Hudson Agency to survey multi-unit housing residents to determine:
  - Attitudes about smoking
  - Secondhand smoke exposure
  - Interest in living in a smoke-free community
  - Smoking behaviors
- Participants included
  - 376 public housing residents
  - 398 private housing residents
  - 774 total respondents
  - Residents of apartment communities in Metro Davidson County

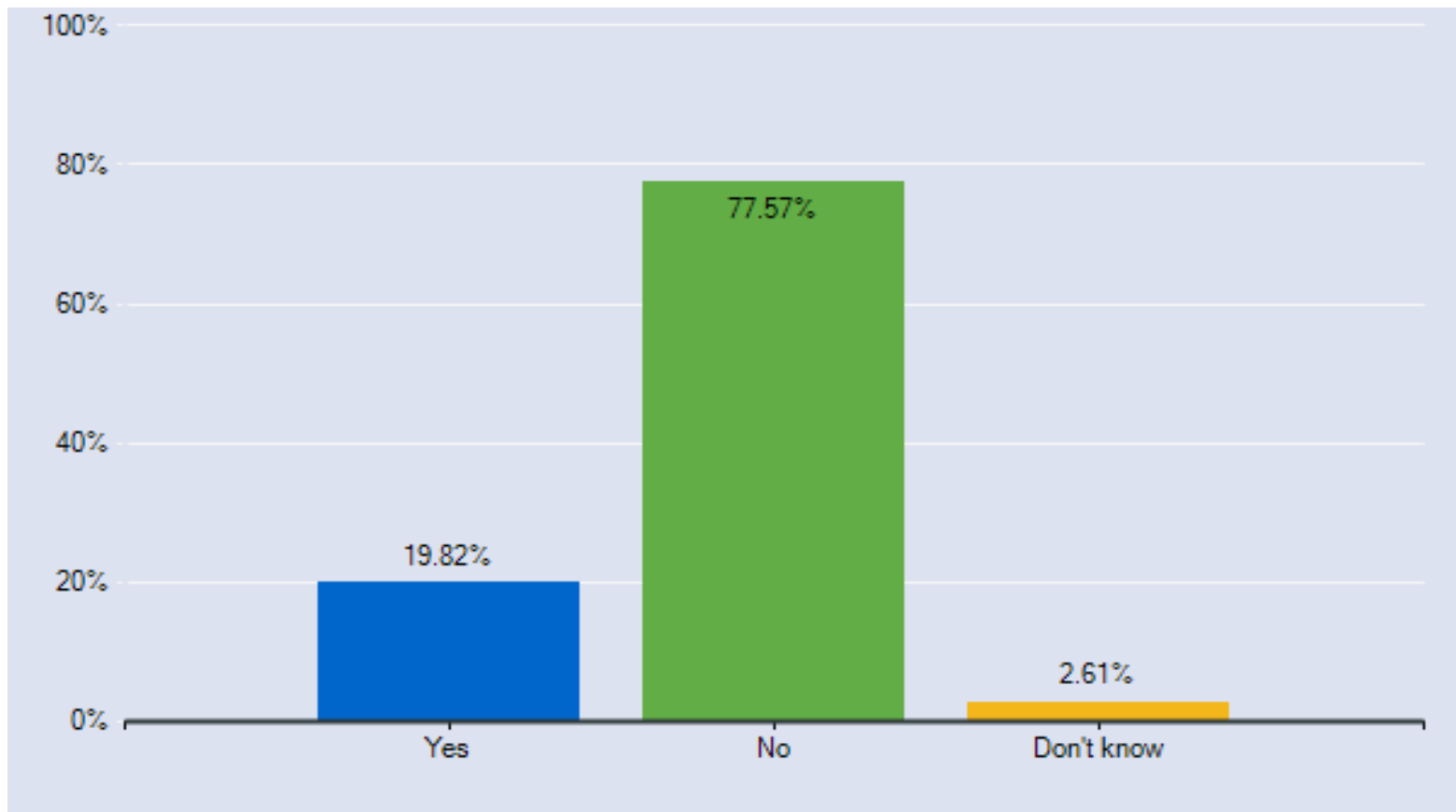


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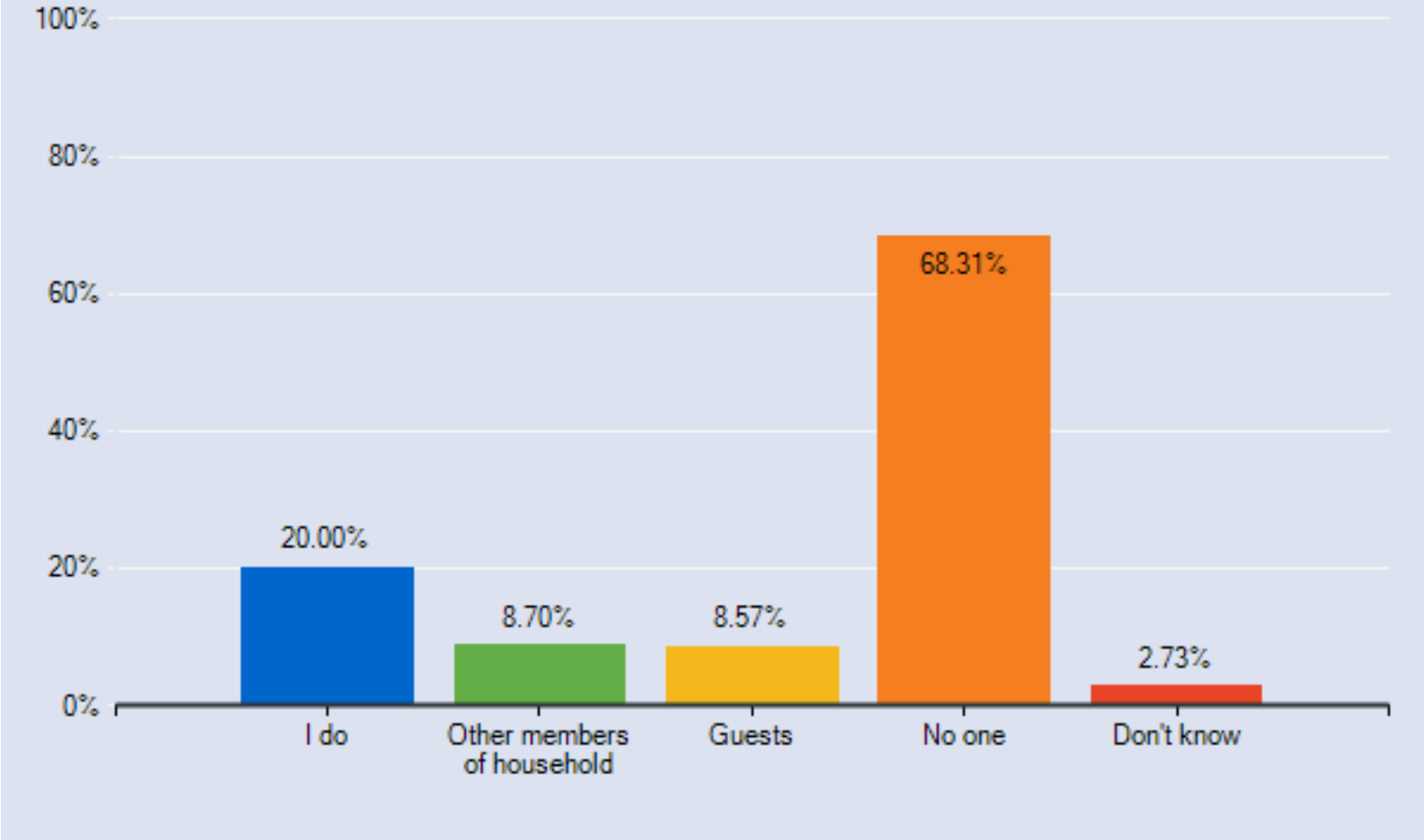
# Smoking Behaviors

- 71% of respondents do not smoke at all.
- Most respondents already have a non-smoking policy in their home. 76% do not allow smoking in their home.
- 45% smoke outdoors only.
- Only 25% of respondents said they were not interested in quitting smoking. 75% would like to quit immediately or at some point in the future.

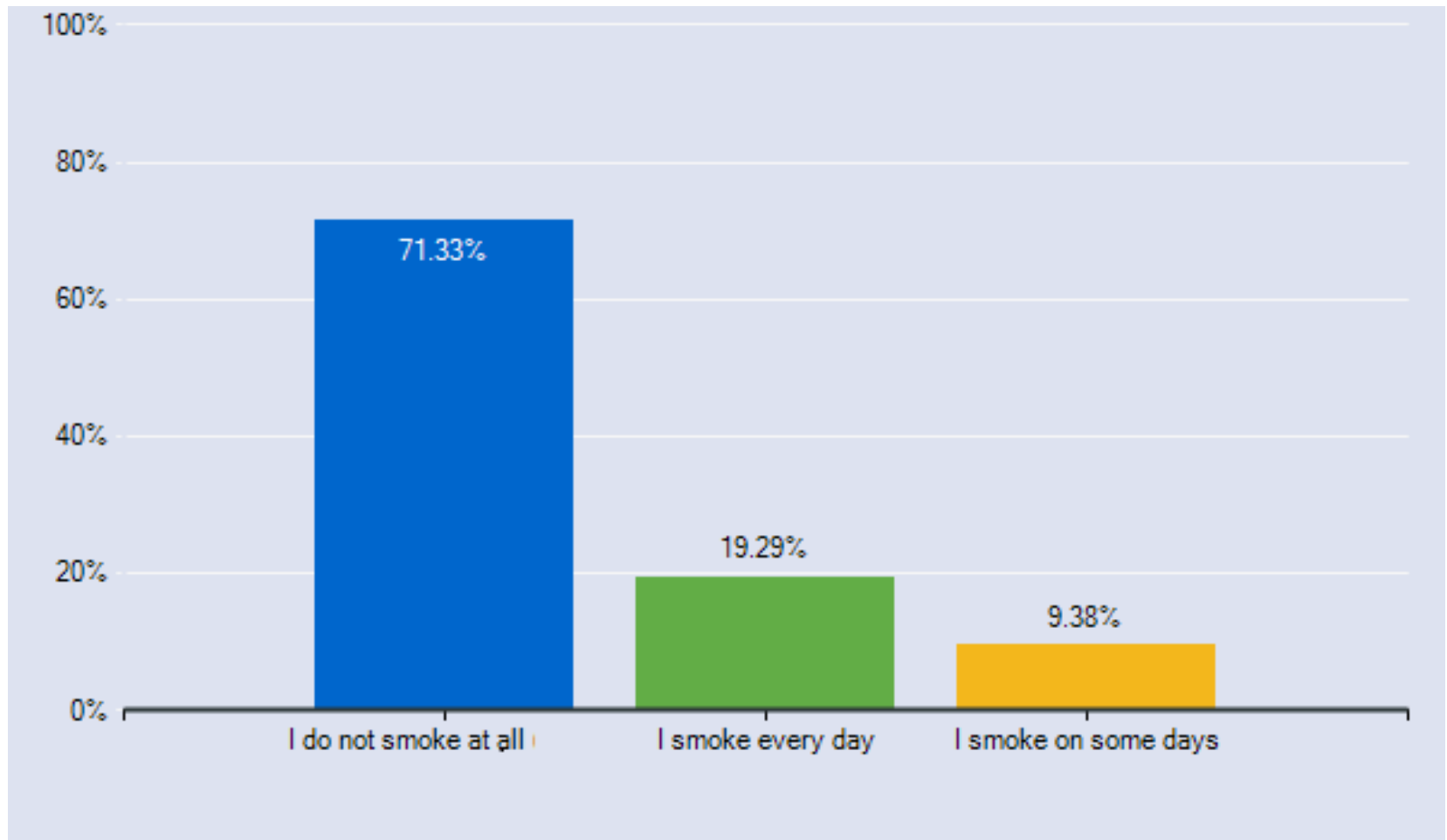
# Smoking inside the home



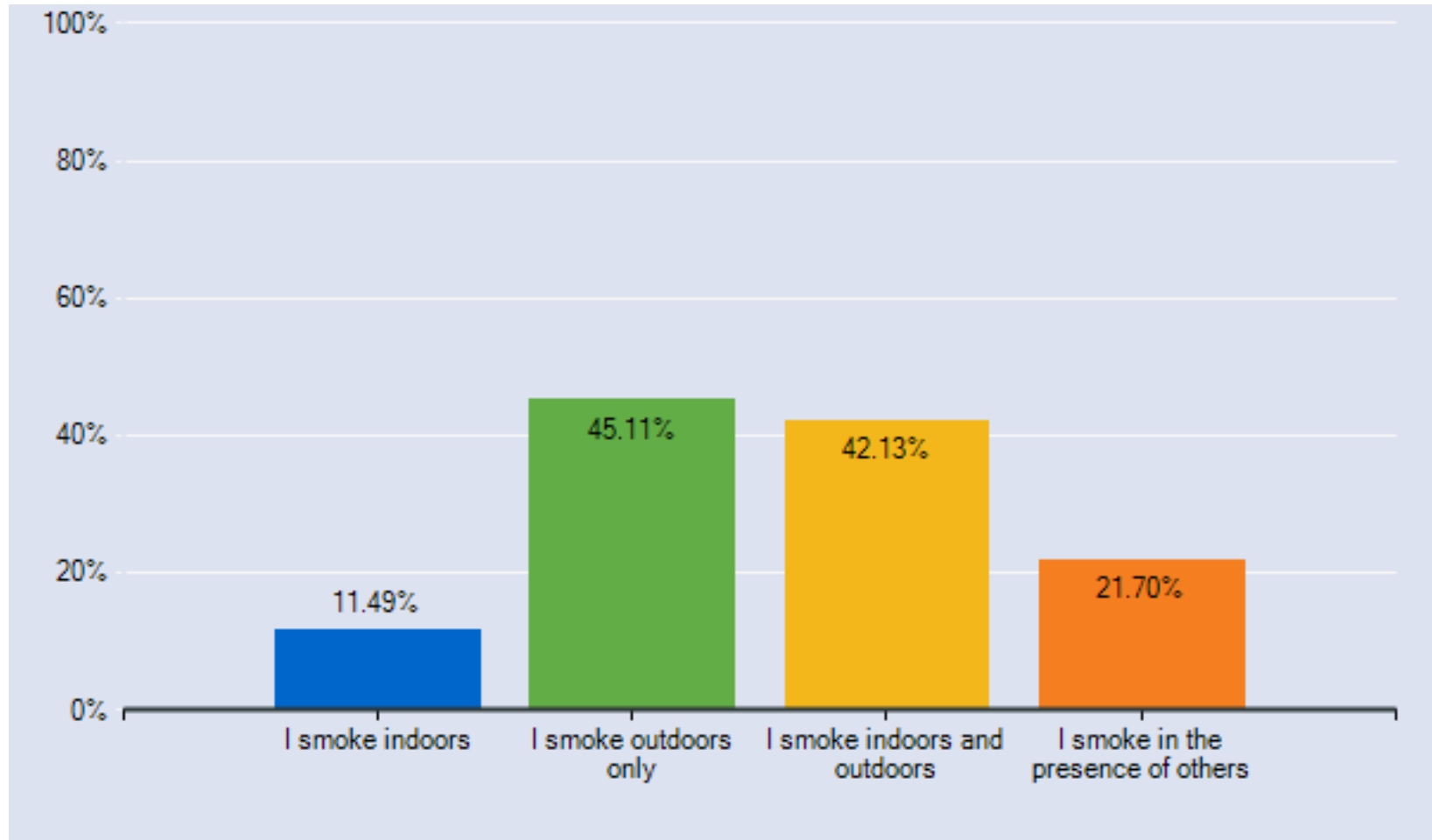
# People who smoke in the home



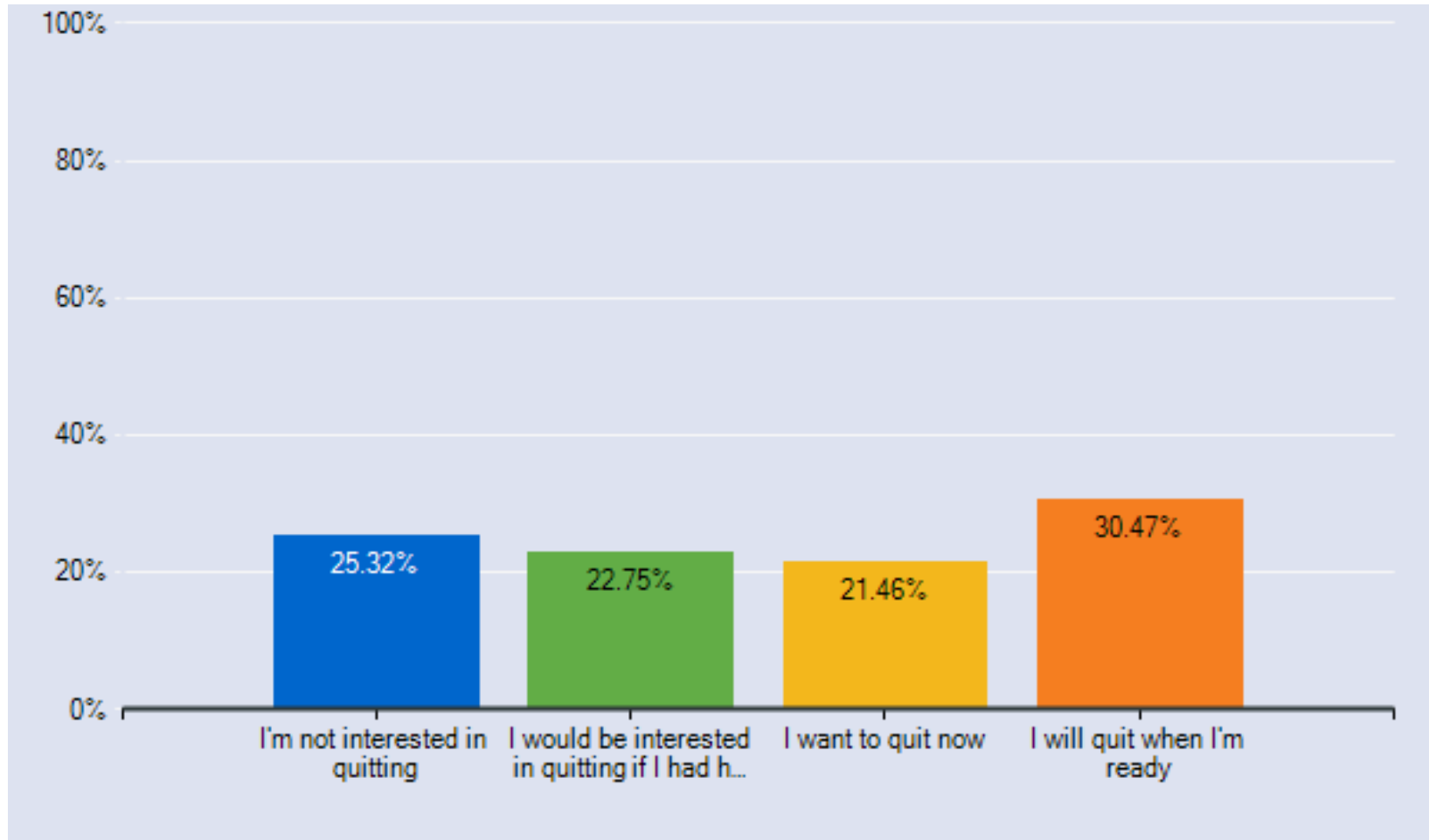
# Smoking Habits



# Smoking Behavior



# Desire to quit smoking







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# Smoke-free Living

- 45% said their community already has some non-smoking rules established, but 19% said they did not know what the rules were.
- 39% said smoking was allowed outside but not inside their apartment community.
- 80% said secondhand smoke bothers them either a little or a lot.
- 34% said they never experience secondhand smoke drifting into their home.

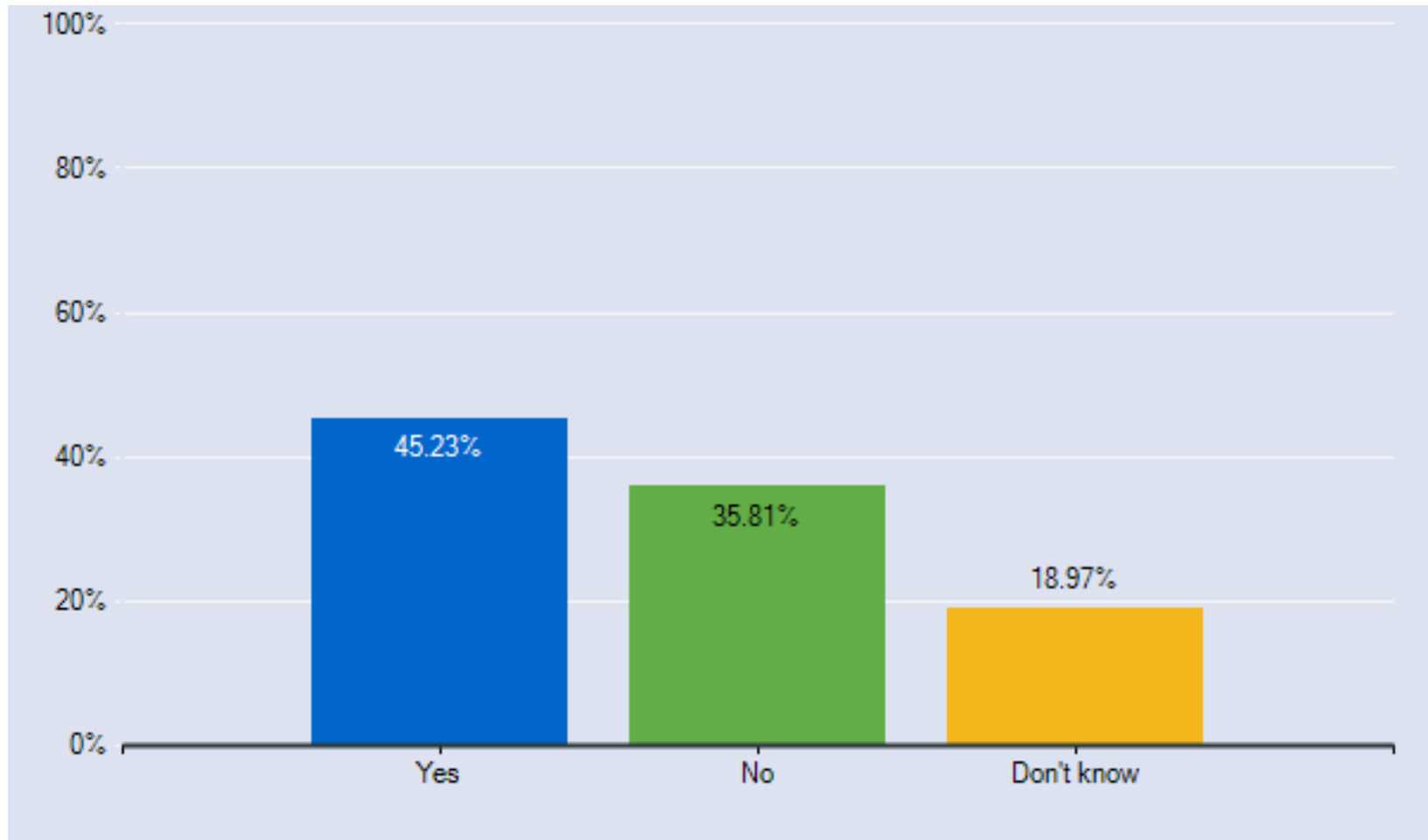


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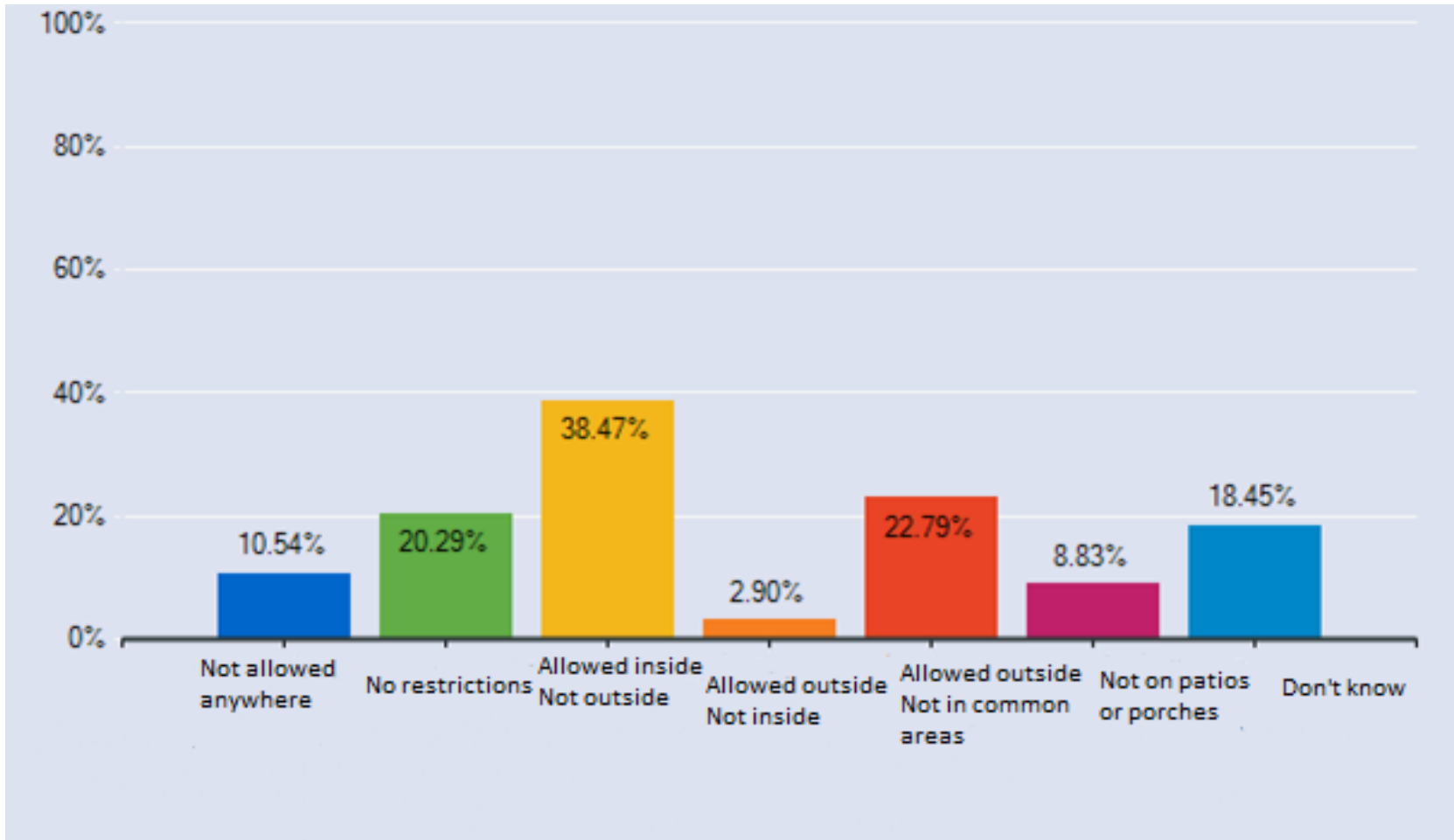
# Smoke-free Living

- 64% would welcome a smoke-free policy. Only 6% would move or hire a lawyer.
- 24% said they did not want any of the common spaces to be smoke free; 56% would like the entire community to be smoke free.
- The majority would not pay more to live in a smoke-free community.

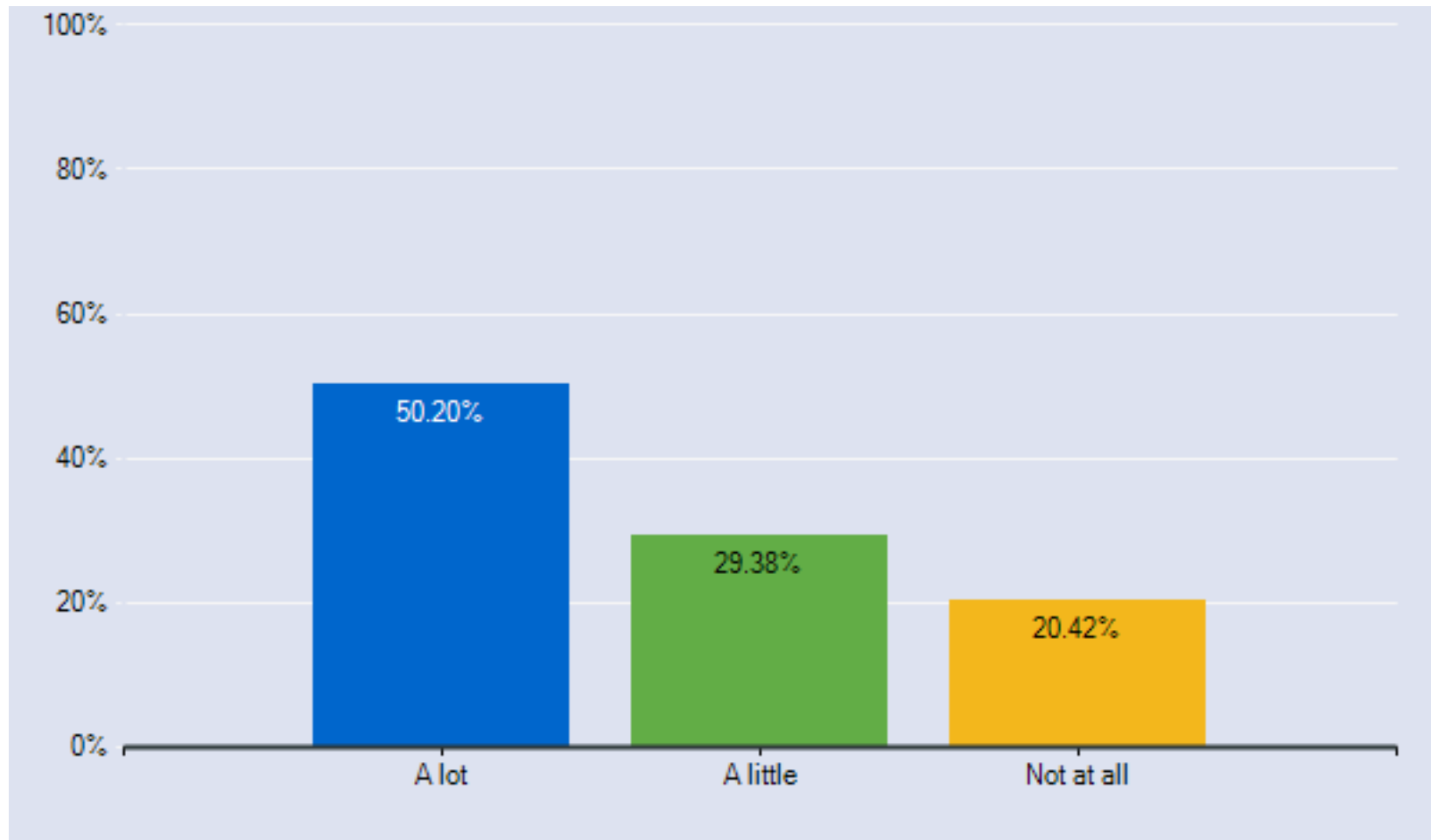
# Communities with rules about smoking on the property, either inside or outside



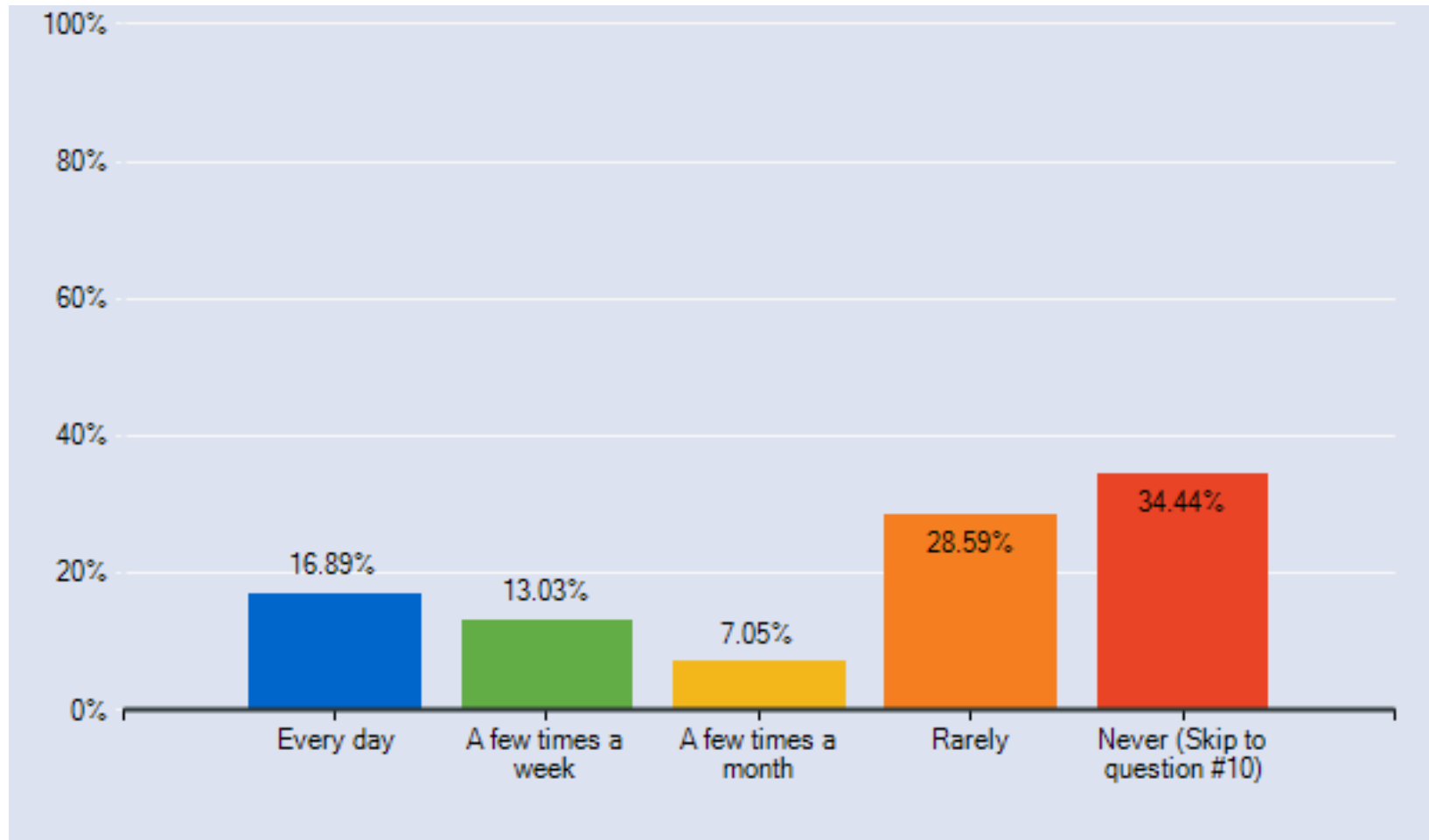
# Limitations placed on smoking within the community



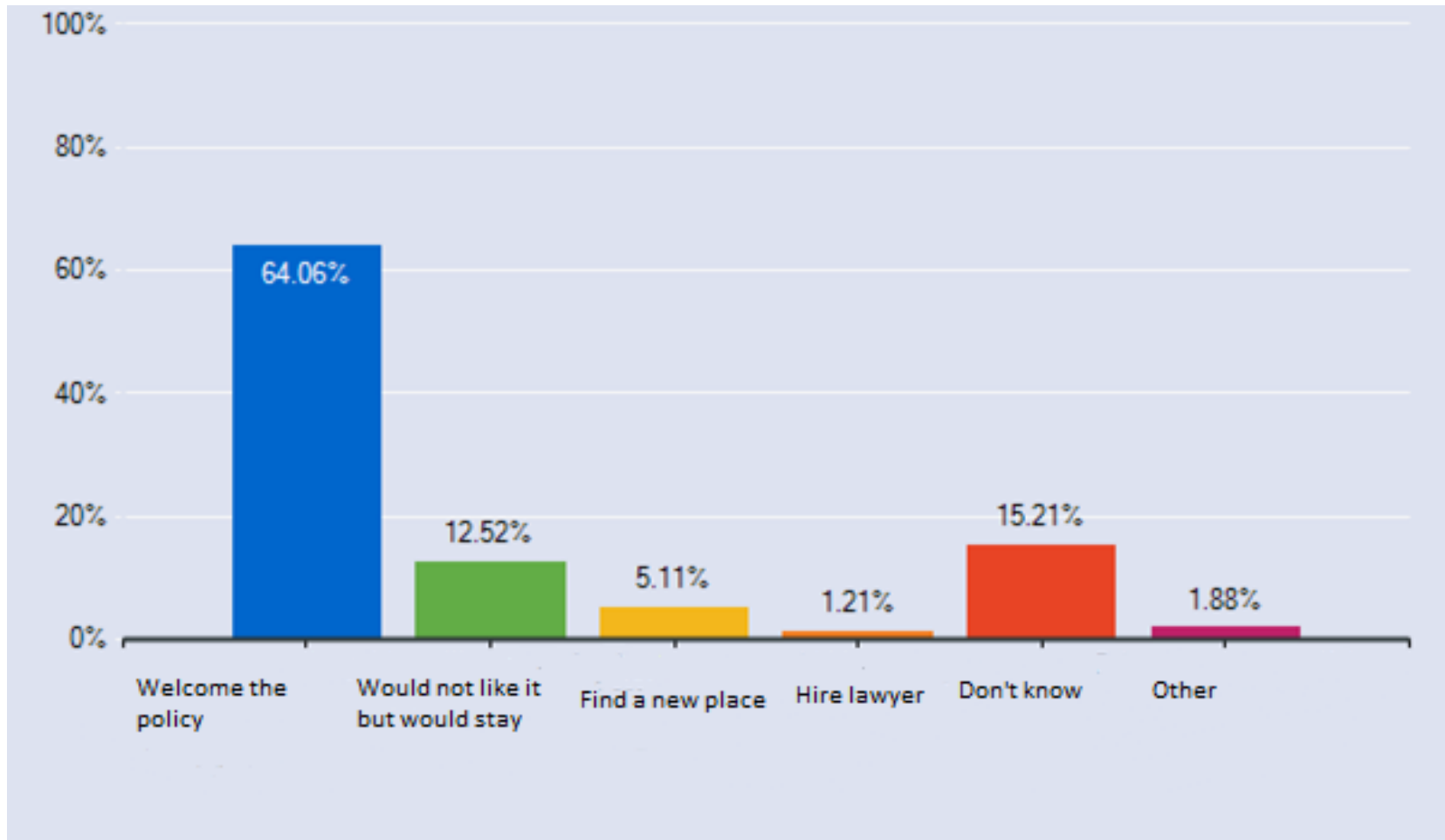
# How much residents are bothered by secondhand smoke



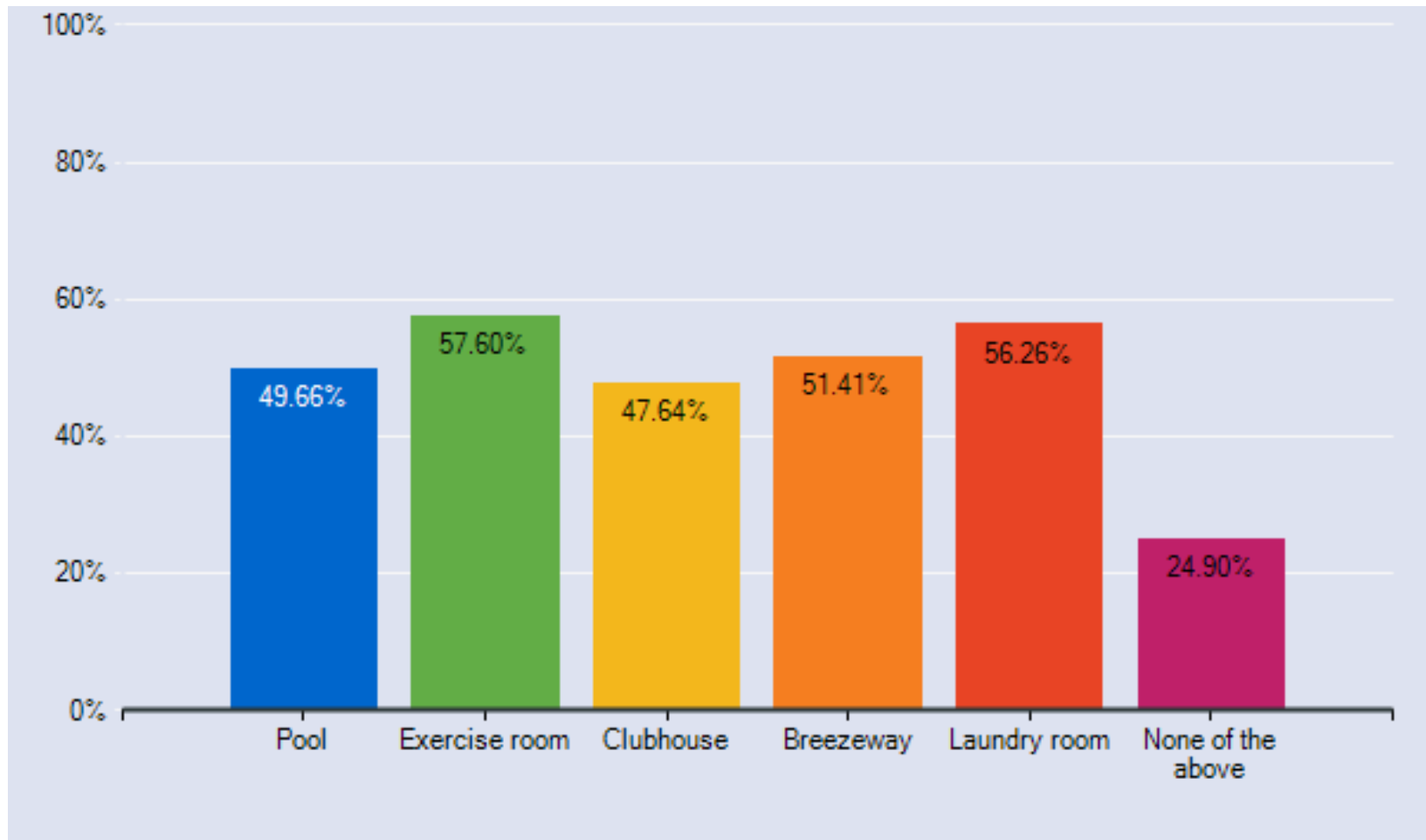
# Secondhand smoke exposure frequency



# Attitudes about living in a smoke-free community

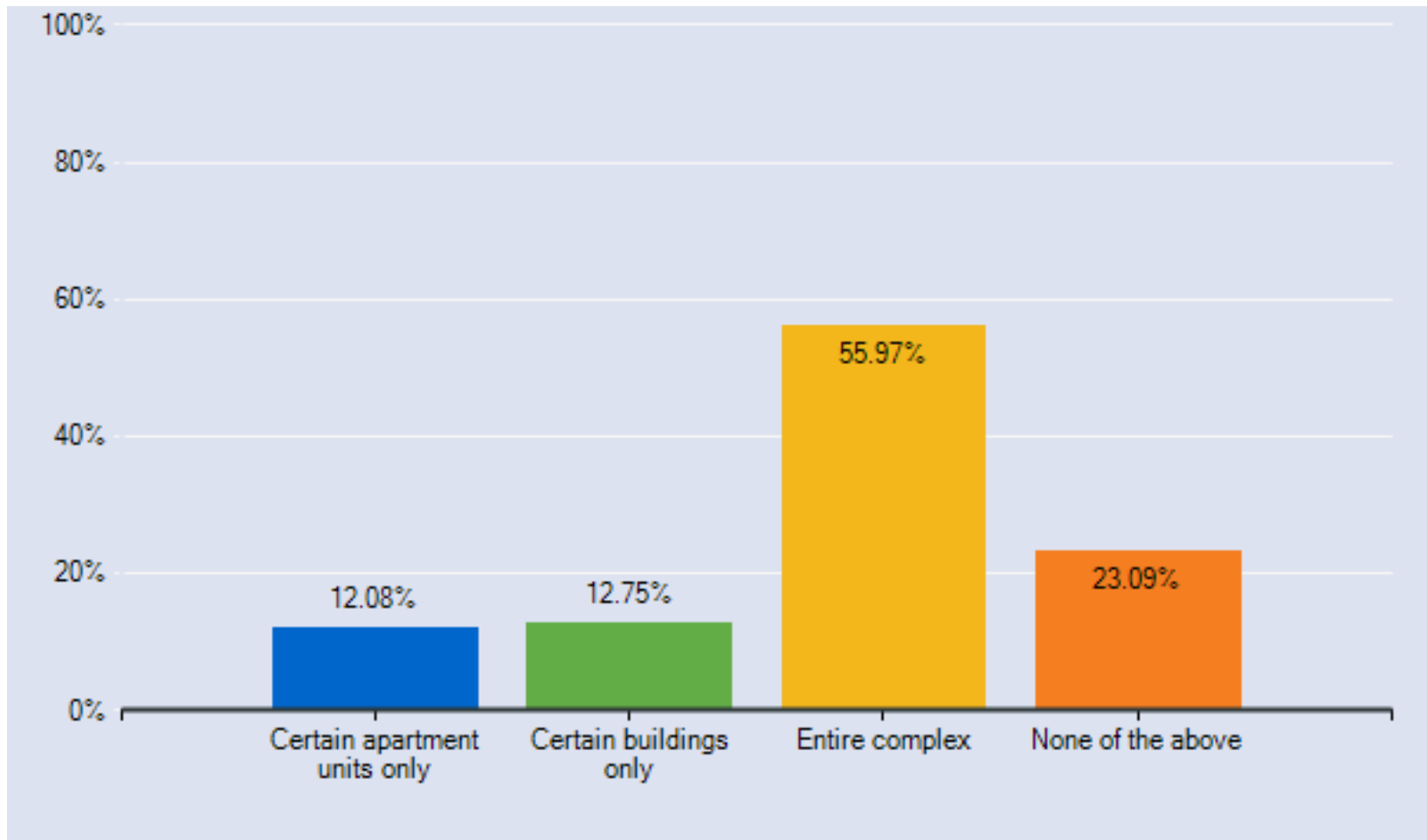


# Smoke-free common area preference

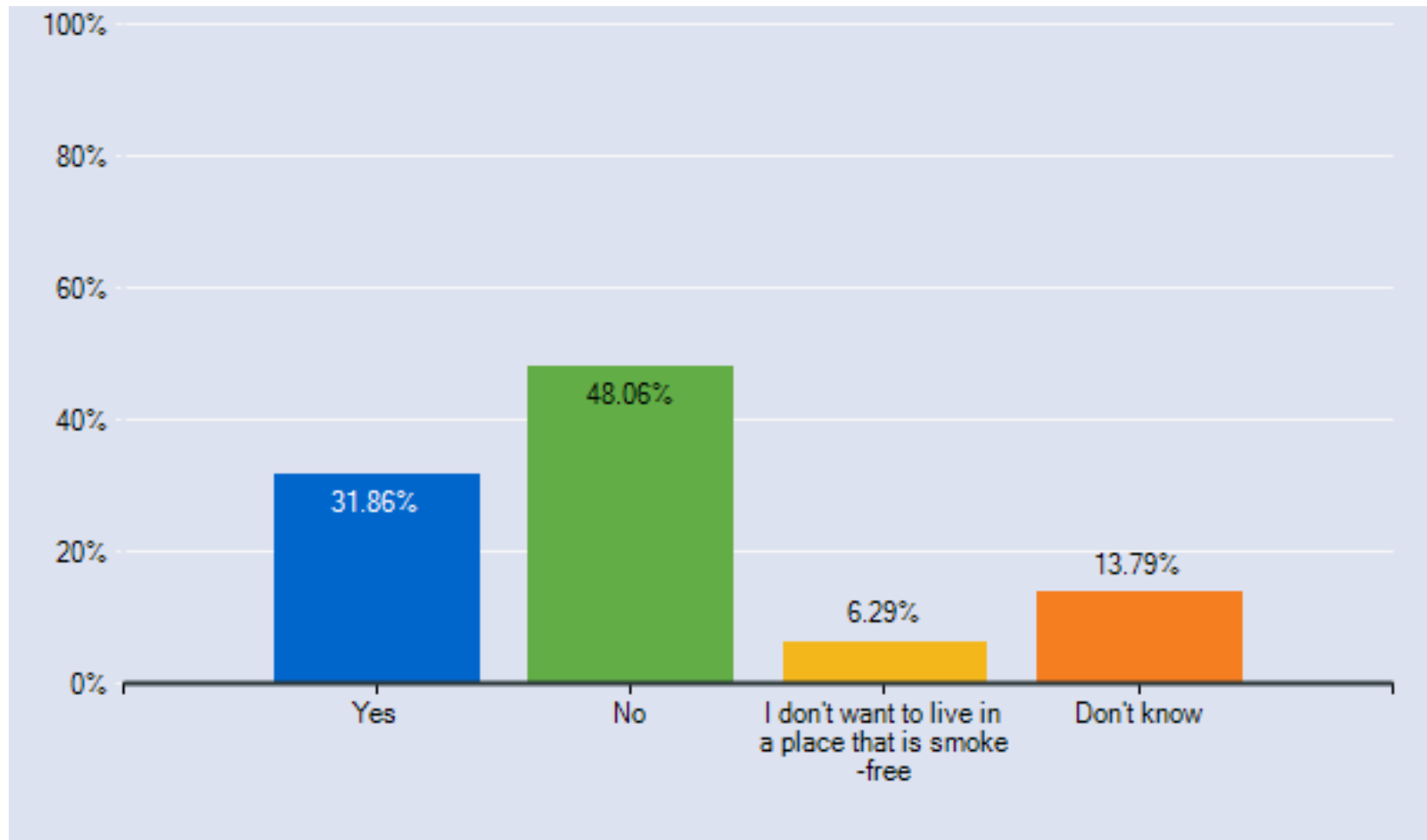




# Smoke-free private area preference



# Willingness to pay more to live in a smoke-free community



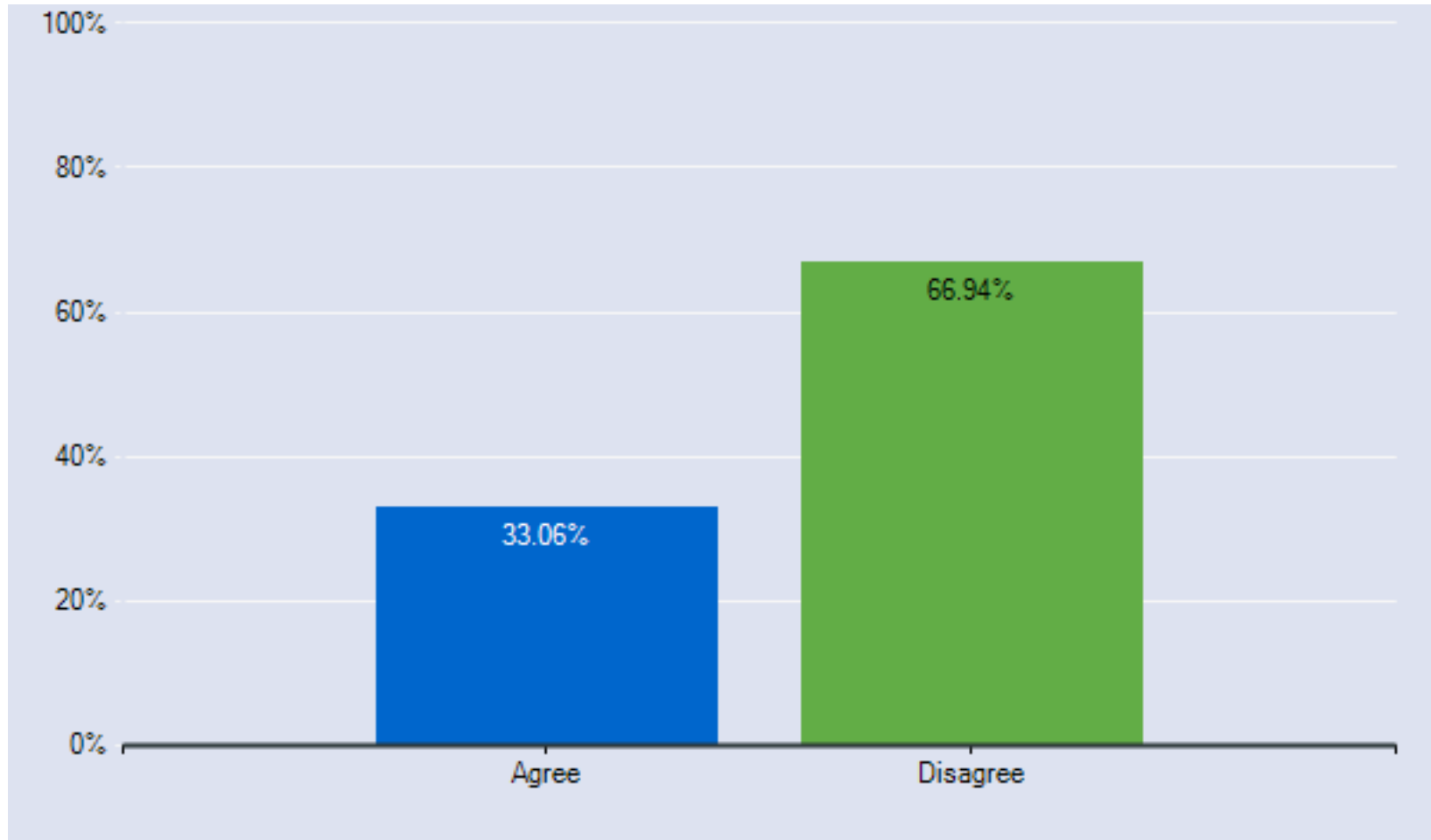


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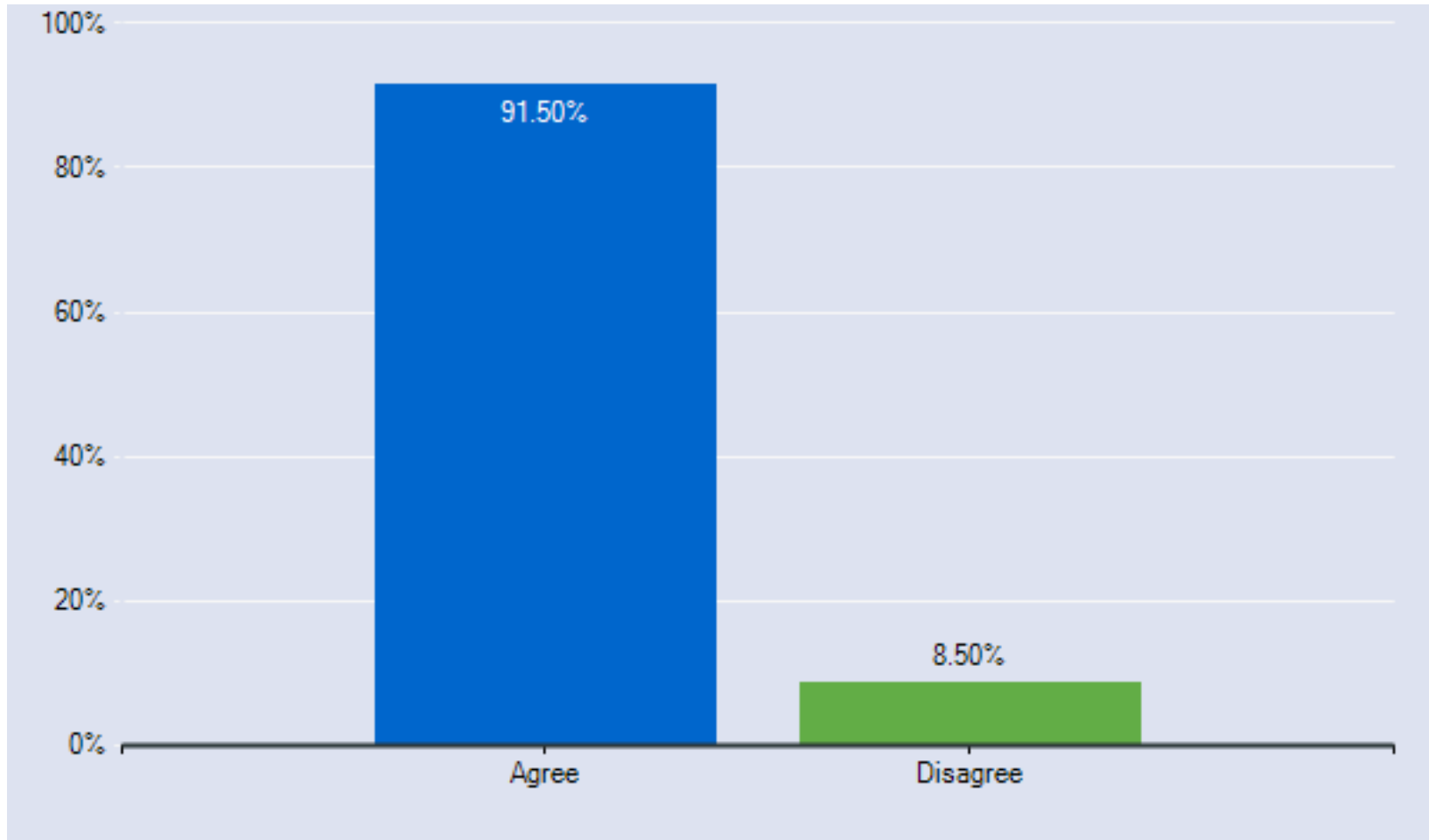
# Attitudes About Smoking

- The majority believe that people do not have the right to smoke wherever they please.
- 91% agree that secondhand smoke contributes to illness.
- 82% said smoking adds to the cost of maintaining a home.
- 72% agree smoking is a leading cause of fires.
- 79% believe smoke can move from other parts of the building into their home.
- 60% said secondhand smoke is a problem, even outside
- 75% said landlords have the right to prohibit smoking on patios, decks and porches.

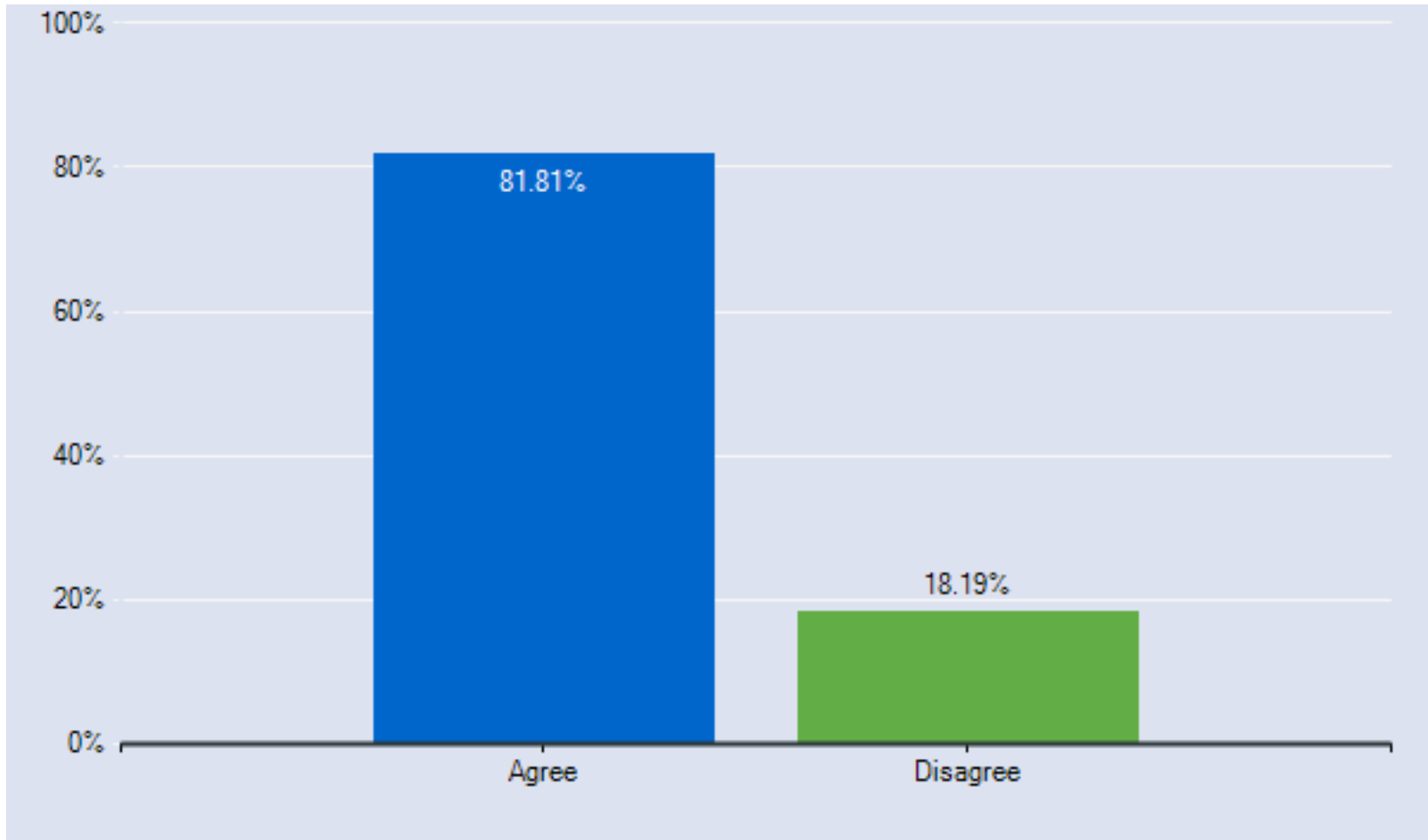
# People have a right to smoke wherever they want



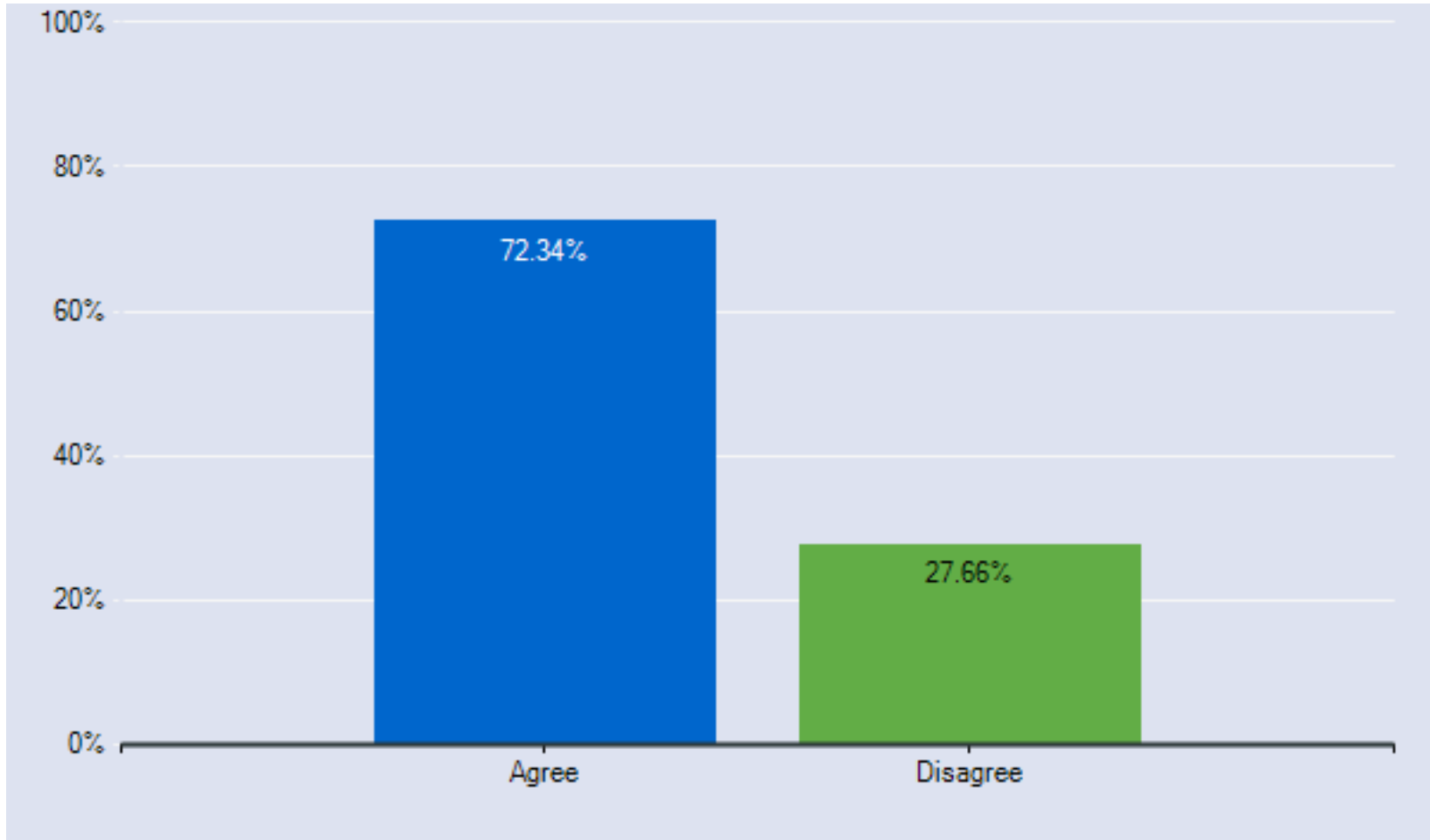
# Secondhand smoke can cause or contribute to illness



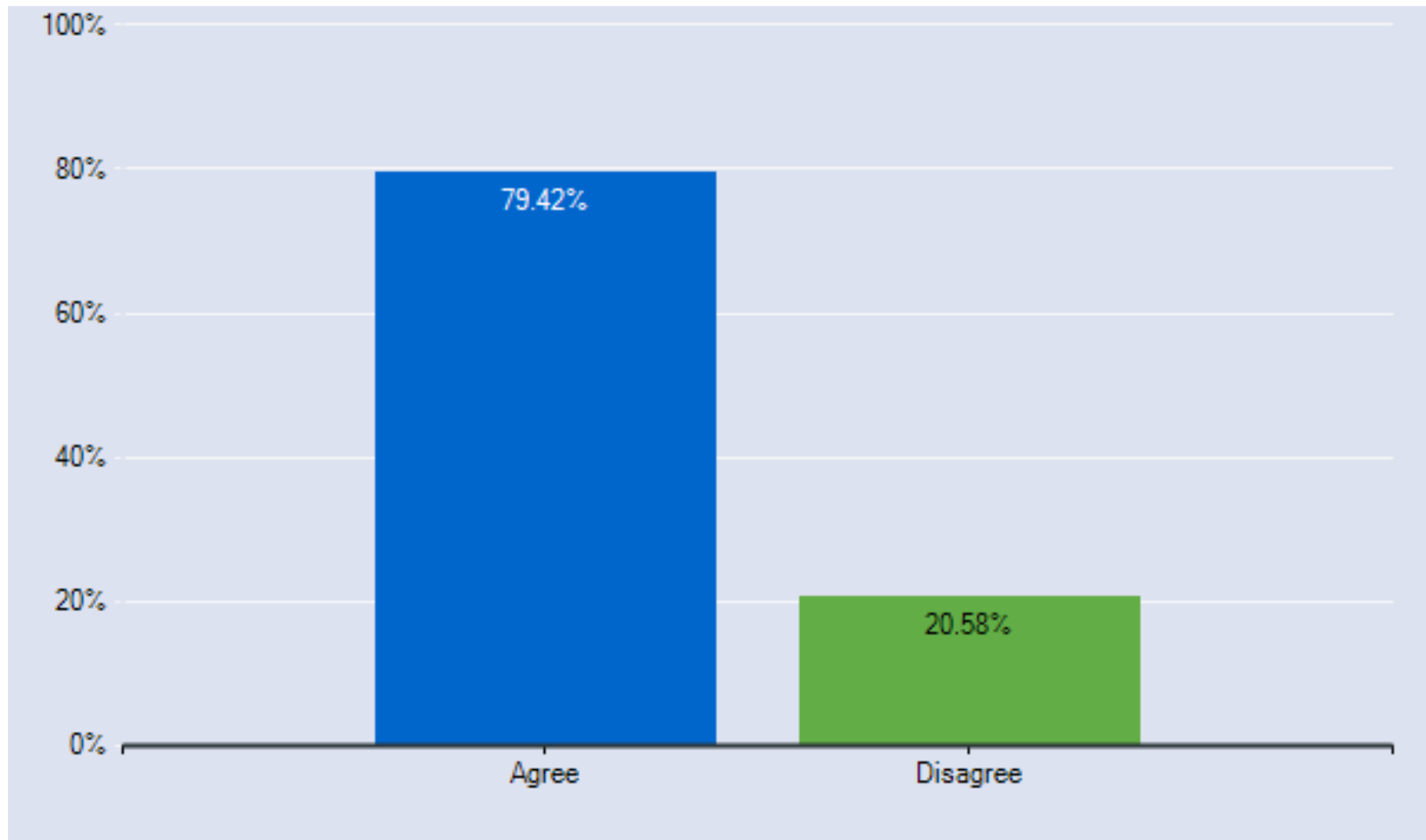
# Smoking adds to the cost of maintaining a home



# Smoking is a leading cause of fire deaths

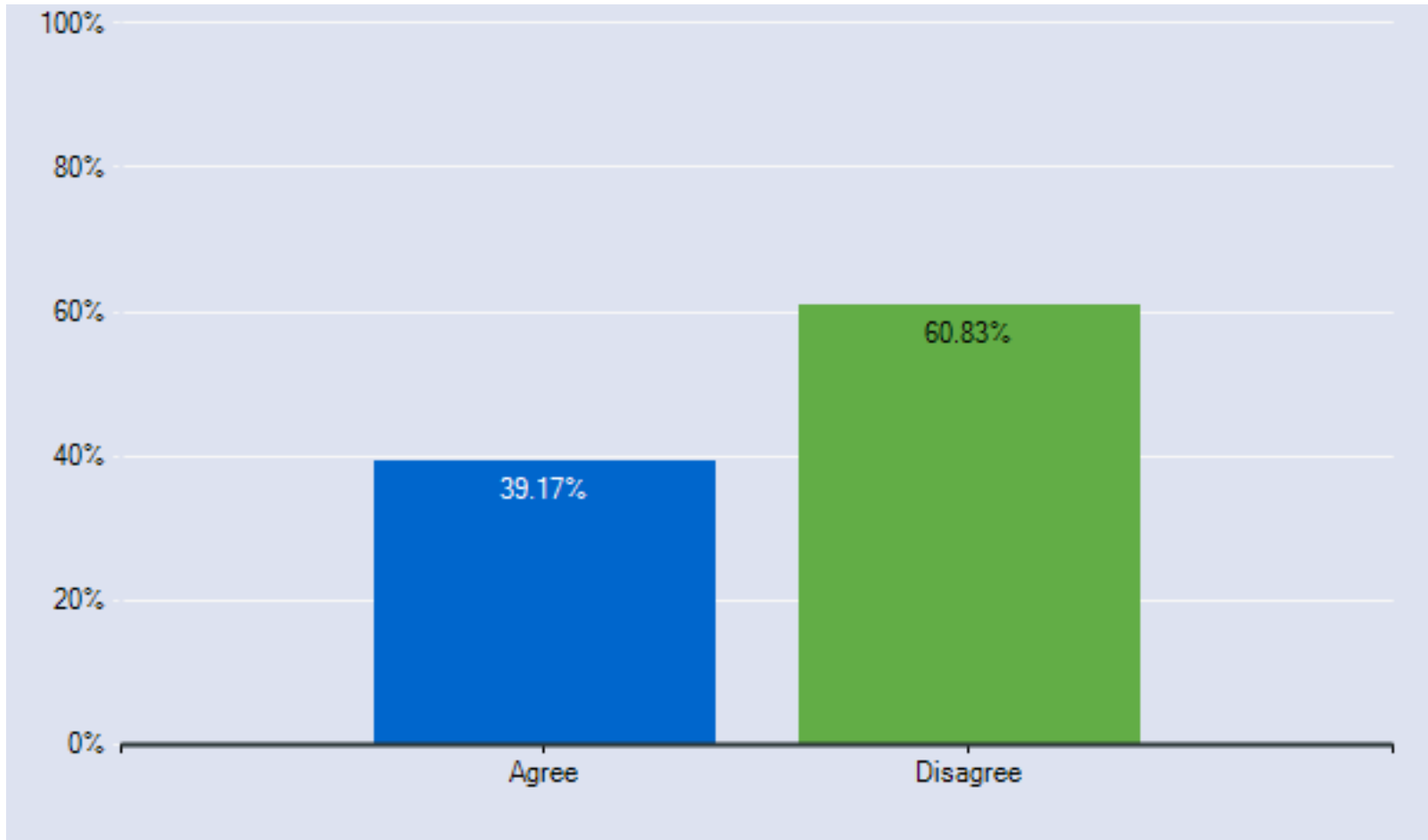


# Secondhand smoke can move from one apartment to another through small cracks, electrical outlets and other openings

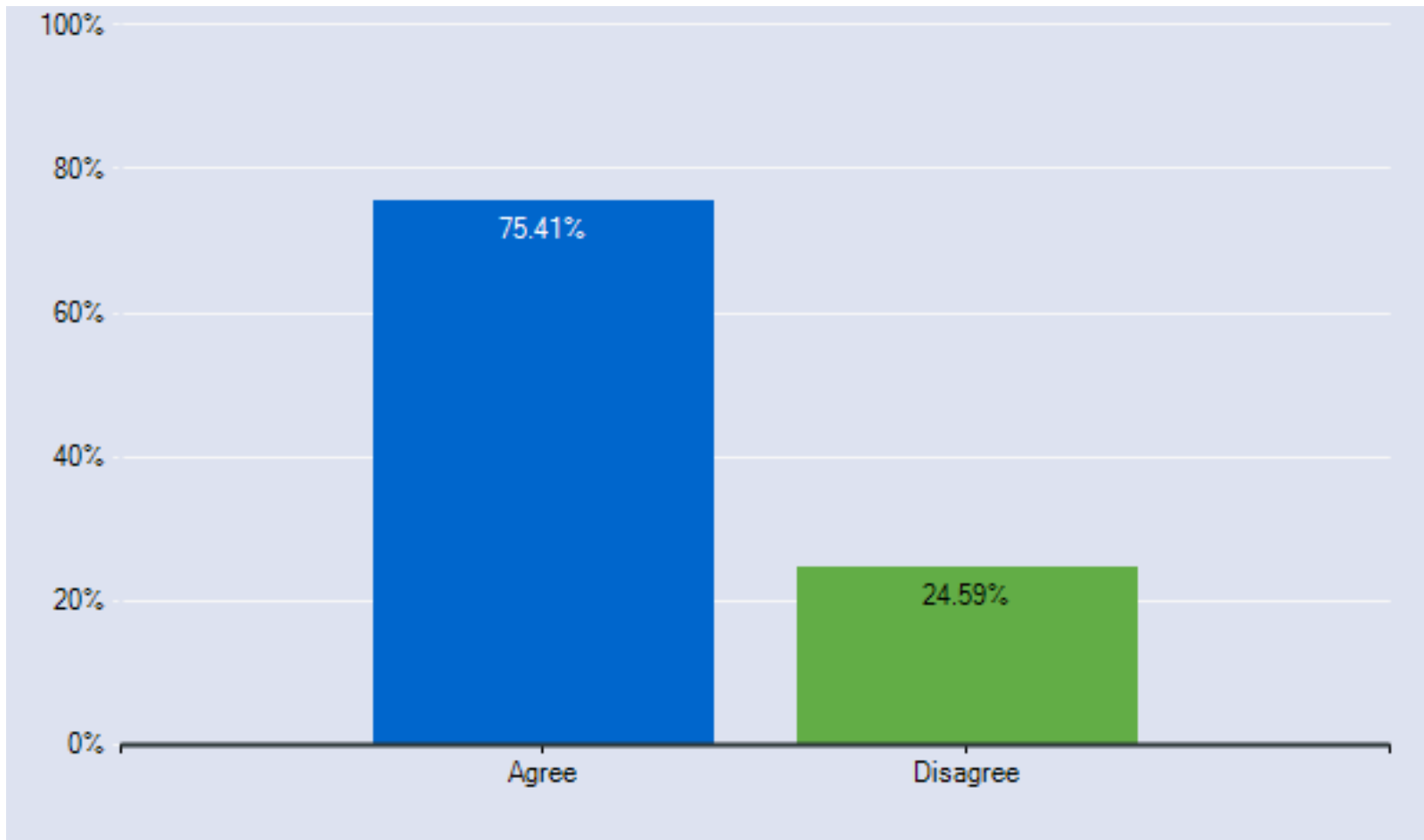




# Secondhand smoke is not a problem if I am outside



# It is okay for landlords to prohibit residents from smoking on decks, porches and patios as a way to keep secondhand smoke out of other homes

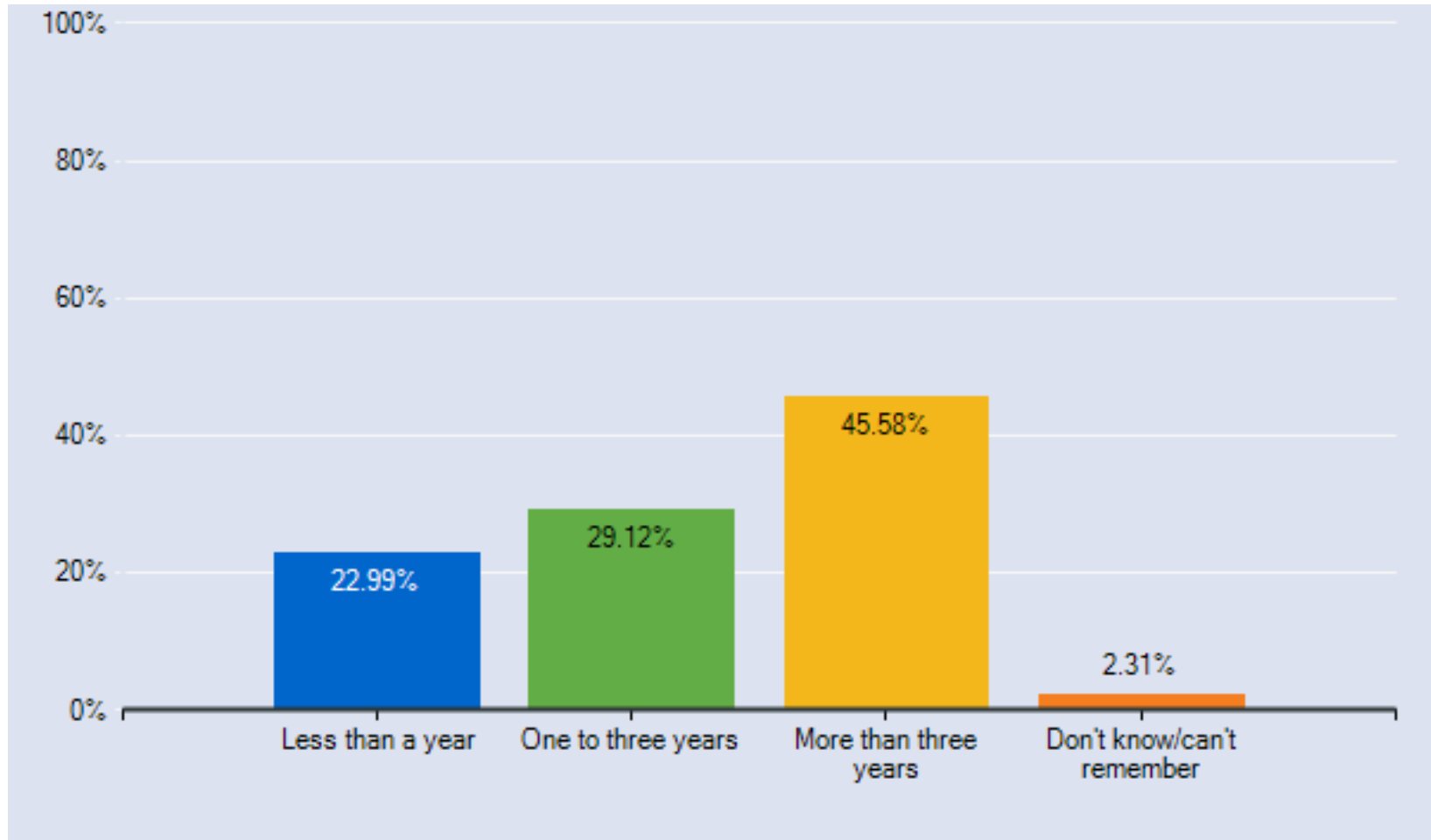




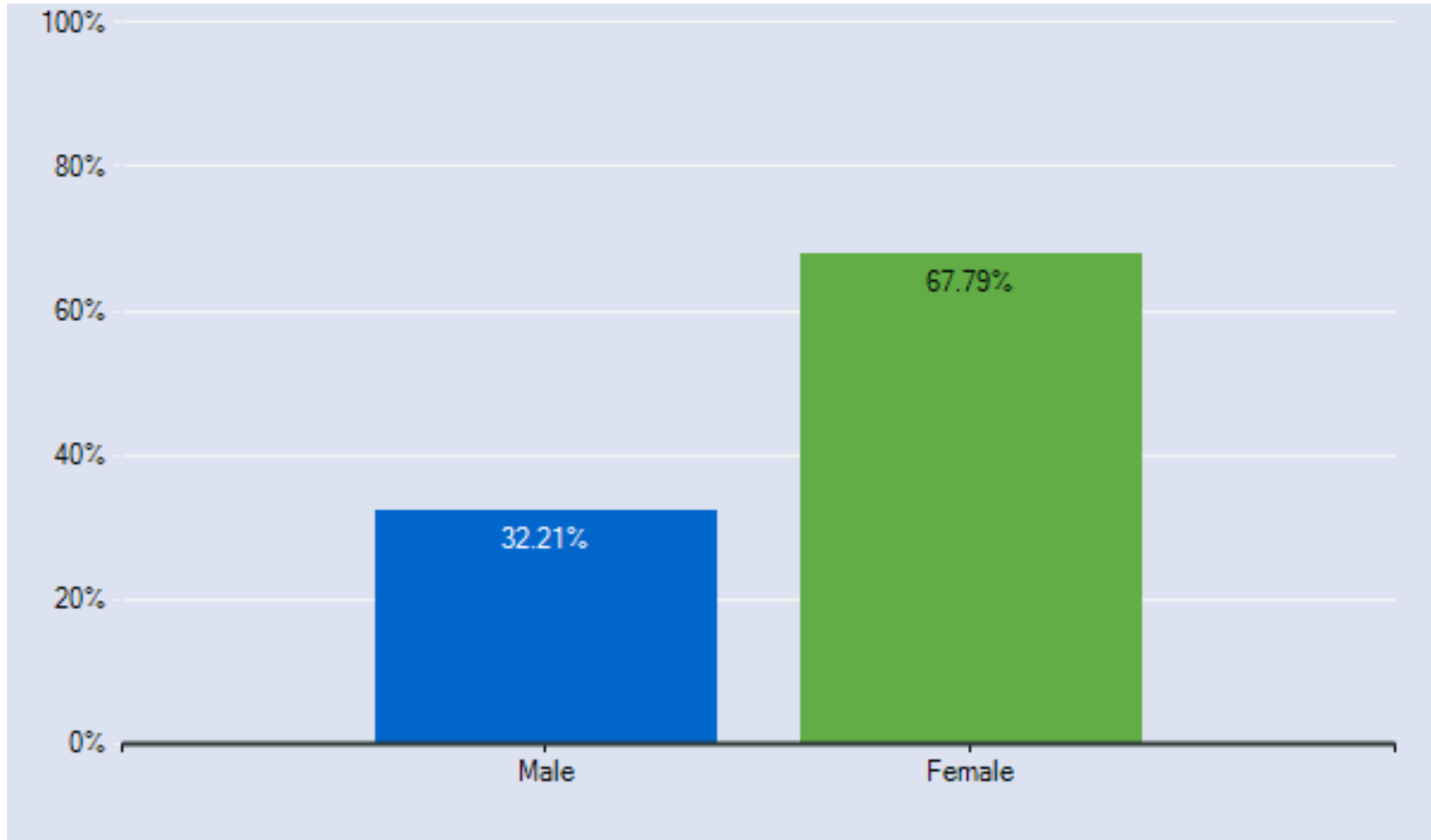
# Respondent Demographics

- Most respondents have lived in their home more than three years.
- The majority of respondents were women.
- The age of respondents under 55 was spread evenly across each range. 34% were over the age of 55.
- 54% identify as white (non-Hispanic) and 38% as African American.
- 86% have a high school diploma, and 32% have a four-year college degree or post graduate degree.
- 41% of respondents have a total household income of \$15,000 or less.

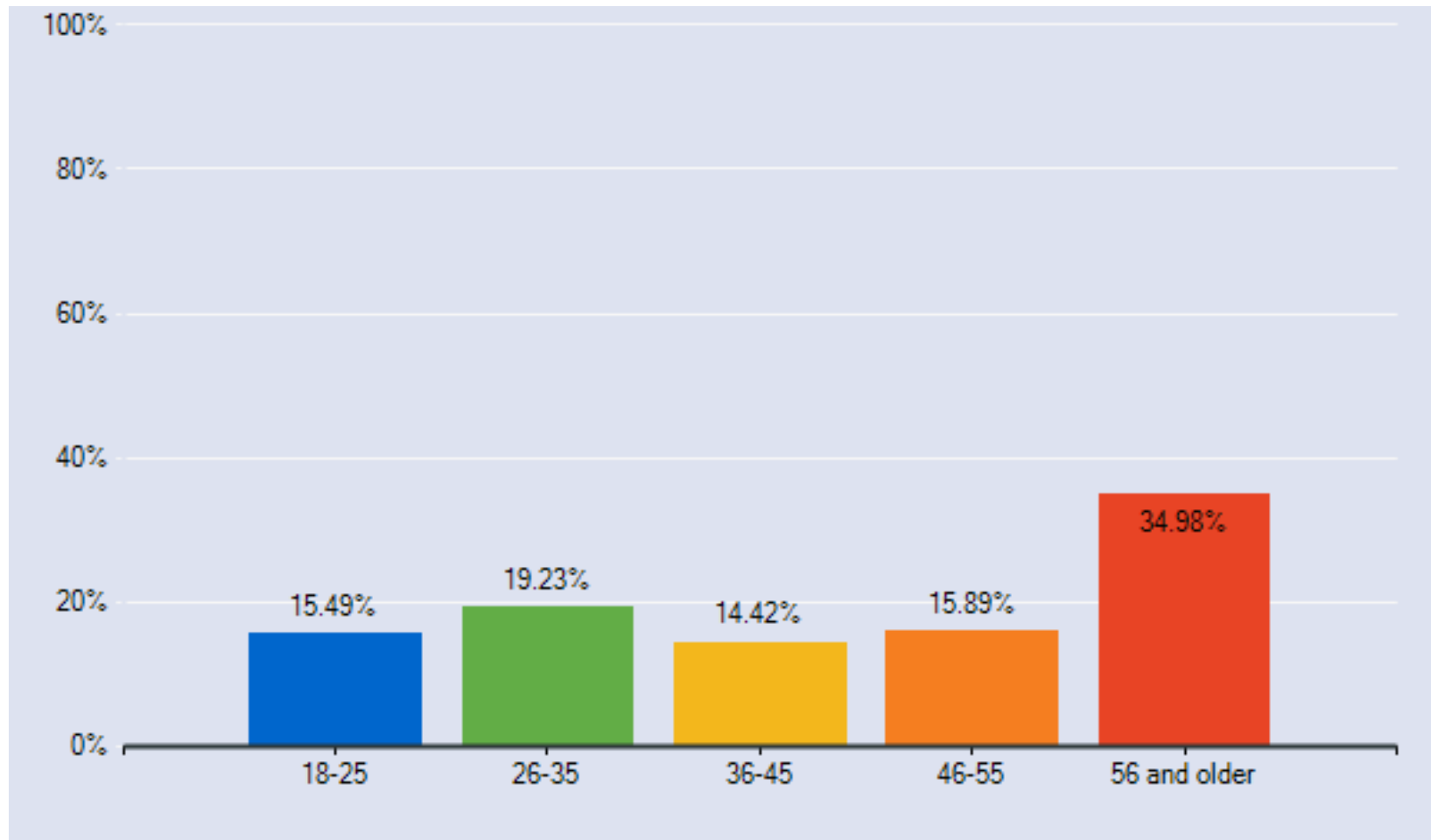
# Length of time in current home



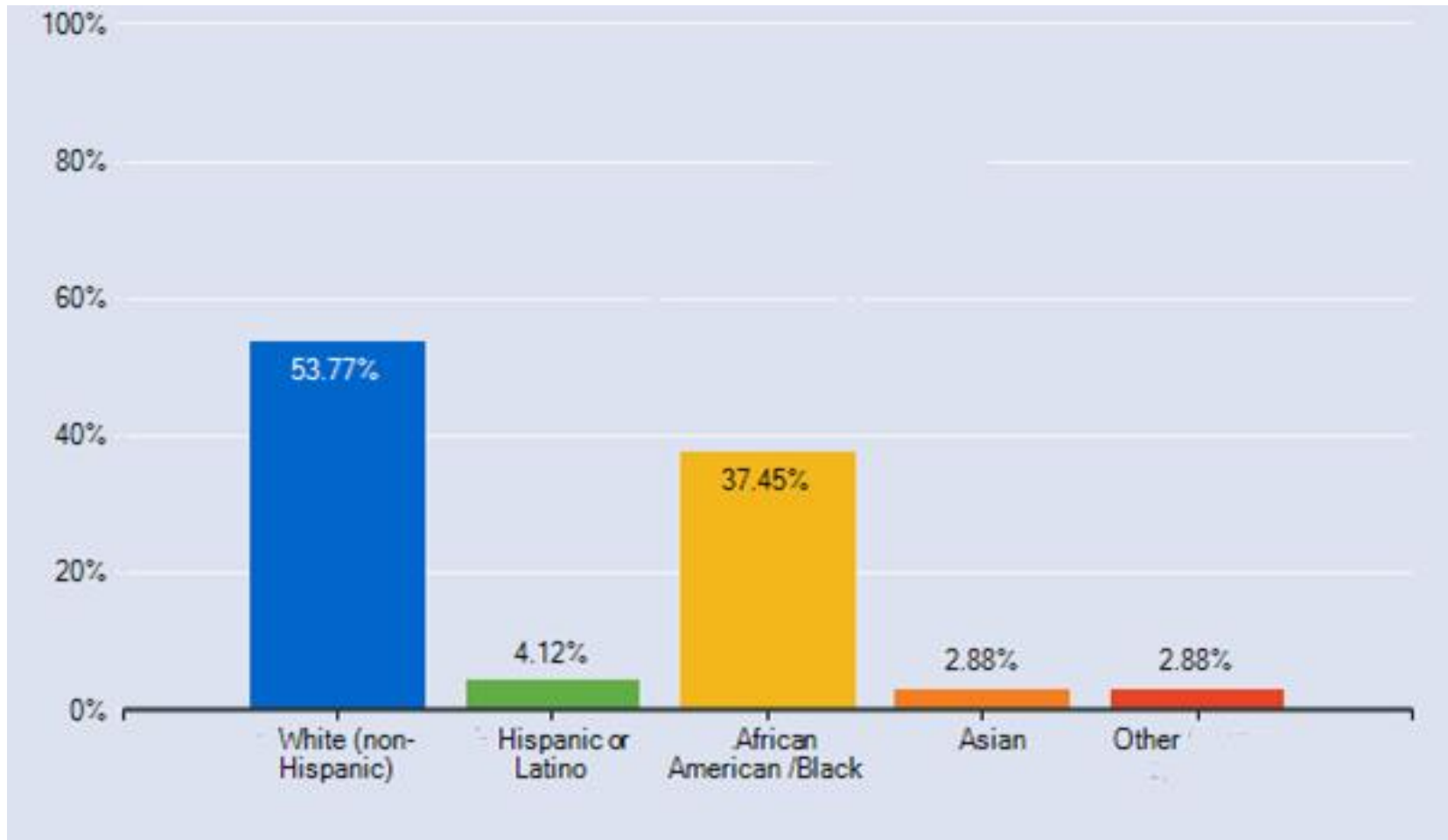
# Gender



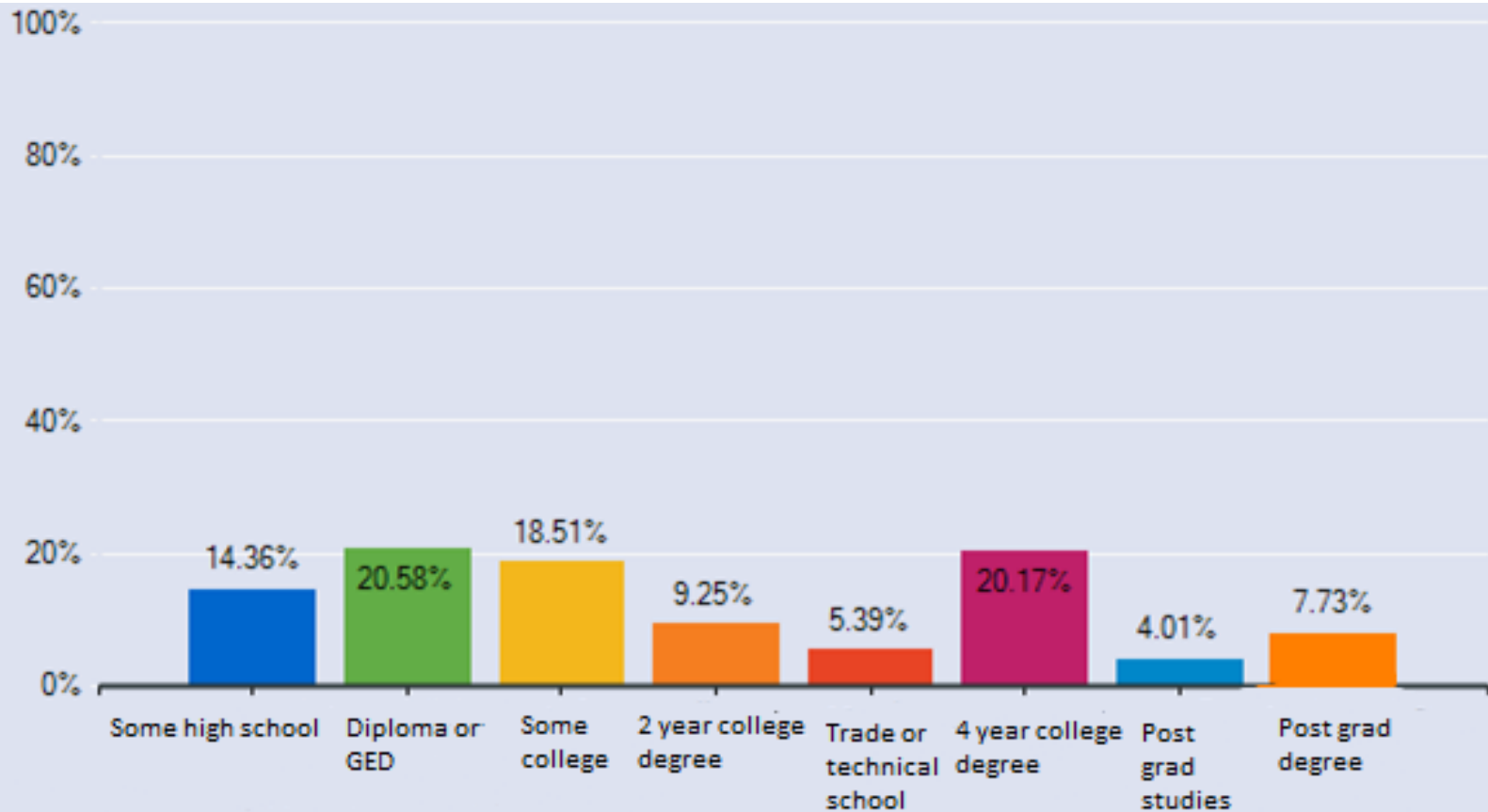
# Age



# Ethnicity

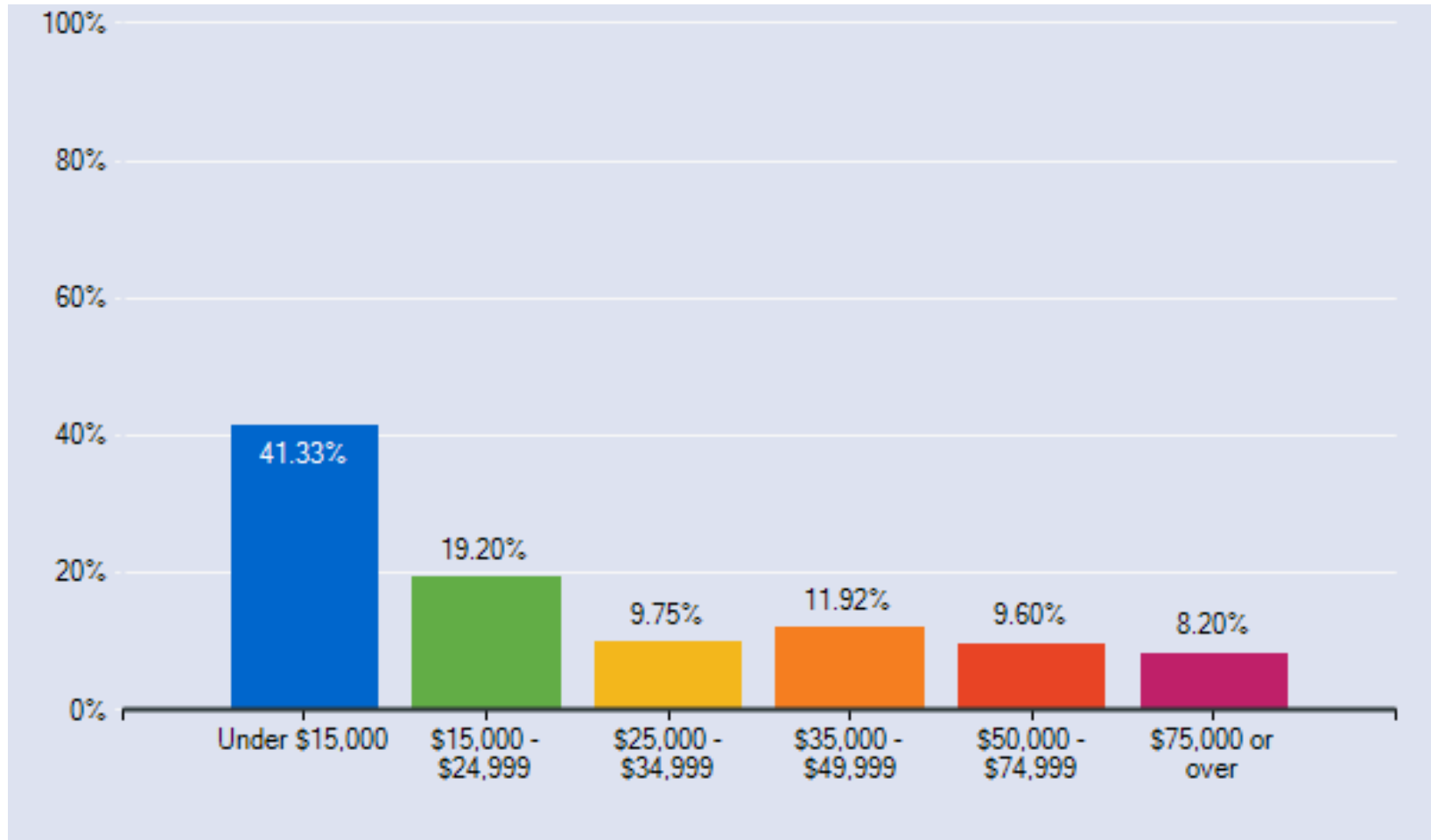


# Highest level of education completed





# Total household income





# Survey Highlights

- Most respondents were well educated about the effects of secondhand smoke; however there is an opportunity to educate residents about how smoke travels through buildings and into individual homes.
- Most respondents prefer to live in a smoke-free community.
- Most already have some form of non-smoking rule in place in their home.
- Some respondents were not aware of the smoking policy in their community. Policy education will be helpful to property managers in the enforcement stage.
- Most people do not smoke, and those who do would like to quit immediately or in the future.