

# **Smoking in Public Places: A Follow-up Survey of the Scottish Leisure Industry**

## **Executive Summary**

### **Introduction**

This report on Smoking in Public Places presents the findings of a telephone survey of around 1000 businesses in the Scottish leisure industry. The survey was conducted in January 2003 by MVA as a follow-up to a baseline study conducted in 1999. Both surveys were commissioned for the Scottish Executive by the Health Education Board for Scotland, (now part of NHS Health Scotland), and ASH (Action on Smoking and Health) Scotland.

### **The Voluntary Charter**

The Voluntary Charter on smoking in public places was launched in May 2000 by the Scottish Licensed Trade Association and the Scottish Tourism Forum for the hospitality trade. The government initiative recognises the health, customer and business benefits of delivering smoke-free areas, policies and actions designed to provide greater comfort and customer choice.

The Voluntary Charter promotes the following principles:

- > a written policy on smoking, available to customers and staff
- > implementation of the Voluntary Charter through smoke-free areas, air cleaning and ventilation, as appropriate and whenever practicable
- > communication to customers through external signage to an agreed format and appropriate internal signs
- > implementation of the Voluntary Charter on a rolling basis over a number of years, informed by an initial assessment of the current position, internal monitoring and subsequent independent research to monitor progress
- > recognition of smoking policies as a management responsibility to be reflected in general training, qualification and supervision
- > support for shared expertise and guidance on commercial and technical benefits of smoking policies and air cleaning.

### **Aims of the Survey**

The aims of the follow-up survey were:

- to determine the proportion of businesses in the Scottish leisure industry that have smoking policies in place and the nature of these policies
- to determine how these policies are communicated and enforced
- to determine the perceived impact of smoking policies on businesses and views about environmental tobacco smoke (also called ETS, secondhand smoke, involuntary smoke or passive smoke)
- to measure the extent to which the Scottish leisure industry has complied with the Voluntary Charter on Smoking in Public Places.

It was outwith the scope of this survey either to determine the extent to which smoking policies were enforced, or to measure how effective these smoking

policies were in providing a smoke-free environment and protecting health.

Differences in the data highlighted in this summary are not necessarily statistically significant, but rather serve to highlight points of interest to the reader. Where differences are statistically significant, some indication is given, and unless otherwise stated, significance is at the 95% level of confidence. Care should be taken when interpreting findings where the base is small. Percentages calculated from bases with less than 50 businesses are subject to the most sample variation, and therefore too small to draw robust conclusions.

## **Survey Method**

Data for the follow-up survey were collected by telephone interview with representatives of different sectors of the Scottish leisure industry. A panel survey method was used, i.e. during the first phase of the fieldwork attempts were made to interview a representative from all organisations included in the baseline survey, and where permission to be re-contacted was given. The second phase of the fieldwork addressed the short fall in interviews due to sample attrition (for example, caused by refusal, wrong/unobtainable numbers, respondent unavailable for interview) by boosting returns from the booster sampling frame (i.e. a database of all Scottish leisure businesses that excluded those businesses interviewed in the 1999 survey or who refused permission to be re-contacted for the follow-up survey). The booster sampling frame was obtained from the same source from which the baseline sampling frame was drawn. A total of 1574 businesses were contacted for interview, 58% of which had taken part in the baseline survey.

## **Main Findings**

The main findings from the 2003 survey are presented below.

### **Response Rate and Participant Profile**

- Interviews were conducted with respondents from 974 of the 1574 businesses approached to take part in the study. This represents an overall response rate of 62%.
- 11% of the business representatives contacted refused to participate. For the remaining businesses, either a representative could not be contacted, or the number given in the database was incorrect or unobtainable.
- The geographical spread and profile of businesses closely matched the baseline survey.
- 90% of respondents were in positions of management and 98% were responsible for either deciding or implementing the relevant smoking policy. Over half of respondents were male (55%) and a similar proportion (54%) was aged between 35 and 54 years of age. 36% were current smokers.

### **Primary Function of Businesses**

- 78% (n=759) of respondents classified their businesses as Food & Entertainment establishments (public houses/bars, restaurants, hotels, inns and motels, cafes, social clubs and associations and cinemas, theatres

- and concert halls).
- 17% (n=165) classified their businesses as Sports & Recreation establishments (sports clubs and associations, leisure/sports centres, snooker halls, community centres, betting shops, stadia, swimming pools, greyhound/horse racing tracks).
- 1% (n=11) of respondents were from Shopping Centres and 4% (n=39) were from DIY Superstores.

### **Smoking Policy for Areas Used by the General Public**

- Overall, almost two thirds of businesses (68%) had a smoking policy for members of the general public. This included 34% of businesses with a formal written policy and 35% with an informal policy.
- 26% of the sample had introduced a smoking policy since the 1999 baseline survey.
- 39% of businesses permitted smoking in all areas accessible to members of the public, 43% restricted smoking and 18% were completely smoke-free.
- 85% of DIY Superstores had a smoking policy in place compared with about two thirds of the Food & Entertainment (68%) and Sports & Recreation (65%) sectors and Shopping Centres (66%).
- Within the Food & Entertainment sector, social clubs and associations and public houses/bars were least likely to have a smoking policy with 41% and 44% respectively having a policy in place.
- In the Sports & Recreation sector, betting shops (13%) were least likely to have a smoking policy in place.
- DIY Superstores were most likely to have formal written policies (62%), while businesses in the Food & Entertainment sector were least likely to have a formal written policy (29%).
- Within the Food & Entertainment sector, the majority (80%) of cinemas, theatres and concert halls had a formal policy compared with 52% of public houses/bars, and only 26% of social clubs and associations.
- Of businesses with only an informal smoking policy the most common reasons given were *There is no need for a written policy* (36%) and *We already do enough* (39%).

### **Businesses with Smoking Restrictions for the General Public**

- Overall, 39% of businesses included in the survey permitted smoking everywhere, 43% had smoking restrictions and 18% were completely smoke-free.
- Of all businesses, 24% had designated smoking/smoke-free rooms, 24% had designated smoking/smoke-free areas and a few had partitioned areas (2%).
- Businesses in the Food & Entertainment and Sports & Recreation sectors were least likely to have smoking restrictions, with 42% and 35% respectively permitting smoking throughout their premises. This compares with only 18% of Shopping Centres and 8% of DIY Superstores.
- In the Food & Entertainment sector, most social clubs and associations (78%) and public houses and bars (71%) permitted smoking throughout their premises. In the Sports & Recreation sector, all rugby clubs and betting shops permitted smoking throughout their premises.
- Of the different businesses sectors, DIY Superstores (87%) were most likely to be smoke-free. This compares with 45% of Shopping Centres and about a

third (35%) of the Sports & Recreation sector. Only 11% of businesses in the Food & Entertainment sector were completely smoke-free. None of the pubs or bars included in the survey was smoke-free.

- Of businesses where smoking was permitted, more than nine out of 10 businesses ventilated their rooms or areas where smoking was permitted. The most popular method was mechanical ventilation for businesses with rooms (87%), areas (77%) and partitioned areas (83%). This pattern was consistent across all business sectors.

### **Communicating Smoking Restrictions**

- Overall, 61% of businesses restricted or banned smoking. As a proportion of the whole sample, use of internal signage near restricted areas within the premises (43%) and telling members of the public (50%) were the most common ways of communicating the restrictions. About one third of businesses with restrictions (32%) used external signage near the entrance to the premises.
- 10% of all businesses did not use any signage, either internally or externally, to communicate their restrictions to members of the public.
- Businesses in the Food & Entertainment sector were least likely to display signage near the entrance to their premises.
- 87% of respondents from businesses with smoking restrictions indicated that the public rarely, or never ignored these restrictions.

### **Businesses Without Smoking Restrictions for the General Public**

- Respondents from businesses without smoking restrictions were asked why they had no policy to ban or restrict smoking. The most common reasons offered were fear of *Loss of custom* (46%) and *There is no need for one* (31%).
- When asked about the consequences of introducing smoking restrictions, the majority of respondents from businesses without smoking restrictions (69%) said that they felt it would harm business, 20% said that it would make no difference and 6% said they felt it would benefit their business.
- When asked about the consequences of introducing a smoking ban, 87% of respondents from businesses without smoking restrictions, said that it would harm their business and 8% said that it would make no difference. Only 3% felt it would benefit their business.
- The most important anticipated consequence of introducing smoking restrictions or a ban was *Loss of trade or custom*.

### **Reported Changes to Smoking Policies for the General Public Since the Baseline Study**

- 19% of respondents indicated that there had been a change in smoking policy since the baseline survey was conducted and the introduction of the Voluntary Charter. The most common reasons given for the change were *Change in ownership/management* (36%) and *In response to the adoption of the Voluntary Charter* (23%).
- 63% of respondents, from businesses that had made changes, reported no impact on their customer base.

## **Staff Smoking Policy**

- Overall, 79% of businesses had a smoking policy for staff. This included 35% of businesses with a formal written policy and 44% with an informal policy.
- 18% of businesses did not have a staff smoking policy in place.
- 43% of all businesses permitted staff to smoke on the premises. Of businesses in the Food & Entertainment sector, social clubs and associations (63%) and hotels and inns (56%) were most likely to permit staff to smoke on the premises.
- Only a few organisations, 15%, provided support to help staff stop smoking.

## **Reported Changes to Smoking Policies for Staff Since the Baseline Study**

- The most common reasons given for recent changes in staff smoking policy were *Change in ownership or management* (36%) and *Due to a decision made by head office* (22%).
- Where changes to staff smoking policies had been made, 70% of respondents reported no impact on their customer base.

## **Perceptions of Respondents' Towards Smoking and Smoking Restrictions**

- Most respondents, 59%, thought that the main benefit from a smoke-free environment was *A cleaner/healthier environment* for both customers and the organisation, but 19% perceived no benefits at all.
- When asked about the negative consequences of smoking restrictions, 69% of respondents thought customers would go elsewhere, resulting in a loss of custom.
- 73% of respondents from the Food & Entertainment sector identified *Loss of custom* the most important issue. This compares with 37% of respondents from the Sports & Recreation sector, 27% from Shopping Centres and 13% of DIY Superstores.
- 77% of respondents believed that a ventilation system would be effective in protecting non-smokers from the health risks associated with environmental tobacco smoke.

## **Awareness of the Voluntary Charter on Smoking in Public Places**

- Overall, 45% of respondents were aware of the Voluntary Charter. Respondents from the Food & Entertainment sector (50%) were most likely to be aware of the Charter compared with 36% from Shopping Centres and DIY Superstores and 24% from the Sports & Recreation sector.
- Of respondents aware of the Charter, a half (50%) had received the relevant information pack.
- Overall, 15% of businesses complied with all key aspects of the Voluntary Charter. These businesses had a written policy for both staff and the general public, and offered smoke-free provision for the general public and displayed external signage outside their premises.
- 11% of businesses in the Food & Entertainment sector complied with the key aspects of the Voluntary Charter compared with 18% of Shopping Centres, 25% of the Sports & Recreation sector and 51% of DIY Superstores.

- However, there was a gap between perceived and actual compliance with the Charter. Overall, 23% of respondents believed that their business complied, compared with only 15% when assessed against the key aspects. This gap was particularly marked in the Food & Entertainment sector, where 23% of respondents believed that their businesses complied compared with 11% when assessed against the key aspects of the Voluntary Charter.
- Of those businesses that complied with the Charter, six out of 10 were not aware of it.

### **Changes since Baseline Survey**

The main changes between the 1999 and 2003 surveys are reported below. Comparisons are made between the responses from the full samples for the 1999 and 2003 surveys, and between the responses from the business panel that were interviewed at baseline and in the follow-up survey.

Statistically significant differences (at the 95% level) for responses to the key issues from the baseline survey and the follow-up survey are reported below as areas of increase or decrease. In most cases changes for the full samples and the panel both reached statistical significance (at the 95% level)<sup>1</sup>.

### **Smoking Restrictions for the General Public**

- There was an increase in the proportion of businesses with:
  - > a smoking policy
  - > a formal written smoking policy
  - > an informal smoking policy
  - > smoking restrictions in place
  - > smoking bans in place<sup>φ</sup>
  - > separate smoking and smoke-free rooms.
- Consequently, there was a decrease in the number of businesses permitting smoking everywhere.

### **Ventilation Methods for Designated Rooms and Areas**

- There was an increase in the proportion of businesses using mechanical ventilation for designated rooms and areas, and there was a corresponding decrease in the number of businesses using other methods of ventilation in these rooms and areas.

### **Communicating Restrictions**

- There was an increase in the proportions of businesses:
  - > using signage near the entrance to their premises
  - > using signs to show smoking and smoke-free areas inside the premises<sup>φ</sup>
  - > using staff to tell the public where smoking was and was not permitted.

## **Smoking Policies for Members of Staff**

- There was an increase in the proportion of businesses with an informal staff smoking policy, and a corresponding decrease in the number of businesses without a smoking policy for staff.

## **Awareness of the Voluntary Charter**

- There was no significant change in the levels of awareness of the Voluntary Charter since the baseline survey (45%).

## **Compliance with all Key Aspects of the Voluntary Charter**

- There was an increase in the number of businesses complying with all key aspects of the Voluntary Charter - that is businesses with a formal written policy for staff and the general public, and offering smoke-free provision for the general public and displaying signage outside their premises.

## **Perceived Impact of Introducing a Smoking Ban or Restrictions on Businesses**

- There was an increase in the proportion of respondents who believed that smoking restrictions or a smoking ban would harm business, with most believing they would lose custom.
- There was a decrease in the proportion of businesses:
  - > indicating *Customers Would not like it* if a ban was introduced
  - > indicating there was *Not enough room* to have separate smoking and smoke-free areas.

## **Industry Targets: Food & Entertainment Businesses Only**

- The Voluntary Charter set the following targets for relevant categories within the Food & Entertainment sector:
  - > 56% of businesses to have a smoking policy in place
  - > 26% of businesses with signage close to the entrance of the premises
  - > 49% of businesses with smoke-free provision
  - > 35% of businesses with written smoking policies for the general public.
- The proportions of the Food & Entertainment sector businesses contacted in this survey which reported having these relevant smoking policies in place were as follows:
  - > 68% of businesses reported have a smoking policy in place
  - > 28% of businesses reported having signage close to the entrance of the premises
  - > 58% of businesses reported having smoke-free provision
  - > 29% of businesses reported having written smoking policies for the general public.

- Based on these responses, the first three of these voluntary targets have been met by the Food & Entertainment sector, as defined in this survey.
- The proportion of businesses which reported:
  - > having a smoking policy in place exceeded this target by 12%
  - > having signage close to the entrance of the premises exceeded this target by 2%
  - > having smoke-free provision exceeded this target by 9%.
- There was a 6% shortfall in the proportion of businesses with written policies for the general public.
- It should be noted, that the targets for measuring the success of the Voluntary Charter were set by the Hospitality Industry and agreed by the Scottish Executive Tobacco Control Strategy Group but were not endorsed by ASH Scotland. In addition, it is understood that the key targets were not based directly on evidence about how to protect people from the health effects of environmental tobacco smoke.

<sup>1</sup> Changes marked 'φ' indicates that **only** differences between the full samples for the 1999 and 2003 surveys were significant at the 95% level, and **not** the difference between responses from the panel interviewed in both surveys.