

SMOKING PRACTICES, POLICIES, & PREFERENCES IN ARIZONA RENTAL HOUSING 2016

**Conducted for:
American Lung Association in Arizona**

**Telephone market research with tenants
in Arizona statewide
conducted in April 2016**



INTRODUCTION

In an effort to assess the demand for, and availability of, smoke-free rental housing, the American Lung Association in Arizona contracted with Campbell DeLong Resources, Inc. (CDRI) to conduct a survey of renters in the state. This report contains the results of a tenant survey evaluating attitudes toward smoke-free housing and secondhand smoke. The report is divided into the following sections:

- ▶ ***Executive Summary***, outlining key findings and recommendations coming from the research.
- ▶ ***Research Results***, outlining the findings from the research.
- ▶ ***Researcher's Conclusions***, providing the next steps we believe should be taken based on the research and our past experience.
- ▶ ***Appendix***, containing a review of the survey methodology as well as a copy of the survey questionnaire. The data printouts are bound in a separate volume.

Direct questions or comments about this research to: John H. Campbell at Campbell DeLong Resources, Inc., (503) 221-2005, ext. 205 or John@cdri.com. At the American Lung Association in Arizona, contact Mary Alba Kurth, (602) 429-0006 or MKurth@lungs.org.

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EXECUTIVE SUMMARY

The following are key findings from the research. To understand the full depth of the research, however, the reader is urged to review the entire report.

1. **The majority of renters are in multifamily housing (65%).** The survey was designed to characterize the entire market of renters, a high percentage of whom are in multifamily properties.
2. **Overall, 18% of Arizona renters say that secondhand smoke drifts into their home on a regular basis.** On the other hand, many do experience freedom from secondhand smoke: More than half say they never experience secondhand smoke coming into their home from outside. Consistent with other findings that show the biggest positive gains have been made in larger multifamily housing, the segment showing the most common exposure to secondhand smoke is now those who live in smaller multifamily property (2-4 plex properties), where 24% say secondhand smoke drifts into their homes on a regular basis.
3. **In most rentals, someone has already set a no-smoking rule — usually it is the renter.** Overall, 84% of Arizona renters live in homes where indoor smoking is not allowed. Usually this is a result of a rule set by the renter directly. Currently, 26% of renters live in homes where the landlord has set rules forbidding in-unit smoking. The actual number whose lifestyle is already consistent with indoor smoke-free rules is higher still because some who haven't set rules don't happen to have indoor smoking occurring anyway. In total, throughout the state, 90% are living in homes where indoor smoking is either prohibited or occurs "rarely or never."
4. **Even among renters *who smoke* almost two-thirds (62%) live in homes that are virtually smoke-free.** About 2 out of 10 renters in the state smoke, most as a daily habit. Yet, as we have seen in other research as well, most people who smoke today don't smoke inside their own homes. Even among those who smoke, 62% live in a home where, whether or not a rule has been set, indoor smoking either doesn't happen or virtually never happens. Put another way: Because most smokers in the state no longer smoke inside their homes, even most smokers would not have to change their current lifestyles to comply with a no-indoor-smoking rule.
5. **The available supply of the "amenity" of smoke-free living is way behind the measured demand.** While 26% of rentals have indoor smoking bans set by the landlord, consider these statistics about renters in the state:
 - ▶ Statewide, 74% of renters say they would choose a smoke-free rental, "other things being equal."
 - ▶ Three-quarters agree with the statement that *"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."*
 - ▶ 44% of renters would even be willing to pay a little more rent to live in a smoke-free community.

- ▶ 45% have such a strong desire for smoke-free living that they would even be uncomfortable renting an apartment where *nearby* tenants are permitted to smoke.
- ▶ Even among *smokers*, 40% say they would choose a smoke-free rental, all things being equal.

In other words, while smoke-free rules would require a lifestyle change for the approximately 10% who still engage in some level of indoor smoking, it would not only fit the current lifestyle of 90% of all renters, it is the strongly preferred choice by almost half and the clear preference of even more: 74%. Yet only 26% of rental units offer the “amenity” of a no-indoor-smoking rule set by the landlord. In other words, even when looked at from a pure supply-and-demand marketing standpoint, smoke-free housing is an underserved demand in the marketplace that landlords who innovate soon can plainly benefit from.

- 6. Comparing Maricopa County data from 2012 to today’s 2016 data, significant positive changes have happened in the rental market.** In virtually every dimension measured, Maricopa County renters show improvements in the direction of more smoke-free housing, and still higher approval ratings for smoke-free housing as an amenity, than were seen in 2012. The major area of change has been in larger (5+ unit) multifamily housing — a segment of the market that seemed behind the smaller-plex housing and single-family housing in 2012 now seems to lead it in most question areas where differences are apparent. In other words, in Maricopa County at least, the owners and managers of larger multifamily property have been the most likely to have made positive changes toward offering more smoke-free housing in the last four years.

RESEARCH RESULTS

I. Respondent Characteristics

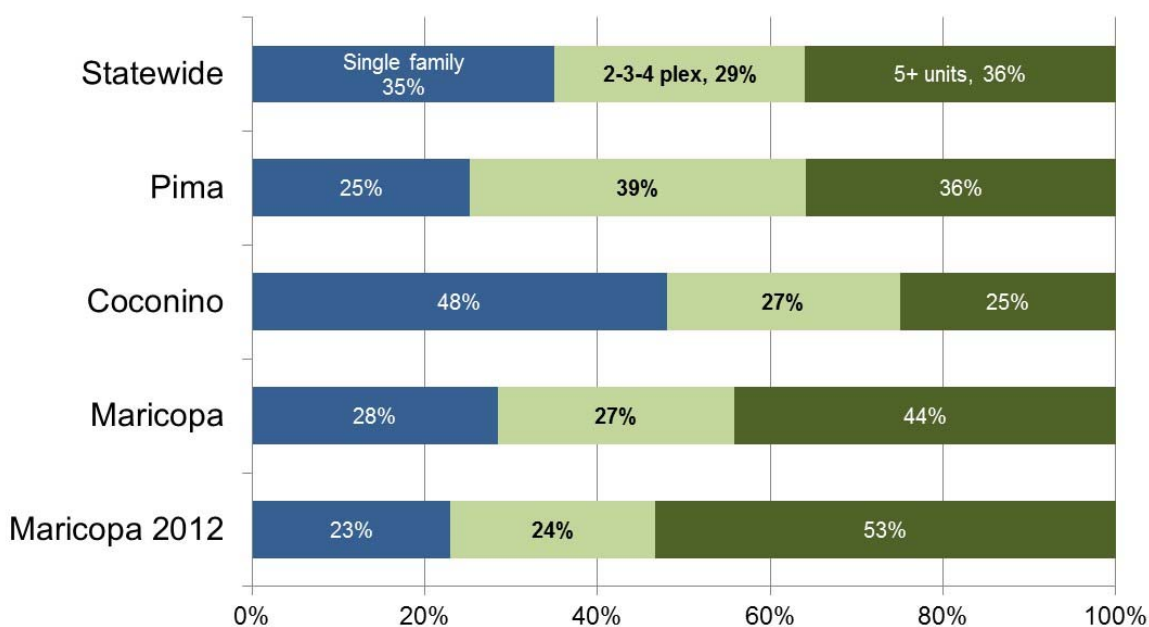
STATEWIDE, TWO-THIRDS OF RENTERS ARE IN MULTIFAMILY PROPERTY, ONE-THIRD IN SINGLE FAMILY HOMES.

As shown on the following chart, and as we would expect, renters are more likely to be found in multifamily property in the larger urban areas of the state. The survey included a random selection of renters across the state, which includes those living in single-family homes, those in “small-plex” properties — duplex, tri-plex, or four-plex property — and those living in multifamily properties with five or more attached units.¹

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?

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



¹ The decision to survey all renters, rather than only those in multifamily property (originally discussed when designing the 2012 research) was made in order to provide a complete picture of the rental market. This was done with the foreknowledge that the percentage of renters in multifamily property would likely be quite high in the random sample of renters, which the results show is the case.

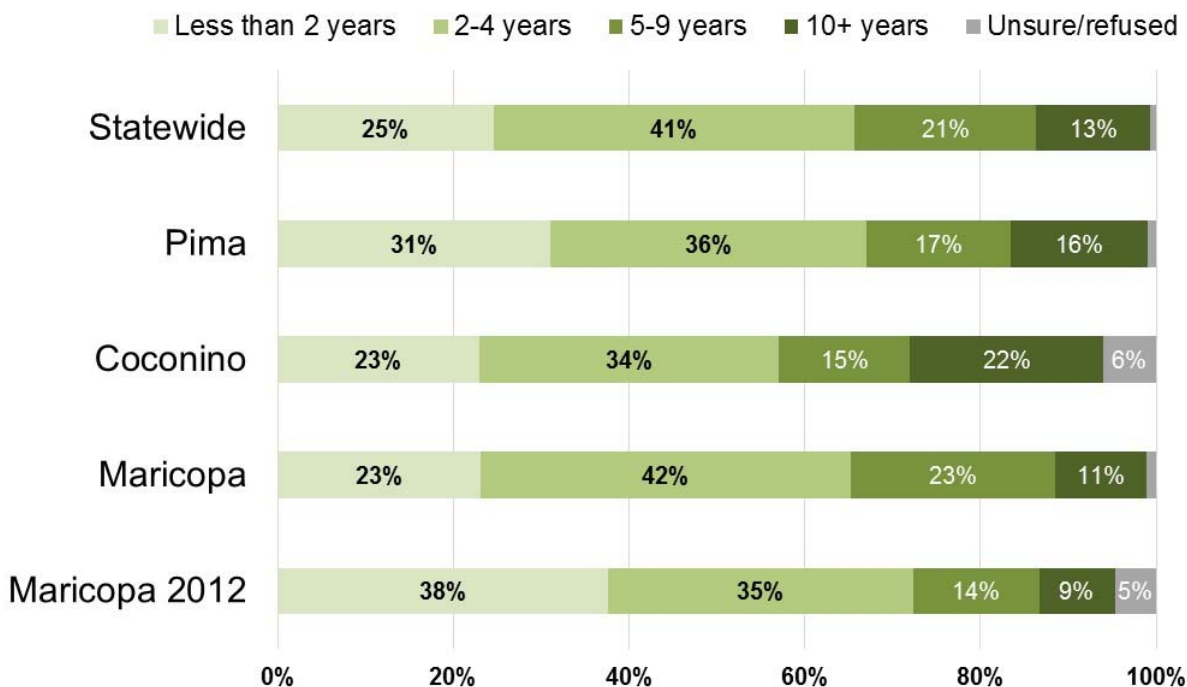
WHILE LENGTH-OF-RESIDENCY HAS INCREASED SOMEWHAT SINCE 2012 IN MARICOPA COUNTY, OVERALL THE FINDING REMAINS: MOST RENTERS DO NOT STAY IN THE SAME PLACE FOR LONG.

As we have seen in previous surveys with renters, renters are a particularly mobile population. Across the state, two-thirds have been in their current homes for four years or less. From a simple marketing/outreach standpoint, this information matters because it means that, for example, across the state, *every four years two-thirds of all renters are making a new decision about where to live* and whether or not, for example, to choose a home that is advertised as “smoke-free”.

Length of residency

Q: How long have you lived in your current home?

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



AGE DISTRIBUTION VARIES IN THE DIFFERENT GEOGRAPHIC SEGMENTS.

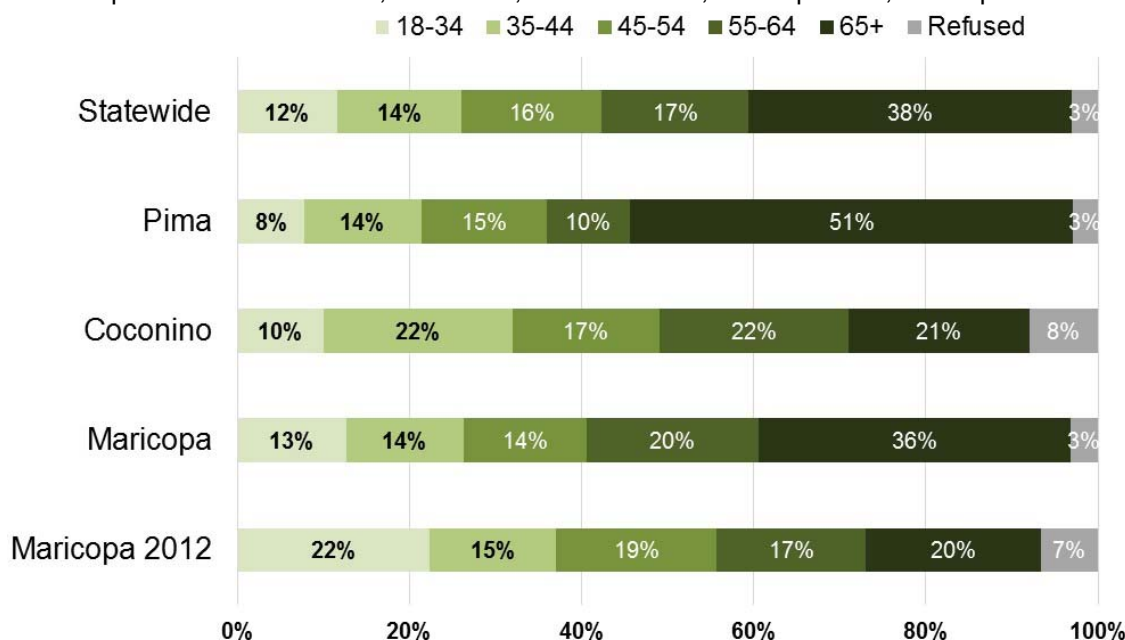
While we expect the age profile of renters to vary from that of the general adult populations (typically having more seniors and more young adults while adults in the age range from about 35 to 55 show up a bit less), the statewide data indicate a larger segment of older renters than we saw previously. There is also a significant shift in the age profile in Maricopa County since 2012 and the Pima County renters sampled are especially likely to be seniors. In our view, the difference in age profile in Maricopa County from 2012 to today is a result that likely reflects both the increasing size of Arizona's senior population as an increased portion of the post-World War II baby boom begins to reach retirement age as well as, potentially, a methodology artifact — the ongoing challenge of locating sufficient respondents who are cell-phone-only households (and likely to be younger as well). After studying the data results with care we have elected not to weight the data by age for two reasons:

1. The question of how to weight appropriately is not so easily answered. We are six years removed from the last US Census which means that a number of compounding assumptions would need to be made in order to develop a 2016 estimate of the age profile of adult renters by geographic region in the state. In other words, while it is reasonable to assume the population of renters has aged (due to the very large cohort of the baby boom reaching retirement ages), existing census-based projections for the rental-specific adult population are not reliably available.
2. More importantly, age weighting does *not* substantially impact the relevant findings in the analysis — that is, even when we halve the influence of the 55+ respondents in the data, while some differences do shift by a few percentage points on some questions (but not consistently on all questions) those shifts do not impact the overall findings as they relate to smoking practices and preferences — significant difference remain significant differences and insignificant shifts remain so. For example, there is not a significant difference by age for setting rules about smoking in the home, so the finding that more renters are forbidding indoor smoking would not change with weighting.

Age

Q: What is your age?

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



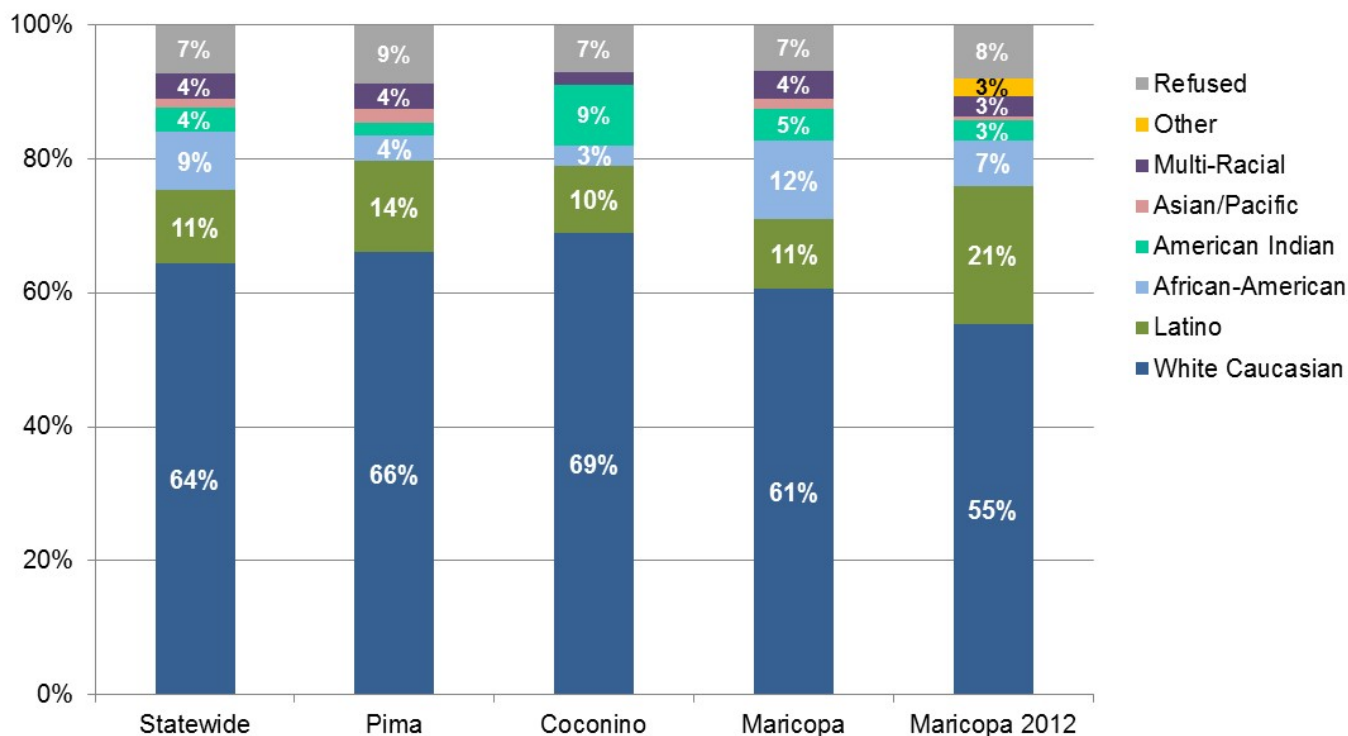
STATEWIDE, ABOUT TWO-THIRDS OF RENTERS ARE WHITE-CAUCASIAN WITH LATINOS, AFRICAN-AMERICANS, AND NATIVE-AMERICANS MAKING UP ANOTHER 25%.

We generally expect greater ethnic and racial diversity in urban areas and less so in rural areas, which is the case in the current study as well, though the difference is not as pronounced as we sometimes see. Overall, of the subsamples analyzed, Maricopa County shows the most diversity and Coconino the least, though the differences are relative and the overall pictures are roughly similar. Though a direct comparison with U.S. Census data cannot be made, renter populations tend to be more racially diverse than the population as a whole. Those who are comparing these data to U.S. Census information should keep in mind the difference in methodologies (adult renters versus adult population in general and asking race and ethnicity as two separate questions in the Census¹). For example, the percentage of Latinos recorded in the U.S. Census will be higher than shown here specifically because of differences in methodology — that is, in the U.S. Census, one can be counted for example, as both “white” (race) and of Hispanic or Latino origin (ethnicity).

Race/ethnicity

Q: With what racial or ethnic group do you most closely identify?

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



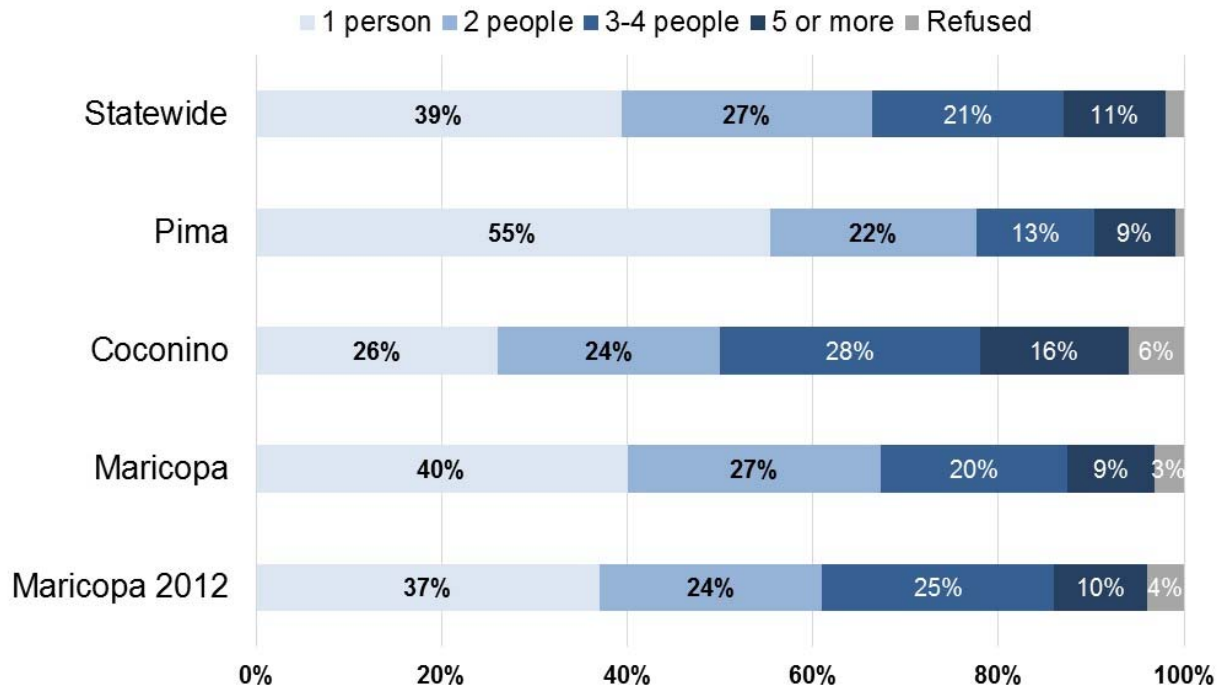
¹ We asked the question as one question (by agreement in the design phase, we elected to go with traditional survey methodology) versus how the U.S. Census now asks it, which is as two entirely separate questions: One about race (which does not include a Latino option) and one about ethnicity regarding whether or not the individual is of Hispanic or Latino origin.

THE AVERAGE HOUSEHOLD SIZE IS 2.3, WITH NEARLY 4 IN 10 LIVING ALONE.

Household sizes are similar between 2012 and 2016 in Maricopa County. The Pima County sample has more single person households, while the Coconino sample has fewer.

Household size

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300

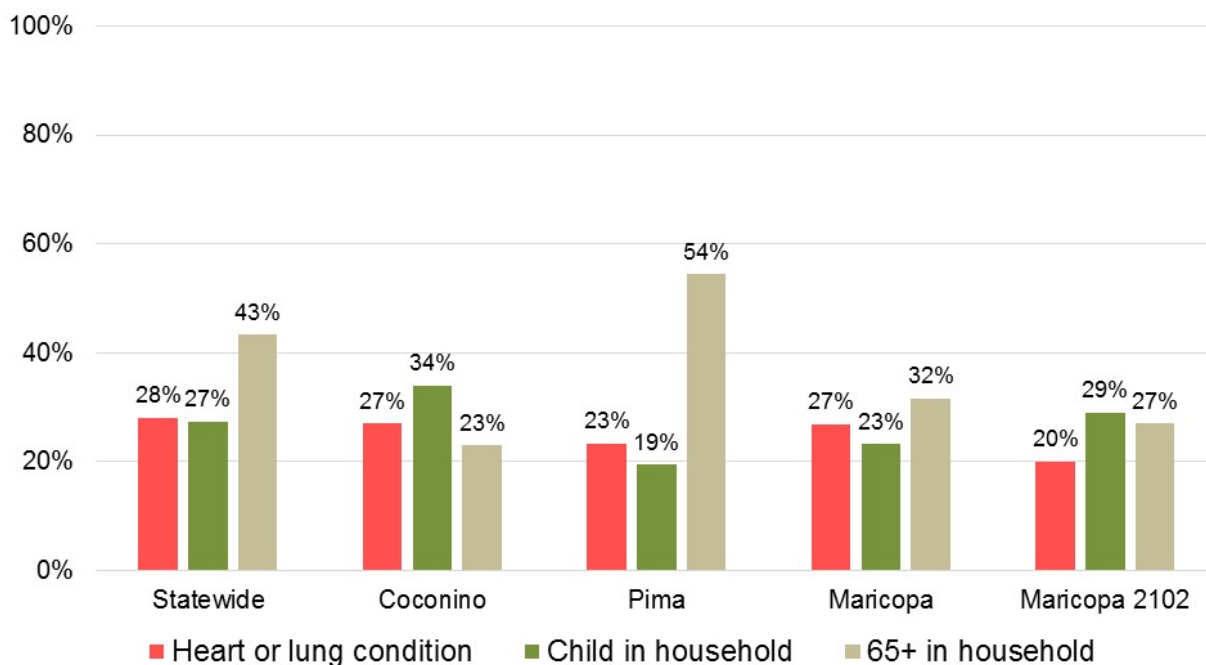


APPROXIMATELY TWO THIRDS OF ALL RENTAL HOUSEHOLDS INCLUDE AT LEAST ONE PERSON FOR WHOM THE DANGER OF SECONDHAND SMOKE SHOULD BE A PARTICULARLY ELEVATED CONCERN — THE ELDERLY, CHILDREN, OR THOSE WITH A HEART OR LUNG CONDITION.

Overall, 28% of renters statewide have a person in the household who suffers from “heart disease or a lung condition such as asthma or emphysema” while 27% have children in the home and 43% have at least one person who is 65 years of age or older.

“At-risk” households

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2102: 300



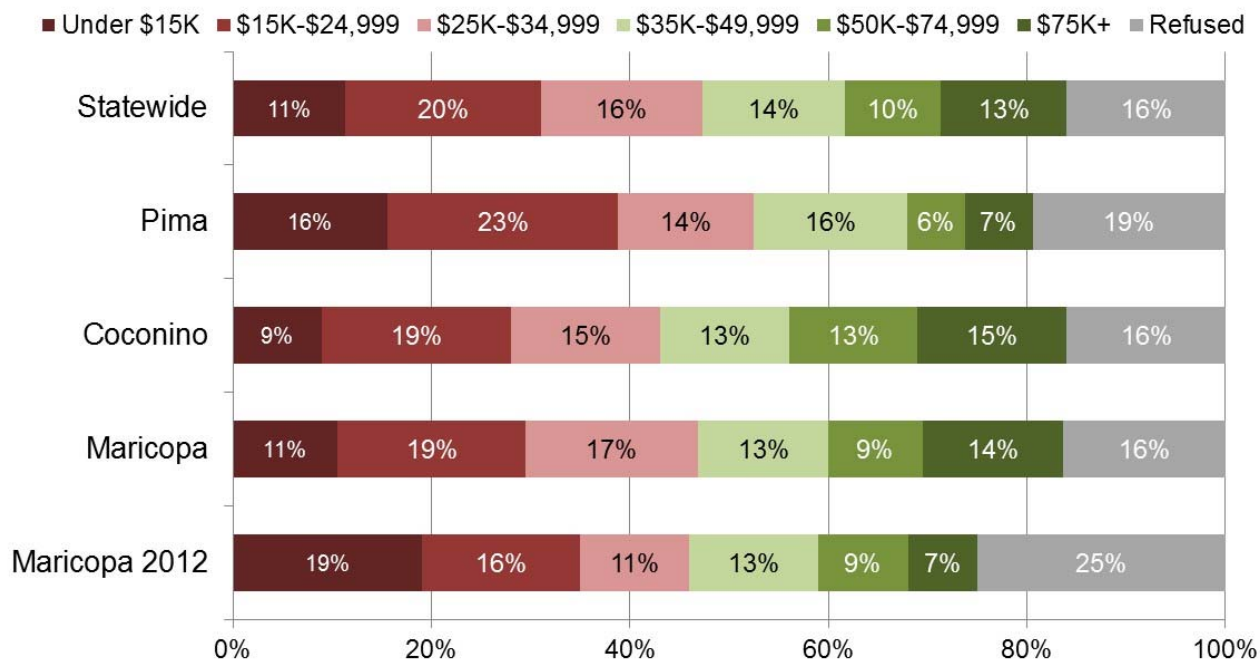
AS WOULD BE EXPECTED, MOST RENTERS REPORT LOWER INCOMES.

Statewide, 31% report household incomes below \$25,000 and almost half report household incomes below \$35,000. The Pima County oversample shows the lowest overall income profile of the segments compared.

Income

Q: Was your total household income in 2015 over or under \$35,000? DEPENDING ON THE ANSWER... Was it over or under \$25,000? \$15,000? OR ...over or under \$50,000? \$75,000?

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



II. Current Exposure to Direct & Secondhand Smoke

ALMOST ONE IN FIVE ARIZONA RENTERS SAY SECONDHAND SMOKE DRIFTS INTO THEIR HOME AT LEAST A FEW TIMES A WEEK.

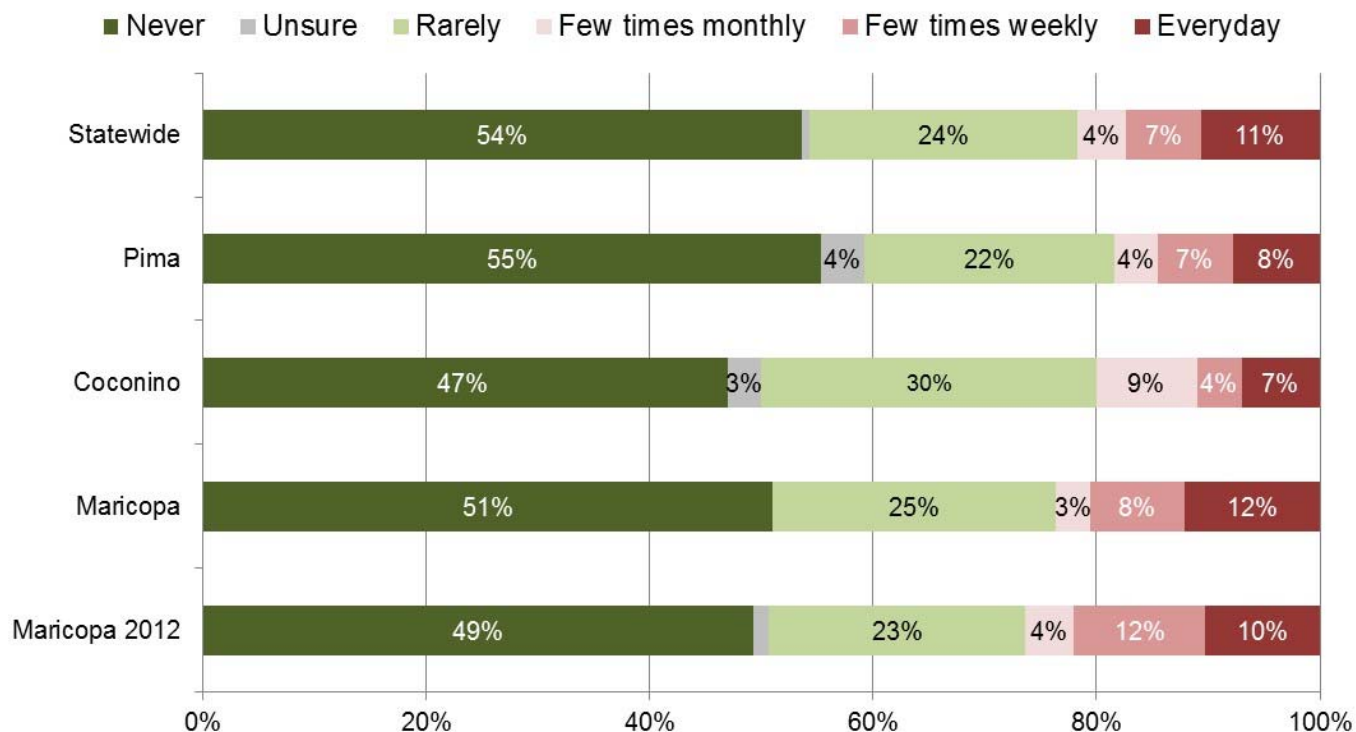
Renters were asked how often they experience secondhand smoke drifting into their homes from outside or from neighboring units. Statewide, 18% of all renters, and 20% of renters in multiunit housing, say they experience secondhand smoke on a regular basis (either daily or a few times a week), while over half (54%) say they never experience secondhand smoke coming into their home from outside. Overall, there are relatively few differences among subsets on this question. Detailed findings include:

- ▶ **The smaller (2-4 unit) multifamily housing is where secondhand smoke appears highest, followed by larger multifamily and then single family.** Among those living in larger multiunit properties (5 or more units), 17% experience drifting secondhand smoke on a regular basis while 78% say they rarely or never experience it. In smaller multifamily housing (2-4 units) 24% experience drifting secondhand smoke on a regular basis while 73% say they rarely or never experience it. Not surprisingly, those renting single-family homes are less likely to experience secondhand smoke drifting in from outside, but it is important to understand that some are still experiencing it. Overall, 13% of single-family home renters say smoke drifts in on a regular basis, while 82% say they rarely or never experience drifting secondhand smoke.
- ▶ **While the numbers appear to be moving in the right direction, the difference between Maricopa renters in 2012 and 2016 is not significant.** Comparing the two Maricopa County samples, roughly the same percentages are experience secondhand smoke in 2016 as did in 2012.

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?

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



A MAJORITY OF ARIZONA RENTERS ARE BOTHERED BY THE EXPERIENCE OF SECONDHAND SMOKE, WITH LOWER-INCOME RENTERS AT LEAST AS BOTHERED AS THOSE WITH HIGHER INCOMES.

Respondents were read a brief definition of secondhand smoke — “*Secondhand smoke is smoke from someone else’s cigarette, cigar, or pipe that you breathe*” — and then were asked to what degree, if at all, secondhand smoke bothers them — a lot, a little, or not at all. Statewide, 46% say they are bothered “a lot” by secondhand smoke and a combined 70% indicate secondhand smoke bothers them at least a little.

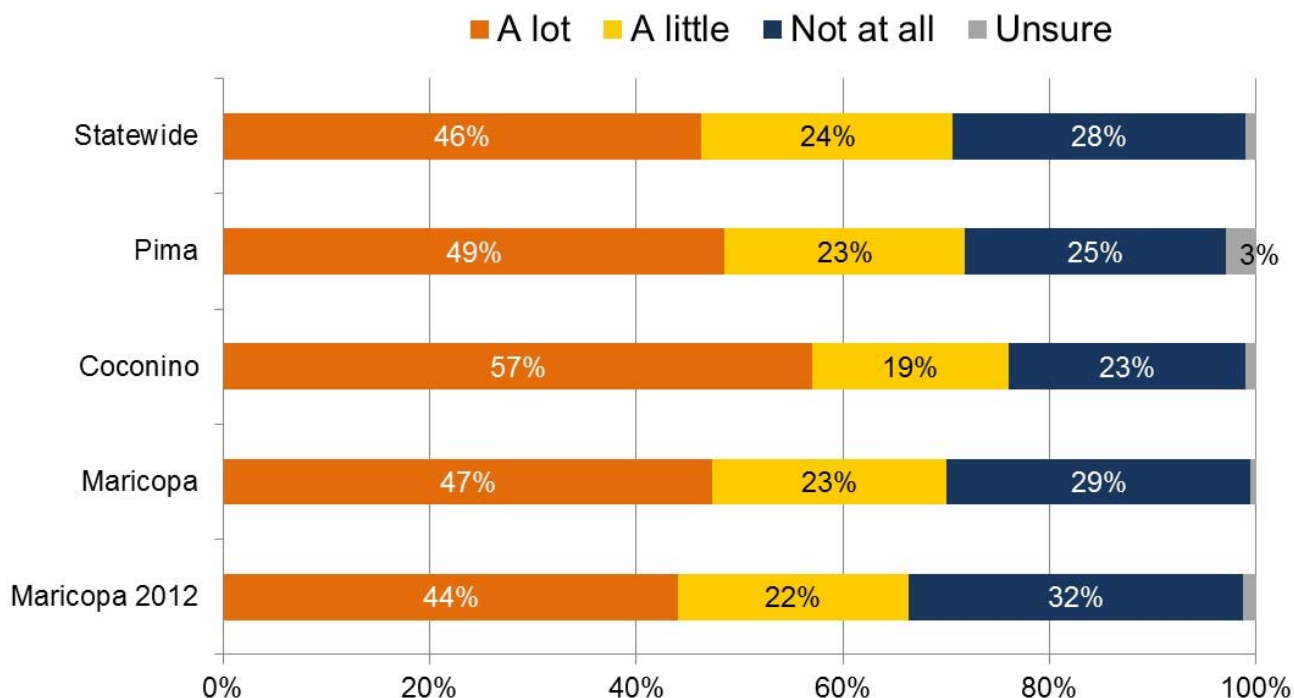
As we saw in the 2012 research in Maricopa County, women are considerably more likely than men to say that secondhand smoke bothers them “a lot” (57% vs. 33%). (The difference between Latinos and White-Caucasians first documented in the 2012 survey also appears in the numbers — 61% of Latinos saying that when they experience secondhand smoke it bothers them “a lot” compared to just 42% of White-Caucasians — however the subsamples are insufficient to conclude statistical significance for that difference in this survey.)

As we have seen in earlier surveys, differences by income plainly indicate that lower-income renters are certainly *not* more tolerant of secondhand smoke. In fact, as we have also seen in the past, they appear to be *less* tolerant of it: The data suggest that, renters with annual household incomes below \$35,000 appear more likely to say that secondhand smoke bothers them “a lot” (53% compared to 44% for those earning more) — a difference that is significant at the 90% confidence level, not the industry-standard 95%.

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?*

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



STATEWIDE, ALMOST 8 IN 10 AGREE THAT DAILY EXPOSURE TO EVEN SMALL AMOUNTS OF SECONDHAND SMOKE IS A SERIOUS HEALTH RISK.

Statewide 79% of renters agree (including responses of “agree” or “agree strongly”) with the statement that “*daily exposure to even small amounts of secondhand smoke is a serious health risk.*” Details include:

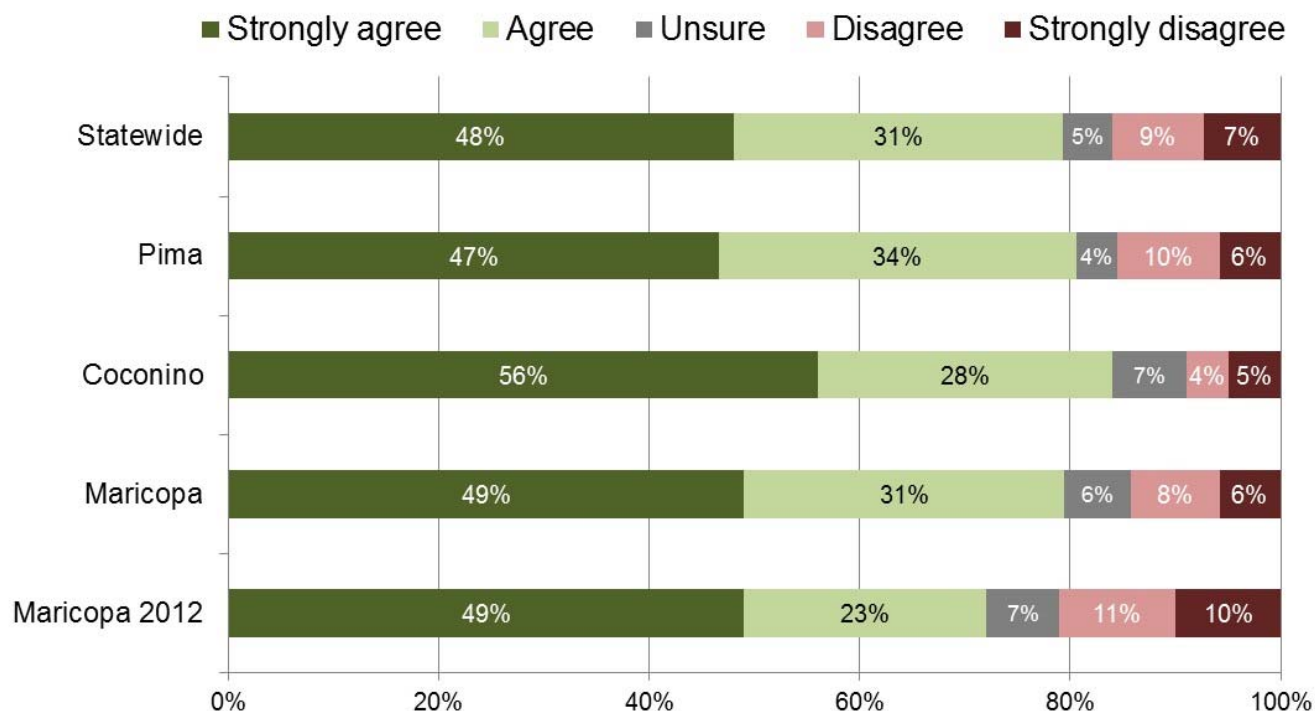
- ▶ **Agreement with the statement in Maricopa County is higher than it was in 2012.** In 2012 72% of Maricopa County renters agreed with the statement; today 80% do.
- ▶ **As seen in prior surveys, even among *smokers*, the majority are in agreement about health risks of secondhand smoke.** Among renters who currently smoke, 57% agree that daily exposure to even small amounts of secondhand smoke is a serious health risk and only 20% strongly disagree with this statement. (This 2016 statewide finding is virtually identical to what was seen in Maricopa County in 2012.)
- ▶ **Renters in Coconino County show the highest agreement among the geographic segments analyzed.** Overall, 84% of Coconino renters agree with the statement.

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.”

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



THE INCIDENCE OF RENTERS WHO SMOKE, STATEWIDE, STANDS AT 20% AND HAS DROPPED IN MARICOPA COUNTY SINCE 2012.

The majority of renters — 80% — say they do not smoke at all. Overall, 20% of adult renters statewide say they smoke — primarily as a daily habit (15%), with a smaller group saying they smoke only on some days (5%). Additional findings include:

- ▶ **There has been a substantial decline in smoking rates among Maricopa County renters, mostly driven by older renters smoking less.** As the chart indicates, reported smoking rates in Maricopa County dropped from 28% who said they smoked on at least some days to 16% in 2016. While some of the change may be attributed to sample differences associated with age, it is clear that the fact of a change is real (even if we weighted the current sample by age to match the age distribution in the 2012 sample, the 12% drop in smoking rates between the two samples would adjust only a little to a drop of about 10% instead). Between the two surveys, the smoking rate for renters in Maricopa County among renters 18-34 years of age held steady at 25%, while the rate for renters age 35 to 54 shows a decline from 33% to 25% and the rate for renters who are 55 years of age or older declined the most from 23% to just 10%¹. While it is bad news that younger-renter smoking rates do not show a change, it is good news that the oldest renter segment shows a very substantive change.
- ▶ **Statewide, 77% of lower-income renters do not smoke compared with 84% of those who earn a bit more.** For households with income under \$35,000 per year, 23% smoke — 17% daily and 6% on some days. Among those with a household income over \$35,000 in 2015, 17% smoke — 12% daily and 5% on some days.

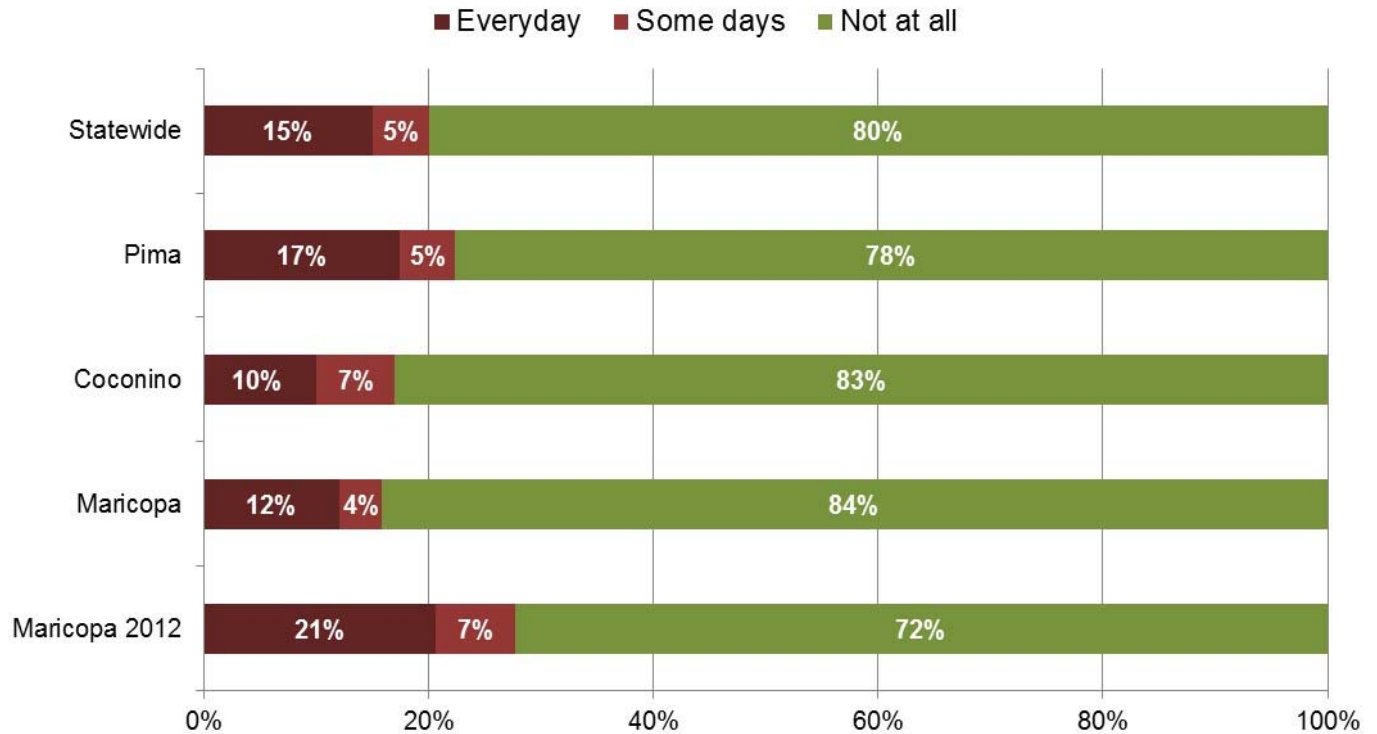
Note that while lower-income renters do appear to be more likely to smoke, the overall finding is the same *regardless of income*: That the majority — about 8 out of 10 — do not smoke.

¹ The apparent difference for renters age 35-54 does not meet tests for statistical significance while the difference for 55+ renters does easily.

Prevalence of smoking

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

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



III. Smoking Policies & Preferences

STATEWIDE 84% OF RENTERS SAY SMOKING IS NOT ALLOWED INSIDE THEIR HOME, REGARDLESS OF WHETHER THE LANDLORD HAS SET RELATED RULES. RENTERS IN MARICOPA COUNTY ARE PARTICULARLY LIKELY TO FORBID INDOOR SMOKING.

Statewide only 8% say smoking is allowed without restriction inside the home, while 84% say it isn't allowed at all. Additional findings include:

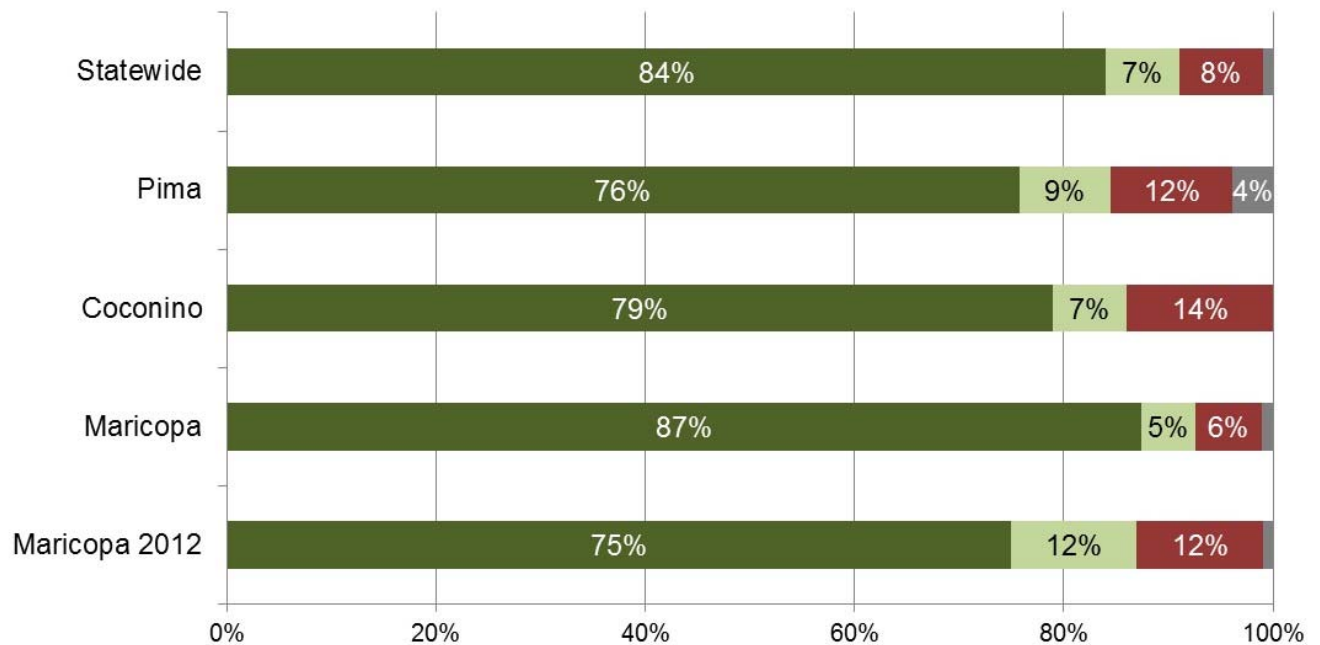
- ▶ **Resident-set indoor smoking prohibitions in Maricopa County have increased since 2012.** In 2012 75% of renters in Maricopa County lived in a unit where indoor smoking was not allowed, while the number today stands at 87%, a significant increase.
- ▶ **Percentages for the “rest of the state” — everything outside of Maricopa County — are about where Maricopa County was in 2012.** If Maricopa County is removed from the statewide data, 77% of renters in the rest of state live in homes where smoking is not allowed at all.
- ▶ **Even among the minority of respondents who are *smokers*, 48% have set a rule that indoor smoking is not permitted in their home and an even higher percentage — 51% — live in homes where indoor smoking virtually never happens.** While the majority of renters do not smoke and do not allow smoking in their home, half (48%) of all *smokers* statewide also do not allow smoking *anywhere* in their home. In other words, even among the minority (20% of all renters) who currently smoke, half would not have to change their house rules to accept a no-indoor-smoking rule set by the landlord.

Smoking practices in the home

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 everywhere inside the home?

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300

■ Not allowed inside ■ Limited inside ■ Allowed everywhere inside ■ Unsure



NINE OUT OF TEN RENTERS, STATEWIDE, LIVE IN HOMES THAT ARE FREE OF INDOOR SMOKING.

Respondents who allow smoking were asked how often anyone smokes inside their home. Results are shown on the chart below based over the total sample, including those who do not allow smoking.

Statewide, 8% say smoking occurs inside their home every day, and another 2% say smoking happens a few times a week or a few times a month. This means that 90% of renters are living in a household where indoor smoking is virtually nonexistent — that is, the frequency of anyone smoking inside is either zero or so infrequent as to be described as a rare event.

Geographically, the pattern seen elsewhere holds up for this finding as well: Maricopa County renters are even more likely to live in homes with no indoor smoking (and have shown a marked increase since 2012) while Coconino County is about on par with the state averages on this measure and Pima County is a little lower, with 82% living in households that are virtually free of indoor smoking (81% never and 1% “rarely”).

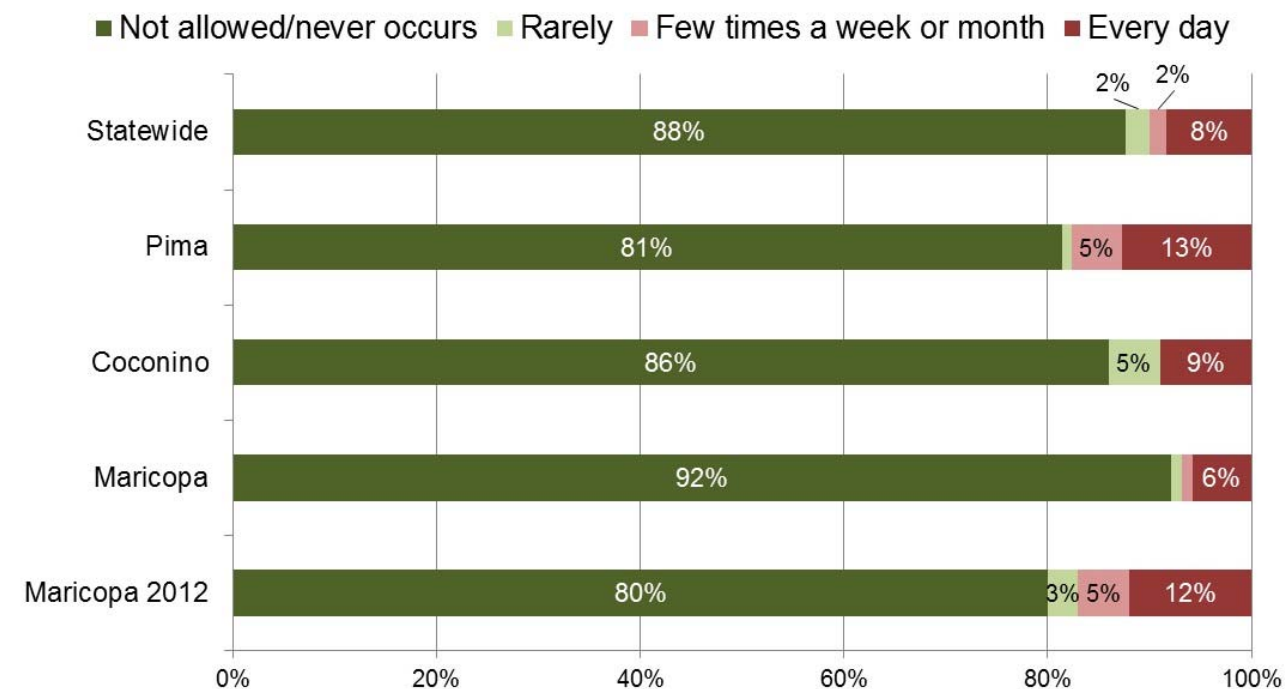
With all segments, the overall finding remains: For the great majority in all groups, indoor smoking is a nonexistent or rare event.

Again, perhaps most significant for those who might argue that tenants who smoke commonly do so indoors is this statistic: Statewide 62% of the just 20% of renters *who smoke* live in homes where indoor smoking either doesn’t occur or is rare — that is, they already are taking it outside by choice. In other words, two-thirds of people *who smoke* effectively already do not smoke inside (though data from this question doesn’t tell us whether they are stepping just outside to smoke in close proximity to tenants’ homes versus routinely going to a more distant location such as a designated smoking area or leaving the property entirely.)

Frequency of smoking inside the home

Q. How often, if at all, does anyone — you, household members, or visitors — smoke inside your home?

Sample n’s: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



OVERALL, 26% OF TENANTS NOW LIVE IN HOMES WHERE THE LANDLORD HAS FORBIDDEN INDOOR SMOKING.

Renters who say their landlord has set rules of any kind regarding smoking on the property (31% overall) were asked a series of questions to assess the extent of the smoking policies. The charts on the following pages show responses based over the total sample, including those whose landlords have not set any rules or restrictions. Details on smoking restrictions include:

- ▶ **The trend data is very positive.** In 2012 16% of Maricopa County renters said that their landlord had forbidden indoor smoking compared to 27% of Maricopa County renters in 2016 — an 11-point jump in four years.
- ▶ **Coconino County in 2016 is approximately where Maricopa County was in 2012.** While Pima County's numbers are similar to the state averages, Coconino County renters are less likely to have landlords who, for example, forbid indoor smoking, with only 15% saying that their landlord has set such rules.
- ▶ **Changes since 2012 seem to have been driven by changes at larger multifamily property.** In 2012 we reported that, in Maricopa County at least, renters in multifamily property were less likely to have rules prohibiting indoor smoking set by the landlord. In 2016, the statewide data show just the reverse with 32% of renters living in larger (5 or more unit) multifamily property saying the landlord forbids in-unit smoking, 26% of those in 2, 3, or 4-plex housing saying so, compared to 18% in single family homes.

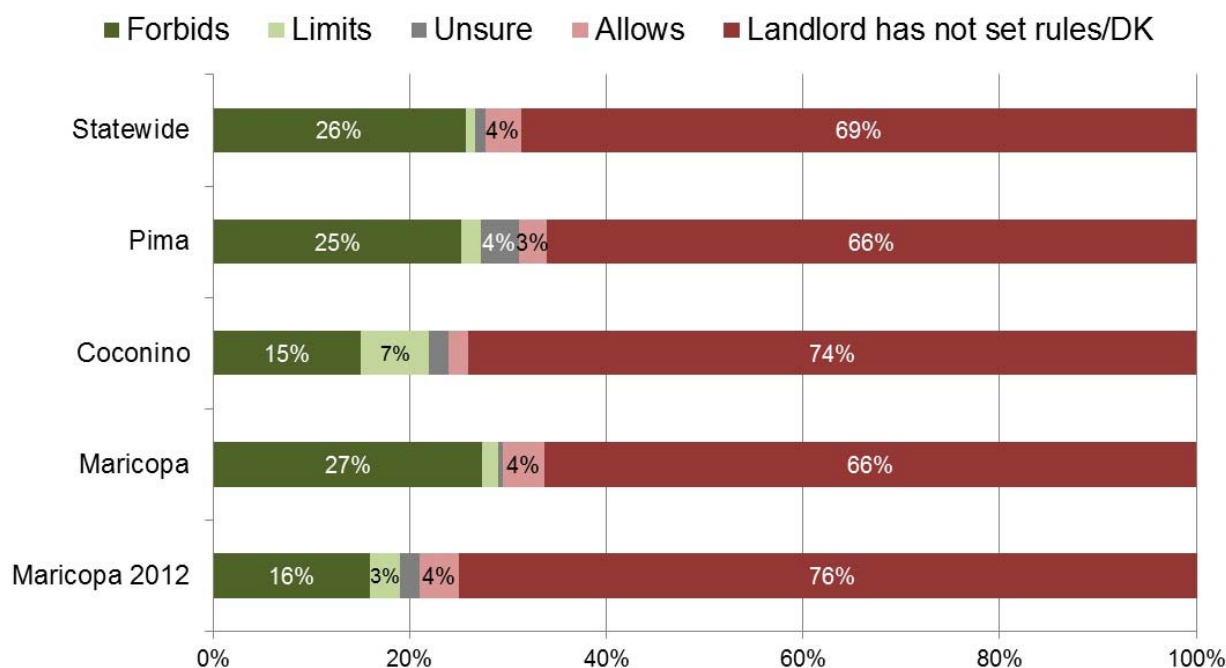
Landlords' policies regarding smoking

Asked only of those who report that their landlord has set rules about smoking. Data are shown based over the entire sample, including the 69% who indicate either that their landlord has set no rules or that they are unsure if rules have been set. (Percentages lower than 3% are shown graphically, but not labeled.)

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

...inside your living space, inside your home?

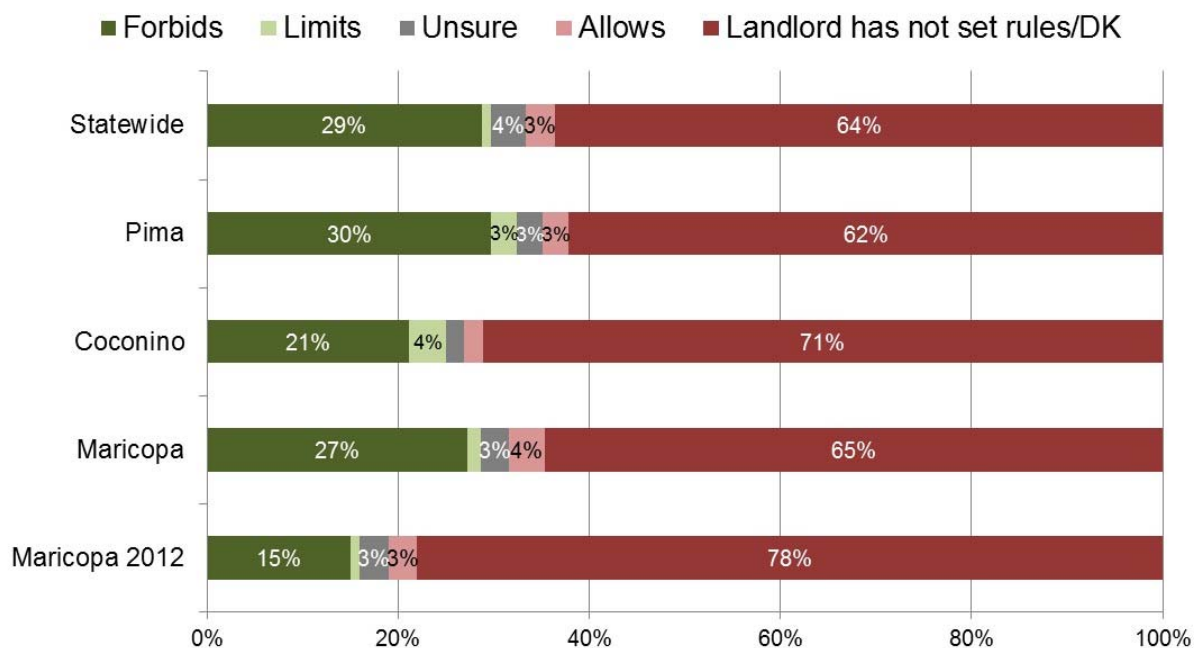
Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



...in interior common areas such as hallways and entryways?

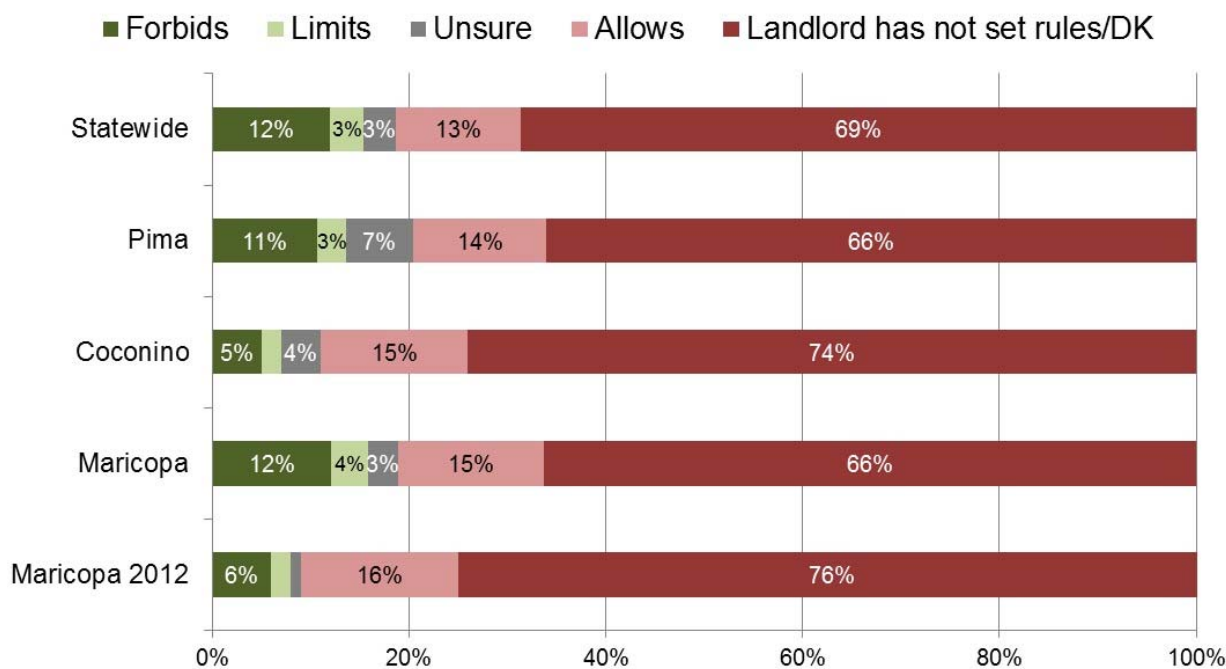
Asked of multifamily property residents only.

Sample n's: Statewide: 195; Pima: 74; Coconino: 52; Maricopa: 136; Maricopa 2012: 231



...in nearby outside places such as porches, patios, or decks?

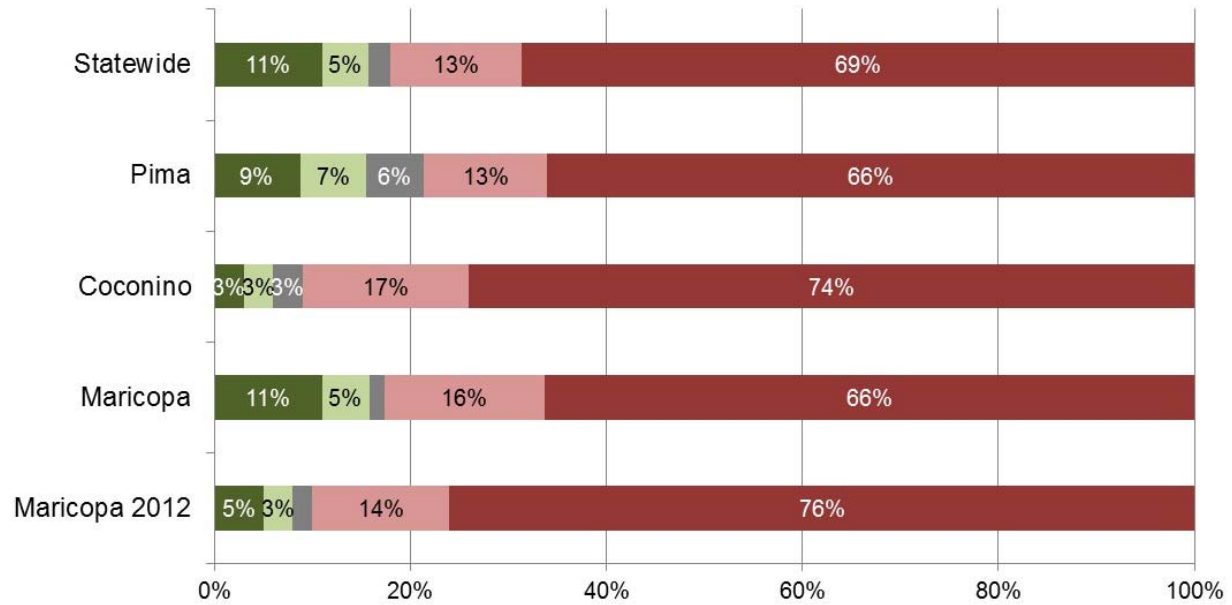
Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



...on other outdoor areas of the property?

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300

■ Forbids ■ Limits ■ Unsure ■ Allows ■ Landlord has not set rules/DK



IV. Attitudes & Preferences for Smoke-Free Rules

Respondents were asked to rate how strongly they agree or disagree with a series of attitudinal statements about rental housing choices in relation to smoking rules. As in studies we have conducted in other states with the same questions, the research indicates broad support for smoke-free housing.

THREE-QUARTERS AGREE THAT “OTHER THINGS BEING EQUAL,” THEY WOULD CHOOSE A SMOKE-FREE RENTAL HOME.

Statewide, 74% of renters say they would choose a smoke-free rental, “other things being equal.” Looking at the segments shows:

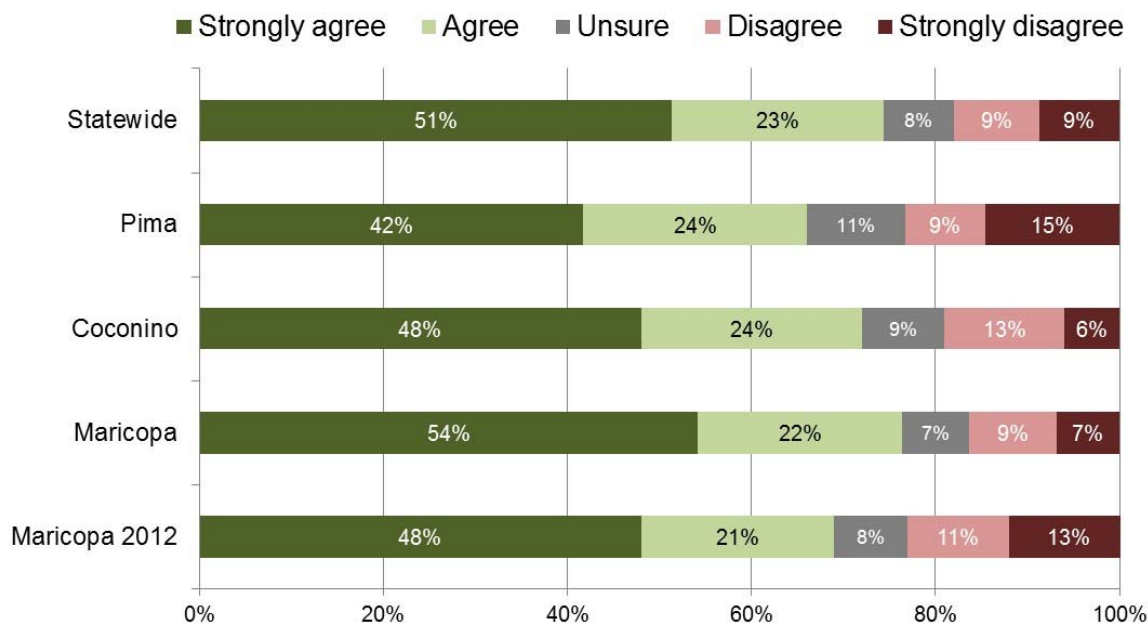
- ▶ **Maricopa County renters show increased agreement since 2012.**
- ▶ **Pima County renter agreement, while still very high at 68%, is lower than the other counties analyzed.**
- ▶ **Forty percent of *smokers* would choose a smoke-free rental.** In yet another demonstration that even those who smoke often avoid doing so in their home, 40% of those who currently smoke agree they would choose a smoke-free rental home over one that allows smoking. Also, only 40% of smokers (or 8% of the total rental market) disagree with the statement.

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.”

Sample n’s: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



ALMOST TWO-THIRDS AGREE THAT “OTHER THINGS BEING EQUAL,” THEY WOULD CHOOSE TO RENT A HOME WHERE SMOKING IS NOT ALLOWED ON THE ENTIRE PROPERTY.

Statewide, 63% of renters say they would choose to rent a home “where smoking is not allowed anywhere on the entire property, inside or outside.”

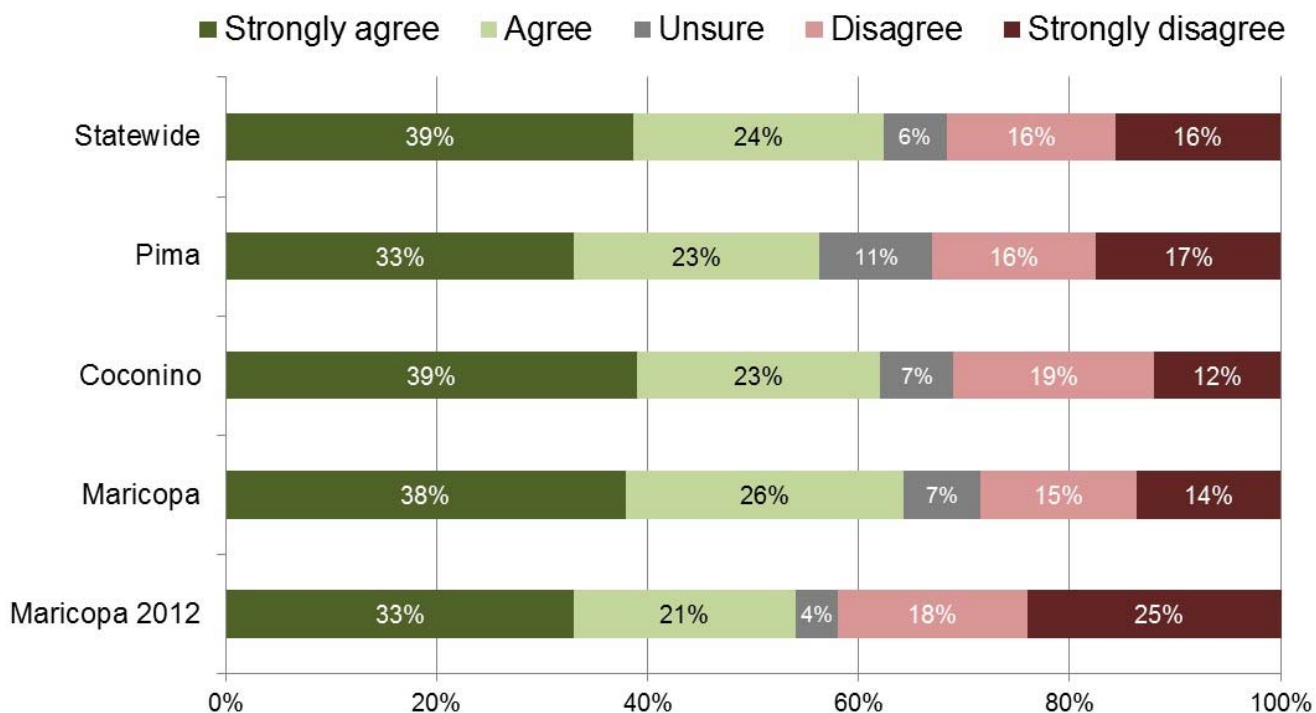
- ▶ **Maricopa County renters show increased agreement on this statement as well since 2012.**
- ▶ **Pima County renter agreement, while still a majority at 56%, is lower than the other counties analyzed.**
- ▶ **Coconino County agreement is similar to the statewide sample.**

Preference for “smoke-free” property

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

“Other things being equal, I would choose a rental home where smoking is not allowed anywhere on the entire property, inside or out.”

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



THREE-QUARTERS AGREE THAT IT IS OKAY FOR LANDLORDS TO PROHIBIT TENANTS FROM SMOKING IN THEIR OWN HOMES.

Statewide, 75% of renters agree with the statement that *“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.”* Key findings:

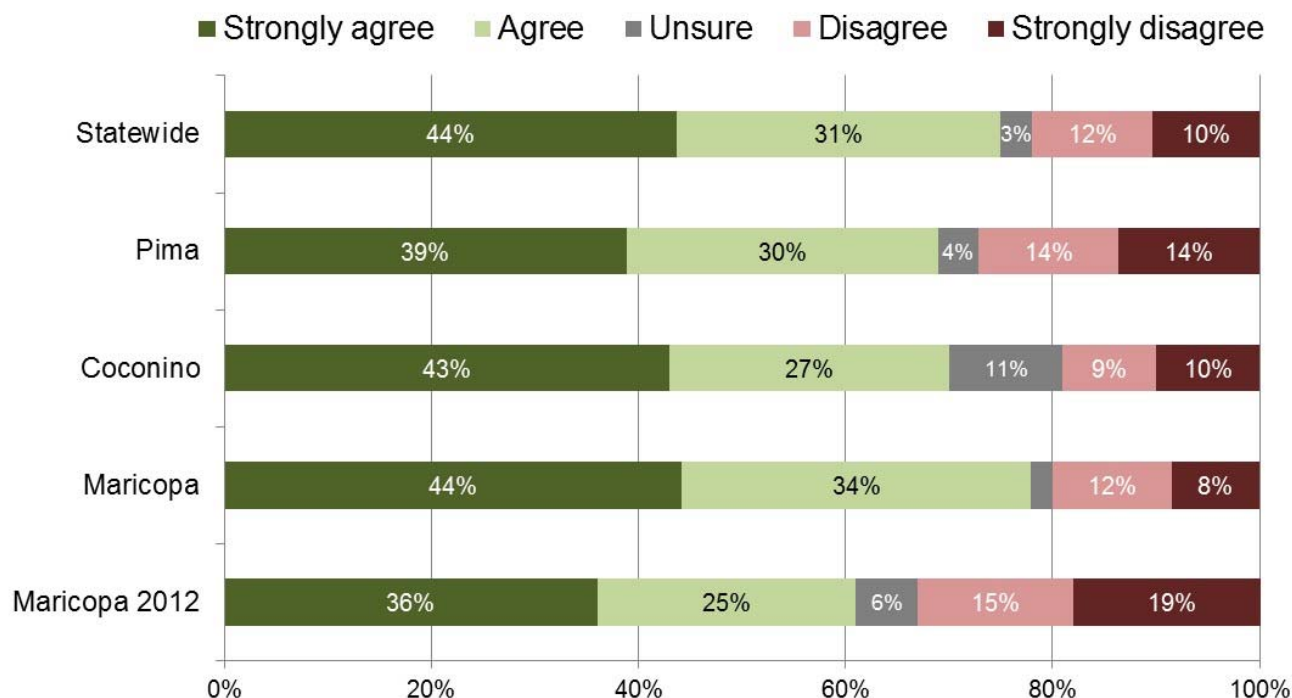
- ▶ **Maricopa County renters show increased agreement on this statement since 2012.** Overall agreement has increased from just over 60% in 2012 to 78% today.
- ▶ **In both Pima and Coconino Counties 7 out of 10 renters agree.**
- ▶ **Half of smokers support landlords setting such rules.** Once again, there is support for restrictions on smoking inside homes by a large number of smokers. Of the 60 smokers in our sample, 52% agree that it is okay for landlords to prohibit smoking in tenants’ homes if doing so is necessary to keep secondhand smoke out of the homes of other tenants.

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.”

Sample n’s: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



A CLEAR MAJORITY NOW AGREE WITH THE CONCEPT OF LANDLORDS PROHIBITING TENANTS FROM SMOKING ON PORCHES, PATIOS, AND DECKS TO KEEP SECONDHAND SMOKE FROM OTHER UNITS.

As we saw in 2012, support drops by about ten percentage points when the statement describes prohibiting smoking on porches, patios, and decks rather than the interior of tenants' homes. The difference from 2012 is that a majority now agree. Statewide, 64% of renters agree with the statement that *"it is okay for landlords to prohibit smoking on tenants' porches, patios, and decks to keep secondhand smoke out of other tenants' homes."*

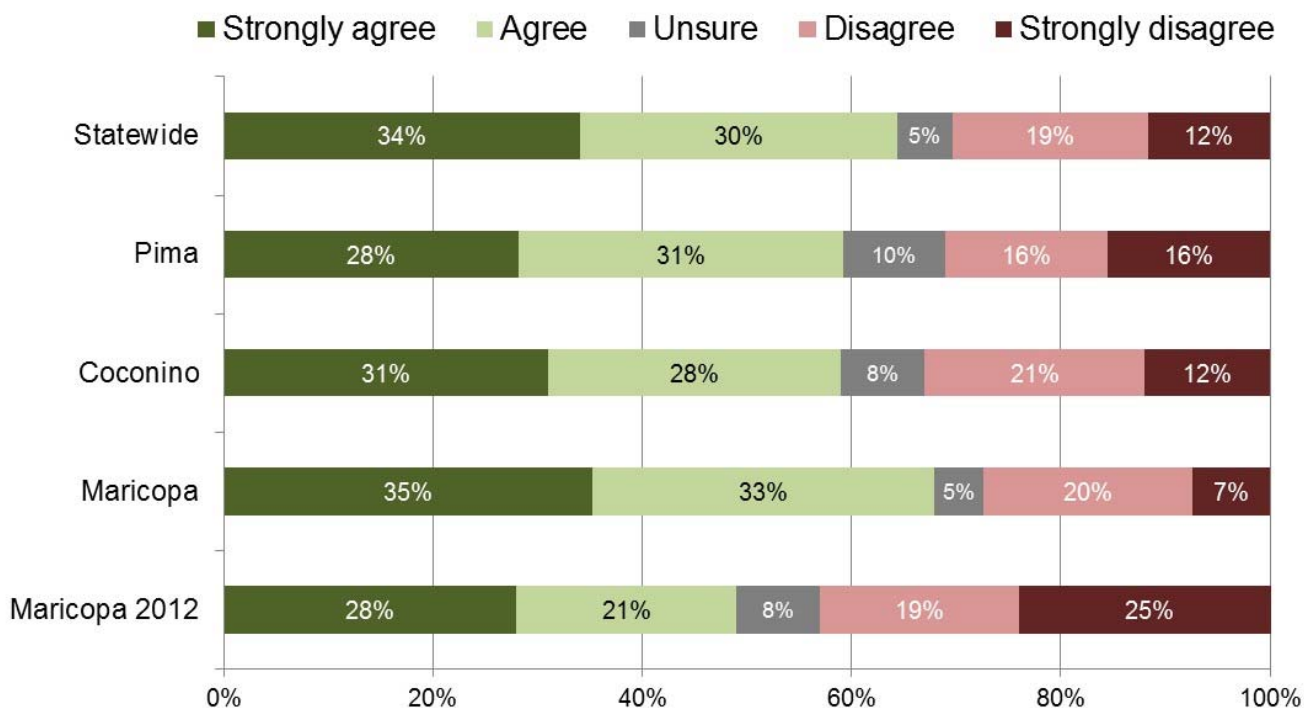
- ▶ **Maricopa County renters again show increased agreement on this statement as well since 2012.** Overall agreement has increased almost 20 points from 49% in 2012 to 68% today.
- ▶ **In both Pima and Coconino Counties 6 out of 10 renters agree, still clear majorities.**

Acceptability of landlords setting rules regarding smoking on porches, patios, and decks

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

"It is okay for landlords to prohibit smoking on tenants' porches, patios, and decks to keep secondhand smoke out of other tenants' homes."

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



ALMOST HALF INDICATE THEY WOULD NOT BE COMFORTABLE RENTING AN APARTMENT WHERE NEARBY TENANTS ARE ALLOWED TO SMOKE.

Statewide, nearly 48% agree with the statement, *“I would be comfortable renting an apartment in a community where adjacent tenants are allowed to smoke”* while 45% disagree.

This question is perhaps the toughest test of desire for a nonsmoking environment because it asks renters their opinion of the need to prevent their neighbors from engaging in otherwise legal behavior. (Remember that, because most don't experience secondhand smoke drifting into their homes with any regularity, many tenants experience that the goal of a smoke-free environment is substantially achieved by forbidding smoking inside their own units.) Nevertheless, even with this relatively high bar, 45% disagree with this statement and say they are uncomfortable renting where others are allowed to smoke — in other words, for almost half the rental market, allowing in-unit smoking on a rental property constitutes a very distinct market disadvantage while the percentage who would prefer a rental where they could allow smoking indoors is less than half that (see the combined 18% who disagree with the statement discussed on page 23).

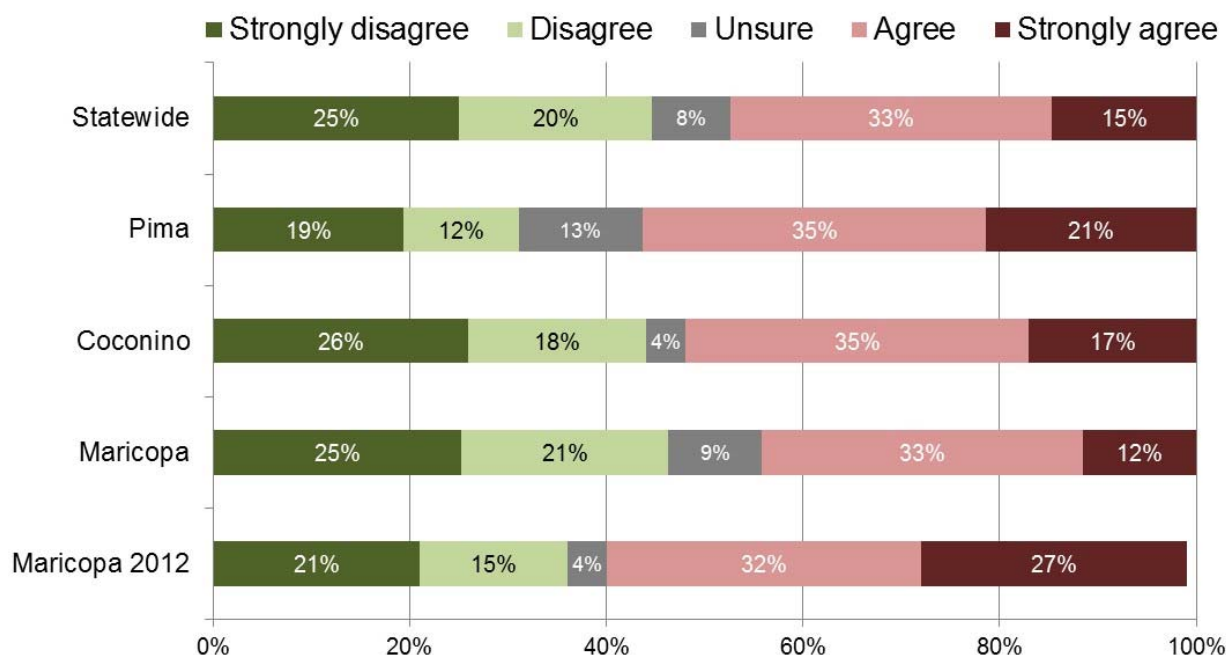
- ▶ **Again, Maricopa County renters show a change on this question.** In 2012 about a third of Maricopa County renters disagreed with the statement while 46% disagree with it in 2016, indicating lower tolerance for living in a community where nearby tenants are allowed to smoke than we measured earlier.
- ▶ **Pima County renters are similar to where Maricopa renter opinion was four years ago.**
- ▶ **Coconino County renters are similar to the Statewide levels of agreement with the statement.**

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 nearby tenants are allowed to smoke.”

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



ALMOST HALF ARE EVEN WILLING TO PAY A BIT MORE IN ORDER TO LIVE IN A SMOKE-FREE COMMUNITY.

When asked if they would be willing to pay a little more rent in order to live in a smoke-free community, 44% of renters statewide say they would. As we have noted with similar findings in 2012, the fact that 44% of renters — people whose incomes are clearly toward the lower end of the spectrum — would even be willing to pay a little extra to gain the benefit of smoke-free housing is another indication of an unmet demand in the rental marketplace.

As we have also noted in prior reports, it is important to clarify the purpose of this question for the benefit of those who are not familiar with the role of market forces in setting pricing. The point of the question is *not* to find out if there is an opportunity to raise prices, but rather to test the strength of the desire for the feature being discussed — that is, is this particular feature just a “nice to have” or is it something that people would go out of their way to get? By asking whether or not respondents would be willing to pay a bit more to get it, we can test the degree to which the feature is strongly desired. The answer, in this case, is that many renters *do* strongly value the “feature” of smoke-free housing.

However, despite the evidence that 44% would pay more for the chance to rent smoke-free housing, increasing rent is a step that is unlikely to be supported by market forces for this reason: Because it costs landlords *less* (primarily in lower cleaning and repair costs) to rent smoke-free properties, any landlord who elects to increase rent to cover the “cost” of smoke-free housing will be competing against the many more who would elect to be more price competitive by offering smoke-free housing as a no-cost — or even cost-reducing — “amenity” and thus gain a distinct market advantage by attracting a larger pool of tenants from which to select while saving costs. As such, we would expect the incidence of rent increases associated with converting to smoke-free policies to be very rare, but the incidence of the feature being offered to increase among those aware of these implications.

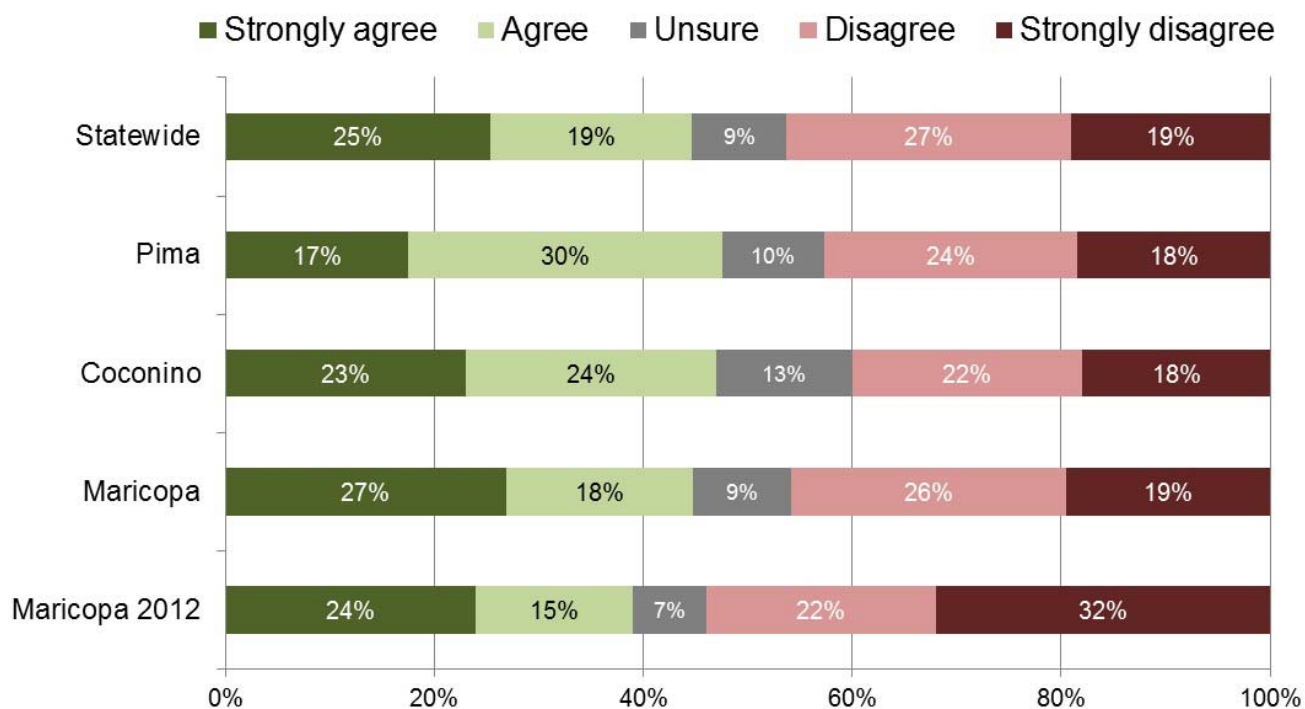
- ▶ **Maricopa County renters show a more modest increase on this statement compared to other variances from 2012.** In 2012 40% of Maricopa County renters agreed with the statement, while 44% agree in 2016, however the difference does not meet the industry standard test of significance at the 95% confidence level.
- ▶ **Pima and Coconino County renters show stronger support than do Maricopa County renters.** This is the single statement tested where both Pima and Coconino County renters show overall agreement levels for a pro-smoke-free housing position that are a little higher than given by renters in Maricopa County.

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."

Sample n's: Statewide: 300; Pima: 103; Coconino: 100; Maricopa: 190; Maricopa 2012: 300



RESEARCHER'S CONCLUSIONS

The following provides Campbell DeLong Resources, Inc.'s 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.

1. THE MARICOPA COUNTY TREND DATA IS VERY POSITIVE.

Before discussing the statewide data, it is important to recognize that real change has happened in Maricopa County since the 2012 baseline research. The amount of measureable change in Maricopa County in just four years is impressive — one of the larger swings of this type that we have measured anywhere. On virtually every relevant measure, the changes one would hope to see in the effort to improve access to clean air for every renter are happening in Maricopa County. Two examples:

- ▶ More than 9 out of 10 renters in Maricopa County, instead of about 8 in 10, now live in homes that are free of indoor smoking.
- ▶ The percentage of Maricopa County tenants who live in homes where the landlord has forbidden in-unit smoking has definitely increased (27% in 2016 compared to 16% in 2012), driven significantly by changes in rules at multifamily property. In 2012 we reported that, in Maricopa County, renters in larger (5+ units) multifamily property were *less* likely to have rules prohibiting indoor smoking set by the landlord, while in 2016 the data show that the reverse is now the norm, with renters in multifamily property being *more* likely to have landlords who have set no-in-unit smoking rules. We speculate that this shift is a result of a combination of three elements: 1) Consistent focus by American Lung Association in Arizona on multifamily property where secondhand smoke exposure risk tends to be higher; 2) Efforts by HUD to encourage public and affordable housing managements (which are disproportionately larger multifamily) to transition to smoke-free rules, and 3) A continued “cultural” shift in awareness among landlords and property managers that smoke-free housing is a more successful business strategy than is smoking-permitted property.

While Maricopa County's rental market appears to be farther along a continuum toward smoke-free rentals than other areas of the state, other areas of the state are not far behind and we judge the likelihood of continued positive change across the state to be very likely.

2. THE STATEWIDE DATA VALIDATE WHAT WE HAVE SEEN PREVIOUSLY IN OTHER MARKETS: THAT LANDLORDS WHO OFFER THE “AMENITY” OF SMOKE-FREE HOUSING WILL BE WELL POSITIONED TO GAIN A MARKET ADVANTAGE.

As we saw in Maricopa County in 2012, we now have empirical data for the statewide rental market that, even if we put aside the 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 competitive advantage by offering housing that is smoke-free. The findings plainly indicate that, by being an early implementer of smoke-free policies, a property management company could earn a reputation in the market for doing a better job

of recognizing and offering the amenities that tenants want, while at the same time ensuring higher retained earnings as a result of lower maintenance and related costs. Consider just these four facts alone:

- ▶ **Few are smoking inside their homes anymore.** Ninety percent of tenants live in dwellings that are virtually free of indoor smoking — that is, 88% say indoor smoking is either forbidden or never happens and another 2% say it is a rare event. Remember: from a rental-marketing standpoint, the question isn't, "How many people smoke?" but rather, "How many people still smoke inside their own homes?" The number in Arizona is small — just 8% daily and another 2% a few times a week or month.
- ▶ **There is broad awareness that secondhand smoke is dangerous.** Statewide, eight out of ten agree that daily exposure to even small amounts of secondhand smoke is a serious health risk, including six out of ten *current smokers*. This may help explain why only 22% of tenants take issue with the concept of landlords prohibiting tenants from smoking in their own homes, while 75% endorse the idea.
- ▶ **A majority prefer smoke-free housing and many will go out of their way to find it.** Three-quarters of all renters, statewide, agree that "*other things being equal*," they would choose a rental home where the landlord forbids indoor smoking and 44% 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 closer 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.** Statewide 45% of renters say they would not be comfortable renting an apartment where *nearby* tenants smoke. Specifically, this means that landlords who permit smoking in adjacent units are at a distinct market disadvantage with 45% of the market, while gaining favor with perhaps the 8% for whom indoor smoking is a daily event and the additional 2% for whom indoor smoking occurs at least monthly.

As we noted in our earlier research on this topic, there was likely a time, perhaps 30 years ago or more, when smoking was so prevalent that forbidding it would have put a landlord at a market disadvantage, but today the opposite is plainly the case. Combining the findings from this research with what we know from our considerable experience in researching and working with landlords and property managers, it would seem that the reasons more Arizona landlords haven't already made this shift are associated with habit or familiarity and are unrelated to today's market reality. That means that a real business opportunity exists for savvy landlords to gain a competitive edge and for other landlords to play catch-up as quickly as they can.

This research provides strong support for the conclusion that, in the minds of many tenants, smoke-free housing is an idea whose time has come and a need in the market that remains unfilled. Landlords who offer it will enjoy a double benefit: First, there is the knowledge that they are making a difference to the health of many people (and contributing to a beneficial cultural shift in local communities). Second, there are both intrinsic and economic benefits associated with enjoying an easier business climate where attracting a large number of quality tenants simply takes less work.

3. WHILE THE OVERSAMPLED COUNTIES OF PIMA AND COCONINO SHOW RESULTS THAT ARE A LITTLE LESS IMPRESSIVE THAN MARICOPA'S, THEIR MARKETS FOR SMOKE-FREE HOUSING ARE SIMILARLY POSITIVE.

While the analysis in this report calls out differences between Coconino, Pima, and Maricopa counties, it is important to keep in mind that they are more similar than different on the issues analyzed. For example, in Pima County 81% of renters live in homes where indoor smoking is forbidden or never occurs, compared to 85% in Coconino and 92% in Maricopa County. Given the comparison data, it can be tempting to conclude that the Pima County market is quite different from Coconino or Maricopa. However, doing so would be an error of comparison analysis. Remember that, while a person who is 6' 4" is certainly shorter than a person who is 6' 8", both are tall people! There is a similar truth about Pima County in comparison to the other two counties focused on. The most important finding is that, in all three counties (as well as statewide), there is a market for smoke-free housing, an unmet need compared to renter demand, and renters in all markets support the concept by large majorities.

APPENDIX

Methods

RESEARCH OBJECTIVES

The purpose of the research is to provide statewide “baseline” data as well provide information that can be benchmarked against the 2012 research conducted in Maricopa County consistent with the following objectives:

- ▶ Develop a statewide statistically-projectable sample that shows the current attitudes, beliefs, and experiences of renters towards secondhand smoke (SHS), rules that forbid smoking in or near one’s dwelling unit, and current in-home smoke exposure regardless of rules in place.
- ▶ Document the percentage of rental units that are currently covered by a lease or “house rule” provisions that forbid in-unit smoking or entire-property smoking.
- ▶ Design and analyze the research in such manner as to be able to evaluate relevant differences between the statewide sample and renters in the counties of Maricopa, Coconino, and Pima.

SAMPLE SIZES AND REGIONAL QUOTAS

A total of 445 telephone interviews were conducted — 300 drawn to represent a statewide sampling of adult renters and another 145 interviewed to ensure sufficient “oversample” to provide separate analysis of key differences between Coconino, Pima, and Maricopa counties. The following table shows the sampling approach. To explain the logic of the table, please note:

- ▶ The “Renter Proportion” column shows the proportion of the estimated entire adult *renter* population in the state in each defined “region” (out of 1,807,605 total adult renters in Arizona, based on the most recent projections available from U.S. Census analysis).
- ▶ The “Statewide Sample Quota” shows the quotas set for each region to ensure a statewide, representative sample of 300 respondents. (Not shown is the fact that this resulted in 190 surveys being conducted in Maricopa County, 49 in Pima County, and 9 in Coconino County.)
- ▶ The “Oversample” is the additional number of renters surveyed in Pima and Coconino Counties, specifically, to bring their sample sizes up to at least 100 for each of those two counties — enough to provide a reasonable comparison of findings in those counties to the whole. Note that the survey also allows comparison of Maricopa County to previous data, and to the rest of the state because, out of the 300 in the statewide sample, 190 are from Maricopa County — the number that results from a proportionate sample of renters statewide when 300 total are sampled.

Region	Renter Proportion	Statewide Sample	Additional oversample, Coconino & Pima only	Coconino & Pima Analysis Samples
Mohave, Yuma, La Paz	5.5%	17		
Coconino, Yavapai	5.4%	16	91	100
Navajo, Apache, Gila, Greenlee, Graham	3.0%	9		
Cochise, Santa Cruz, Pima	18.5%	55	54	103
Maricopa, Pinal	68.0%	203		
Total Sample Surveyed		300	+ 145 =	445

CELL PHONE QUOTAS

Quotas were maintained to ensure a minimum of 25% cell phone-based interviews. The final percentage of cell-phone based interviews was 29%, or 131 interviews out of 445 total interviews conducted.

SPANISH LANGUAGE INTERVIEWING AVAILABILITY

The survey was also translated into Spanish which allowed for the survey to be conducted in either English or Spanish, depending on the respondent's evident preference. The Spanish language translation was reviewed and revised for appropriate dialect choices by staff at the American Lung Association in Arizona. Out of 445 surveys, a total of 22 were conducted in Spanish — or about 5% of the total sample.

QUESTIONNAIRE DESIGN

The questionnaire was based on the 2012 survey of Maricopa County renters developed by Campbell DeLong Resources, Inc. in partnership with the American Lung Association in Arizona (which was based in part on a prior CDRI survey with similar objectives). It was updated and revised for the current survey, primarily for statewide application and county quotas.

INTERVIEWING

All interviewing took place using a computer-aided telephone system (CATI) at Campbell DeLong Resources, Inc.'s strategic partner, VuPoint (previously Research Data Design) which has a data collection field in Las Cruces, New Mexico, the location from which all calls were placed. All interviewing was conducted in April of 2016.

RESPONDENT CRITERIA

Respondents were located by 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.** An approximately 50/50 male/female quota was maintained.
- ▶ **County of residence.** Quotas for county of residence were maintained as described above.

SAMPLE RELIABILITY

The “worst-case” reliability of each of the major samples in the data is shown in the table below. The worst-case reliability figures are 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 the same size were taken, in 95% of the samples the survey results will not vary from the mean sample results by more than the reliability figure (\pm) shown.
- ▶ **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. For example, with a sample of 300, reliability for a 10/90 split (for example, 10% say “yes” and 90% say “no”) is $\pm 3.4\%$ instead of $\pm 5.7\%$ as it is at the 50/50 point.

Segment	Sample	Reliability
Statewide	300	$\pm 5.7\%$
Maricopa County	190	$\pm 7.1\%$
Pima County	103	$\pm 9.7\%$
Coconino County	100	$\pm 9.8\%$

COMPUTER PROCESSING

A cross-tabulation program was used to sort the data into a total of 38 unique segments in two printouts. The data printouts are bound in a separate volume. The following is a list of the segments provided in the printouts, along with the number of respondents in each segment. In the printouts, the total, as well as segment sizes, will vary in the tables that correspond to questions not asked of all respondents.

Printout 1: Core sample: Demographic segments

- ▶ Total, all renters 300
- ▶ Gender
 - ✓ Male 138
 - ✓ Female 162
- ▶ Age
 - ✓ 18-34 years old 35
 - ✓ 35-54 years old 92
 - ✓ 55 or older 164
- ▶ Household includes seniors (age 65 or older)..... 113

▶ Household includes children (under the age of 18).....	82
▶ Total 2015 household income	
✓ Under \$35,000	142
✓ \$35,000 or greater.....	110
▶ Race/ ethnicity	
✓ Non-white	85
✓ White-Caucasian.....	193
✓ Latino/Hispanic.....	33
▶ Length of residency in current home	
✓ Less than three years.....	121
✓ Three or more years.....	177
▶ County of residence	
✓ Maricopa County	190
✓ All other counties.....	110

Printout 2: Core sample: Rental type, smoking rules and practices, and cell phone segments

▶ Total, all renters	300
▶ Type of rental	
✓ Five or more units	108
✓ Two, three, or four units	87
✓ Single family residence	105
✓ All multifamily (includes both 5+ and 2-3-4 unit residents).....	195
▶ Indoor smoking rules	
✓ Tenant does not allow	251
✓ Tenant allows	46
✓ Landlord does not allow indoor smoking.....	94
✓ Landlord does not have rules or allows.....	179
▶ Indoor smoking practices	
✓ Smoke-free home (either it is not allowed or it never happens)	263
✓ Smoking occurs in home (from “daily” to “rarely” but not “never”).....	37
✓ Respondent smokes	60

▶ Secondhand smoke issues	
✓ Respondent experiences secondhand smoke drifting into home every day, a few times a week, or a few times a month	65
✓ Secondhand smoke bothers respondent a lot.....	139
✓ Secondhand smoke bothers respondent a little	73
✓ Respondent is not bothered by secondhand smoke	85
✓ Household has person with heart disease or lung condition	84
▶ Respondent type of telephone	
✓ Landline.....	195
✓ Cell phone	105

Printout 3: All respondents, oversamples

▶ Total number of survey respondents.....	445
✓ Core sample	300
✓ Maricopa County, total respondents	190
✓ Coconino County, total respondents including oversample	100
✓ Pima County, total respondents including oversample	103

Questionnaires

ARIZONA SMOKING PRACTICES IN RENTAL HOUSING SURVEY

April 2016

CDRI 413

DATE _____
PHONE NUMBER _____
RESPONDENT FIRST NAME _____
INTERVIEWER'S INITIALS _____

REASONS FOR TERMINATION

- Not renting/Owner Occupant (Q2)..... ☐
Not involved in home selection (Q3/3a)..... ☐
DK type of home (Q5) ☐
Geographic quota (Q4) ☐
Gender quota (Q1)..... ☐

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 Arizona. 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.**

AS NECESSARY: May I please speak with a (male/female) household member who is 18 years of age or older? For this study we need to talk with the same number of men and women and for this interview I have been asked to speak to a (male/female).

(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 Arizona. This is strictly research. We are not selling anything. Your name will not be associated with your comments in any way. The survey will take about 7 minutes. May I begin with the first question?

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

SCREENING

1. RECORD, ASK ONLY IF NECESSARY: GENDER.

- Male1 50% Quota
Female.....2 50% Quota
Unknown.....99 **POLITELY DISCONTINUE**

2. Do you own or rent your current home?

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

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

Yes	1	SKIP 3A
No	2	ASK 3A
Don't know	99	ASK 3A

3A. May I please speak with a 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

4. And in which county do you live? (VERIFY QUOTAS)

Apache	301	Mohave	109
Cochise	402	Navajo	310
Coconino	203	Pima	411
Gila	304	Pinal	512
Graham	305	Santa Cruz	413
Greenlee	306	Yavapai	214
La Paz	107	Yuma	115
Maricopa	508	Not sure or not in AZ (DISCONTINUE)	<input type="checkbox"/>

VERIFY QUOTAS AND CONTINUE IF WITHIN QUOTA:

CORE, STATEWIDE SAMPLE:

100's Mohave, Yuma, La Paz (Quota of 17).....	1
200's Coconino, Yavapai (Quota of 16).....	2
300's Navajo, Apache, Gila, Greenlee, Graham (Quota of 9)	3
400's Cochise, Santa Cruz, Pima (Quota of 55).....	4
500's Maricopa, Pinal (Quota of 203)	5
Total Core statewide sample of 300 total	

OVERSAMPLES:

411 Pima (sufficient to reach 100 total, approx. 52 additional).....	6
203 Coconino (sufficient to reach 100 total, approx. 93 additional).....	7

5. 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 |

SMOKING POLICIES & PREFERENCES

As I mentioned, we have a brief series of questions about housing. Our questions 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 <i>not</i> allowed anywhere inside your home | 1 | SKIP QUESTION 7 |
| Smoking is allowed in some places or at some times | 2 | |
| Smoking <i>is</i> allowed <i>everywhere</i> inside the home | 3 | |
| [DO NOT READ] Don't know/refuse | 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 have set rules about smoking in your home, has your landlord or property manager set any rules about smoking on the property either inside or outside?

- | | | |
|--------------------------------|----|-----------------|
| 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 smoking *is* allowed, but with 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, Q5 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 questions about "secondhand smoke," which 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. How often, if at all, do 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/refused	99

12. Please tell me how strongly you *agree or disagree* with the following statements. Our first statement is... **READ AND RANDOMIZE LIST, EXCEPT ALWAYS READ “G” LAST. ALWAYS CLARIFY WHETHER OPINION IS HELD STRONGLY OR NOT.**

	AGREE STRONGLY AGREE	DISAGREE DISAGREE	NEUTRAL/ STRONGLY	UNSURE
A. It is okay for landlords to prohibit smoking inside 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 nearby 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 inside.....	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
F. It is okay for landlords to prohibit smoking on tenants' porches, patios, and decks to keep secondhand smoke out of other tenants' homes	1	2	3	4..... 99
READ LAST ALWAYS:				
G. Other things being equal, I would choose a rental home where smoking is not allowed <i>anywhere</i> on the entire property, inside or out	1	2	3	4..... 99

DEMOGRAPHICS

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

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

Every day.....1
On some days2
Not at all3

14. How long have you lived in your current home? **RECORD IN YEARS. (IF ANSWER IS LESS THAN 12 MONTHS, SELECT “LESS THAN 1 YEAR”)**

_____ YEARS
Less than 1 year98
DO NOT READ: Don't remember/don't know99

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

_____ YEARS

DO NOT READ: Don't remember/don't know99

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

_____ Total number in household

DO NOT READ: Refused/don't know99

IF RESPONSE IS 1 OR REFUSED, SKIP QUESTION 16A

A. IF MORE THAN ONE IN HOUSEHOLD: Including yourself, what is the total number people in your household, (if any) who are...

65 years of age or older _____

Between the ages of 18 and 64 (**INCLUSIVE**) _____

Under the age of 18 _____

DO NOT READ: Refused/don't know 99

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

Yes1

No2

DO NOT READ: Refused/don't know9

B. IF MULTIPLE IN HOUSEHOLD WITH CHILDREN OR WITH SENIORS PER 16A: And how many, if any, of the individuals who suffer from heart disease or a lung condition are...

IF UNDER 18 IN 16A: Children, that is under the age of 18..... _____

IF SENIORS IN 16A: Seniors, that is 65 years of age or older _____

DO NOT READ: Refused/don't know 99

18. Was your total *household* income in 2015 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 \$15,0001

\$15,000 - \$24,9992

\$25,000 - \$34,9993

\$35,000 - \$49,9994

\$50,000 - \$74,9995

\$75,000 or over6

Refused9

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

RECORD. READ LIST ONLY IF NECESSARY.

African American1
Asian-Pacific Islander2
Latino/Hispanic3
American Indian or Alaska Native4
White-Caucasian5
Multi-racial6
Other (SPECIFY) _____
Refused99

20. What is your ZIP Code? Record.

_____ **5 DIGIT ZIP CODE**

DO NOT READ: Refused/don't know99999

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 residents in Arizona and will provide valuable input on these housing issues.

IF ASKED AND ONLY TO BE STATED AT THE END OF A COMPLETED SURVEY: This survey was funded by the American Lung Association in Arizona which provides tobacco prevention services throughout the state. Find them on the web at lung.org and then click on "support and community."

ARIZONA SMOKING PRACTICES IN RENTAL HOUSING SURVEY

April 2016

CDRI 413 / SPANISH

DATE _____
PHONE NUMBER _____
RESPONDENT FIRST NAME _____
INTERVIEWER'S INITIALS _____

REASONS FOR TERMINATION

- No es inquilino(a)/propietario(a) (Q2) ☐
No participó en la selección de vivienda (Q3/3a) ☐
No sabe el tipo de vivienda (Q5) ☐
Cuota geográfica (Q4) ☐
Cuota de género (Q1) ☐

INTRODUCTION

(TO RANDOM HOUSEHOLD RESPONDENT:) Buenos días (Buenas tardes/noches). Me llamo **(FIRST AND LAST NAME)** y soy un(a) representante de Campbell DeLong Resources. Hoy (esta tarde/noche), estamos realizando un estudio breve sobre los asuntos de la vivienda en el estado de Arizona. Por favor, ¿puedo hablar con un adulto (hombre/mujer) de la familia que haya sido responsable, or haya compartido la responsabilidad, de seleccionar la casa o apartamento en que ustedes viven actualmente? **IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

AS NECESSARY: Por favor, ¿puedo hablar con un miembro de la familia (hombre/mujer) que tenga más de 18 años de edad? Para este estudio, necesitamos hablar con el mismo número de hombres que mujeres y para esta entrevista, se me ha pedido a hablar con un(a) (hombre/mujer).

(TO NEW HOUSEHOLD RESPONDENT:) Buenos días (Buenas tardes/noches). Me llamo **(FIRST AND LAST NAME)** y soy un(a) representante de Campbell DeLong Resources. Hoy (esta tarde/noche) estamos realizando un estudio breve sobre los asuntos de la vivienda en el estado de Arizona. Este estudio es estrictamente una investigación. No estamos vendiendo un producto ni servicio. Su nombre no será asociado en ninguna manera con sus comentarios. La encuesta durará aproximadamente 7 minutos. ¿Puedo hacerle la primera pregunta?

Sí 1 **CONTINUE**

No 2 **POLITELY DISCONTINUE**

SCREENING

1. RECORD, ASK ONLY IF NECESSARY: GÉNERO.

Hombre	1	50% Quota
Mujer	2	50% Quota
No definido	99	POLITELY DISCONTINUE

2. ¿Es usted el(la) propietario(a) o el(la) inquilino(a) de su vivienda actual?

Inquilino(a)	1	CONTINUE
Propietario(a)	2	POLITELY DISCONTINUE
No sabe	99	POLITELY DISCONTINUE

3. Sólo para confirmar, ¿usted fue responsable, o compartió la responsabilidad, de seleccionar su vivienda actual?

Sí	1	SKIP 3A
No	2	ASK 3A
No sabe	99	ASK 3A

3A. Por favor, ¿puedo hablar con la persona que haya sido responsable, o haya compartido la responsabilidad, de seleccionar su vivienda actual?

Sí	1	START OVER
No	2	POLITELY DISCONTINUE
No sabe	99	POLITELY DISCONTINUE

4. ¿Y en cuál condado vive usted? (VERIFY QUOTAS)

Apache	301	Mohave	109
Cochise	402	Navajo	310
Coconino	203	Pima	411
Gila	304	Pinal	512
Graham	305	Santa Cruz	413
Greenlee	306	Yavapai	214
La Paz	107	Yuma	115
Maricopa	508	Not sure or not in AZ (DISCONTINUE)	<input type="checkbox"/>

VERIFY QUOTAS AND CONTINUE IF WITHIN QUOTA:

CORE, STATEWIDE SAMPLE:

100's Mohave, Yuma, La Paz (Quota of 17)	1
200's Coconino, Yavapai (Quota of 16)	2
300's Navajo, Apache, Gila, Greenlee, Graham (Quota of 9)	3
400's Cochise, Santa Cruz, Pima (Quota of 55)	4
500's Maricopa, Pinal (Quota of 203)	5
Total Core statewide sample of 300 total	

OVERSAMPLES:

411 Pima (sufficient to reach 100 total, approx. 52 additional)	6
---	---

203 Coconino (sufficient to reach 100 total, approx. 93 additional)..... 7

5. Actualmente, ¿está usted alquilando...

- | | | |
|---|----|-----------------------------|
| Una casa individual | 1 | CONTINUE |
| Un apartamento en un edificio con 2, 3 o 4 unidades .. | 2 | CONTINUE |
| Un apartamento (o condominio) en una propiedad con 5 o más unidades | 3 | CONTINUE |
| No sabe | 99 | POLITELY DISCONTINUE |

SMOKING POLICIES & PREFERENCES

Como ya le mencioné a usted, tenemos una serie breve de preguntas acerca de la vivienda. Nuestras preguntas están relacionadas con las elecciones que hace la gente acerca del uso de tabaco en sus hogares. La primera pregunta es...

6. ¿Cuál de las siguientes afirmaciones describe mejor las reglas o prácticas, si las hay, sobre la acción de fumar dentro de su casa? **[UNLESS ANSWER IS STATED QUICKLY AND IS VERY OBVIOUS (E.G. "THIS IS A NO-SMOKING HOME,") READ ENTIRE LIST IN ORDER. SELECT ONE.]**

- | | | |
|--|----|-----------------|
| No se permite a fumar en ningún lugar dentro de la casa..... | 1 | SKIP Q 7 |
| Se permite a fumar en ciertos lugares o durante horas predeterminadas..... | 2 | |
| Se <i>permite</i> a fumar en <i>cualquier</i> lugar de la casa | 3 | |
| [DO NOT READ] No sabe/ rehúsa a contestar..... | 99 | |

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

7. ¿Con qué frecuencia, si lo hagan, fuman usted, sus familiares o los visitantes dentro de la casa? **READ LIST ONLY IF NECESSARY. OTHERWISE, ALWAYS ASK RESPONDENT TO CLARIFY BETWEEN TWO CLOSEST MATCHES TO HIS/HER RESPONSE (FOR EXAMPLE: "¿Diría usted que... varias veces a la semana o varias veces al mes?") MARK ONE ONLY.**

- | | |
|---|----|
| Todos los días o casi todos los días..... | 1 |
| Varias veces a la semana | 2 |
| Varias veces al mes | 3 |
| Rara vez | 4 |
| Nunca | 5 |
| No sabe/ rehúsa a contestar | 99 |

8. Sin respecto a las reglas suyas acerca del uso de tabaco dentro de su casa, ¿ha establecido reglas el arrendador (el/la dueño (a) or el/la gerente) acerca de fumar en la propiedad, adentro o afuera?

- | | | |
|---------------------------|----|------------------------|
| Sí..... | 1 | |
| No | 2 | SKIP QUESTION 9 |
| No recuerda/no sabe | 99 | SKIP QUESTION 9 |

9. En relación a esas reglas, nos gustaría saber si el arrendador (el/la dueño (a) or el/la gerente) permita, limite, o prohíba la acción de fumar en situaciones específicas. Por favor, note que la palabra “limitar” quiere decir que está permitido a fumar, pero con reglas específicas, como cuando hubiera ventilación, las puertas estén cerradas o la persona esté un distancia específica de un edificio cuando esté fumando.

SÓLO SI ES NECESARIO: La palabra “permitir” significa que no hay reglas, que se permite a fumar. La palabra “prohibir” significa que no se permite a fumar.

Las reglas sobre el tabaco establecidas por el arrendador (el/la dueño (a) or el/la gerente) *permiten, limitan o prohíben* fumar...

	<u>ALLOW</u>	<u>LIMIT</u>	<u>FORBID</u>	<u>UNSURE</u>
a. Dentro de su espacio privado, dentro de su vivienda	1	2	3	99
b. (MULTI-FAMILY ONLY Q3 OPTION 2 OR 3): En áreas comunes interiores, como pasillos y entradas.....	1	2	3	99
c. En espacios abiertos cercanos, como patios o terrazas	1	2	3	99
d. En otras áreas exteriores de la propiedad	1	2	3	99

SAY: Ahora le haré algunas preguntas sobre el “humo de la segunda mano”, que es el humo del cigarrillo, cigarro o pipa de alguien más que usted aspira.

10. Cuando usted está cerca al humo de la segunda mano, ¿diría que se molesta a usted mucho, poco, o que no se molesta a usted?

Mucho	1
Poco	2
No se molesta.....	3
No sabe/ rehúsa a contestar	99

11. ¿Con qué frecuencia, si ocurra, está expuesta usted al humo de la segunda mano dentro de su casa que entra de otro apartamento? **READ LIST IN ORDER.**

Todos los días	1
Varias veces a la semana	2
Varias veces al mes	3
Rara vez	4
Nunca	5
[DON'T READ] No sabe/rehúsa a contestar	99

12. Por favor, dígame cuán de acuerdo o en desacuerdo está usted con las siguientes afirmaciones. La primera es...**READ AND RANDOMIZE LIST, EXCEPT ALWAYS READ "G" LAST. ALWAYS CLARIFY WHETHER OPINION IS HELD STRONGLY OR NOT.**

AGREE DISAGREE NEUTRAL/
STRONGLY AGREE DISAGREE STRONGLY UNSURE

- a. Usted está de acuerdo que los arrendadores (el/la dueño (a) or el/la gerente) prohíban la acción de fumar dentro de los apartamentos de sus inquilinos, si es necesario para mantener el humo de la segunda mano fuera de los otros apartamentos1 23 4 99
- b. La exposición diaria, incluso a cantidades pequeñas, al humo de la segunda mano es un peligro serio contra la salud1 23 4 99
- c. Me sentiría cómodo(a) a alquilar un apartamento en una comunidad donde los vecinos tuvieran permiso a fumar.....1 23 4 99
- d. Si yo tuviera que elegir entre dos apartamentos iguales, yo elegiría el que fuera libre de humo en vez de un apartamento en donde la acción de fumar fuera permitido1 23 4 99
- e. Pagaría un poco más de renta si eso significaría que yo pueda vivir en una comunidad libre de humo1 23 4 99
- f. Está bien que los arrendadores (el/la dueño (a) or el/la gerente) prohíban fumar en los patios y en las terrazas para evitar que el humo de la segunda mano llegue a los apartamentos cercanos1 23 4 99

READ LAST ALWAYS:

- g. Si yo tuviera que elegir entre dos apartamentos iguales, yo alquilaría un apartamento en cuál la acción de fumar no fuera permitido en *ningún* lugar de la propiedad, adentro ni afuera1 23 4 99

DEMOGRAPHICS

Ahora, tenemos algunas preguntas finales para poder a clasificar sus respuestas.

13. Y actualmente, ¿usted fuma todos los días, algunos días o nada en absoluto?

Todos los días1

Algunos días2

- Nada en absoluto3
14. ¿Cuánto tiempo ha ocupado usted su vivienda actual? **RECORD IN YEARS. (IF ANSWER IS LESS THAN 12 MONTHS, SELECT “LESS THAN 1 YEAR”)**
- _____ YEARS
- Menos de 1 año98
- DO NOT READ:** No recuerda/No sabe99
15. ¿Qué edad tiene usted? **RECORD.**
- _____ YEARS
- DO NOT READ:** Rehúsa a contestar/no sabe99
16. ¿Cuántas personas en total viven en su casa?
- _____ Total number in household
- DO NOT READ:** Rehúsa a contestar/no sabe99
- IF RESPONSE IS 1 OR REFUSED, SKIP QUESTION 16A**
- A. **IF MORE THAN ONE IN HOUSEHOLD:** Incluyendo usted mismo(a), ¿cuántas personas que viven en su casa, tengan...
- Más de 65 años
- Entre 18 y 64 años (**INCLUSIVE**) _____
- Menos de 18 años _____
- DO NOT READ:** Rehúsa a contestar/no sabe99
17. ¿Alguien en su casa sufre de condiciones cardíacas o de una enfermedad pulmonar, como asma o enfisema?
- Sí1
- No2
- DO NOT READ:** Rehúsa a contestar/no sabe9
- B. **IF MULTIPLE IN HOUSEHOLD WITH CHILDREN OR WITH SENIORS AND OTHER AGES PER 16A:**
- ¿Y cuántas de las personas, si las hubiera, que sufran de una condición cardíaca o de una enfermedad pulmonar son...
- IF UNDER 18 IN 16A:** Niños, menores de 18 años _____
- IF BOTH SENIORS & OTHERS IN 16A:** Ancianos, mayores de 65 años _____
- DO NOT READ:** Rehúsa a contestar/no sabe 99

18. ¿Cuánto fue el ingreso familiar en el año 2015? ¿Fue más o menos de \$35,000?

IF UNDER ASK: ¿Fue más o menos a \$25,000?

IF UNDER ASK: ¿Fue más o menos a \$15,000?

IF OVER ASK: ¿Fue más o menos a \$50,000?

IF OVER ASK: ¿Fue más o menos a \$75,000?

Menos de \$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 o más	6
Rehusó a contestar	9

19. Para propósitos de clasificación, ¿con qué grupo racial o étnico se identifica más? **RECORD.**
READ LIST ONLY IF NECESSARY.

Afroamericano	1
Originario de una isla de Asia-Pacífico	2
Latino/Hispano	3
Indio americano o nativo de Alaska	4
Blanco-caucásico	5
Multirracial	6
Otro (SPECIFY)	
Rehusó a contestar	99

20. ¿Cuál es su código postal? **RECORD.**

_____ **5 DIGIT ZIP CODE**

DO NOT READ: Rehusó contestar/no sabe99999

VERIFY AND RECORD RESPONDENT FIRST AND LAST NAME AND PHONE NUMBER. Muchas gracias por participar en esta encuesta. Sus respuestas se mezclarán con las de otros residentes del estado y proporcionarán información valiosa sobre estos problemas de vivienda.

IF ASKED AND ONLY TO BE STATED AT THE END OF A COMPLETED SURVEY: Esta encuesta fue patrocinada por la American Lung Association (Asociación Estadounidense del Pulmón) en Arizona, la cual proporciona servicios de la prevención del uso de tabaco en todo el estado. Visítelos en la red en lung.org y haga clic en “support and community.”