

Tobacco Free Trinity Follow On Survey – March 2014

Aim:

This survey aimed to assess the level of support for Trinity becoming tobacco free and to gauge changes in support for Tobacco Free Trinity (TFT) since the first online survey on the subject 11 months previously.

Methodology

An online survey was emailed to all students and staff. It was similar to the first online survey but had some questions added to obtain information on issues raised during the consultation e.g. whether smoking shelters should be made available on campus. Data were analysed using the research questions below. Where appropriate, a comparison of results from April 2013 and March 2014 was done.

1. What was the response rate to the survey and how has that changed since April?
2. What support is there for Trinity becoming tobacco free?
3. How do the following factors influence support for Trinity becoming tobacco free?
 - a. College status: undergraduate, post graduate, staff
 - b. Age
 - c. Smoking status
4. How difficult do smokers feel it would be to comply with a tobacco free campus policy?
5. How many smokers are interested in stopping smoking?
6. How do respondents think a tobacco free campus policy should be enforced?
7. Would a tobacco free policy discourage respondents from using catering, retail and accommodation facilities on campus?

Results

1. What was the response rate to the survey and how has that changed since April 2013?

Classification	Potential respondents	Apr '13		Mar '14		Difference
		n	%	n	%	
Total responses	19,869	n = 5681	29%	n = 1708	9%	-20%
Under-grads	12,069	n = 3775	31%	n = 861	7%	-24%
Post-grads	4,371	n = 826	19%	n = 280	6%	-13%
Staff	3,429	n = 1012	30%	n = 556	16%	-14%
Other		n = 53	n/a	n = 15	n/a	n/a

The response rate dropped from 29% amongst the entire College community to 9%. The largest decrease was amongst undergraduates at 24%.

2. What support is there for Trinity becoming tobacco free?

Question: Would you be in favour of Trinity campuses becoming tobacco free?

	Apr '13		Mar '14		Difference
	%	n	%	n	
Total responses	100%	n=5670	100%	n=1730	
Yes - Sum	54%	n = 3069	65%	n = 1116	11%
Yes. All campuses should completely ban smoking indoors and outdoors	n/a	n/a	30%	n = 516	
Yes but there should be designated smoking areas	n/a	n/a	35%	n = 600	
No	37%	n = 2084	33%	n = 567	-4%
Not sure	9%	n = 517	3%	n = 47	-6%

Almost two thirds of respondents support Tobacco Free Trinity, an increase of 11% from last year. The number of people who are unsure about the initiative has declined.

3. How do the following factors influence support for Trinity becoming tobacco free?

a. College status

Question: Would you be in favour of Trinity campuses becoming tobacco free?

	Apr '13			Mar '14			Difference		
	Undergraduate	Post-graduate	Staff member	Undergraduate	Post-graduate	Staff member	Undergraduate	Post-graduate	Staff member
Total responses	n = 3773	n = 825	n=1009	n=867	n=282	N=565			
Yes - Sum	50%	58%	66%	56%	71%	76%	6%	12%	10%
	n = 1890	n = 481	n = 664	n = 482	n = 199	n=427			
Yes. All campuses should completely ban smoking indoors and outdoors				24%	31%	39%			
				n = 204	n = 87	n = 222			
Yes but there should be designated smoking areas				32%	40%	36%			
				n = 278	n = 112	n = 205			
No	41%	34%	24%	42%	26%	21%	1%	-8%	-3%
	n = 1534	n = 283	n = 245	n = 365	n = 74	n = 121			
Not sure	9%	7%	10%	2%	3%	3%	-7%	-4%	-7%
	n = 349	n = 61	n = 100	n = 20	n = 9	n = 17			

Undergraduates have both increased in their support for TFT and slightly increased in their opposition to it (by 1%). Postgraduates and staff are both more supportive of it. The number of those who are unsure about the initiative has decreased for all groups.

b. Age

Question: Would you be in favour of Trinity campuses becoming tobacco free?

	Apr '13				Mar '14				Difference			
	<25	25-34	35-54	>55	<25	25-34	35-54	>55	<25	25-34	35-54	>55
Total responses	n=3734	n=900	n=793	n=220	n=846	n=348	n=402	n=126				
Yes - Sum	50%	59%	64%	70%	56%	66%	77%	79%	6%	7%	13%	9%
	n = 1871	n = 529	n = 507	n = 153	n = 477	n = 229	n = 309	n = 99				
Yes. All campuses should completely ban smoking indoors and outdoors					23%	33%	37%	45%				
					n = 195	n = 114	n = 150	n = 57				
Yes but there should be designated smoking areas					33%	33%	40%	33%				
					n = 282	n = 115	n = 159	n = 42				
No	41%	33%	27%	23%	41%	30%	21%	19%	1%	-3%	-6%	-4%
	n = 1514	n = 295	n = 211	n = 50	n = 348	n = 105	n = 84	n = 24				
Not sure	9%	8%	10%	8%	3%	4%	2%	2%	-7%	-4%	-7%	-5%
	n = 349	n = 76	n = 75	n = 17	n = 21	n = 14	n = 9	n = 3				

For both surveys, as age increases respondents are more likely to support TFT and all age groups have increased in their support of TFT. Only under 25s have increased in their opposition to it but only by 1%.

c. Smoking status

Question: Would you be in favour of Trinity campuses becoming tobacco free?

	Apr '13				Mar '14				Difference			
	Never smoked	Daily smoker	Occasional smoker	Former smoker	Never smoked	Daily smoker	Occasional smoker	Former smoker	Never smoked	Daily smoker	Occasional smoker	Former smoker
Total responses	n = 3652	n = 622	n = 666	n = 718	n = 1042	n = 205	n = 184	n = 296				
Yes	68%	10%	22%	54%	76%	23%	37%	71%	8%	14%	15%	17%
	n = 2464	n = 61	n = 149	n = 387	n = 788	n = 48	n = 68	n = 211				
Yes. All campuses should completely ban smoking indoors and outdoors					38%	3%	11%	31%				
					n = 398	n = 7	n = 21	n = 91				
Yes but there should be designated smoking areas					37%	20%	26%	41%				
					n = c	n = 41	n = 47	n = 120				
No	23%	86%	68%	37%	21%	75%	61%	26%	-1%	-11%	-7%	-11%
	n = 831	n = 535	n = 451	n = 263	n = 223	n = 153	n = 112	n = 77				
Not sure	10%	4%	10%	10%	3%	2%	2%	3%	-7%	-2%	-8%	-7%
	n = 357	n = 26	n = 66	n = 68	n = 31	n = 4	n = 4	n = 8				

Amongst all groups support for TFT has increased. Amongst daily smokers it has increased by 13% though six times as many daily smokers opted for designated smoking areas to be included than to have a totally tobacco free campus. Amongst occasional smokers, support for TFT is 37%, an increase of 15%. Amongst former smokers, support is 71%, an increase of 17%.

4. How difficult do smokers feel it would be to comply with a tobacco free campus policy?

	Apr '13		Mar '14		Difference	
	Daily Smoker	Occasional smoker	Daily Smoker	Occasional smoker	Daily Smoker	Occasional smoker
Total responses	n=615	n=650	n=203	n=182		
Very difficult	50%	19%	45%	18%	-5%	-1%
	n = 307	n = 122	n = 92	n = 33		
Difficult	29%	21%	34%	23%	5%	1%
	n = 176	n = 139	n = 68	n = 41		
Okay	12%	20%	16%	21%	4%	1%
	n = 72	n = 131	n = 32	n = 38		
Not difficult	7%	22%	3%	19%	-4%	-4%
	n = 43	n = 144	n = 6	n = 34		
Not very difficult	3%	18%	3%	20%	0%	2%
	n = 17	n = 114	n = 5	n = 36		

The number of daily smokers who thought it would be very difficult to comply with TFT was still high in the follow up survey but had decreased by 5%. The proportion of those who thought it would be difficult had increased by the same amount, 5%. The percentage of daily smokers who thought it would not be difficult to comply with a tobacco free campus decreased by 4% but the same percentage increase was reported by those who think it would be okay. Those who thought it would be not very difficult had not changed. Amongst occasional smokers there has also been a decrease amongst those who think it would be very difficult to comply with a tobacco free campus and again a slight increase in those who think it would be difficult. Unlike daily smokers, occasional smokers increased in their view that it would not be very difficult to comply with a ban.

5. How many smokers are interested in stopping smoking?

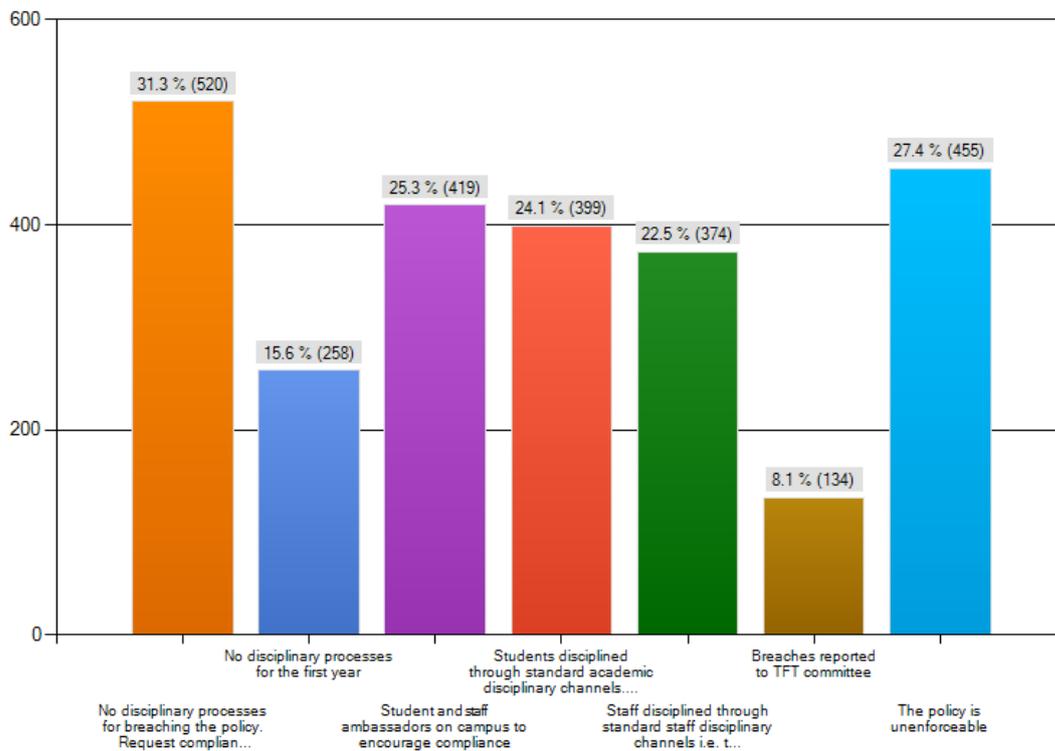
Question: Would you like to quit smoking?

	Apr '13			Mar '14			Difference		
	Yes	No	Not sure	Yes	No	Not sure	Yes	No	Not sure
Total responses	n=350	n=461	n=283	n=99	n=159	n=79			
A daily smoker (smokes at least one tobacco product every day/nearly every day)	56%	52%	54%	60%	55%	60%	4%	3%	5%
	n = 195	n = 242	n = 154	n = 59	n = 88	n = 47			
An occasional smoker (smokes, but not every day)	44%	47%	46%	40%	45%	41%	-4%	-3%	-5%
	n = 155	n = 219	n = 129	n = 40	n = 71	n = 32			

Amongst daily smokers there has been an increase in those who are interested in stopping smoking. There has also been an increase in those who don't want to stop smoking.

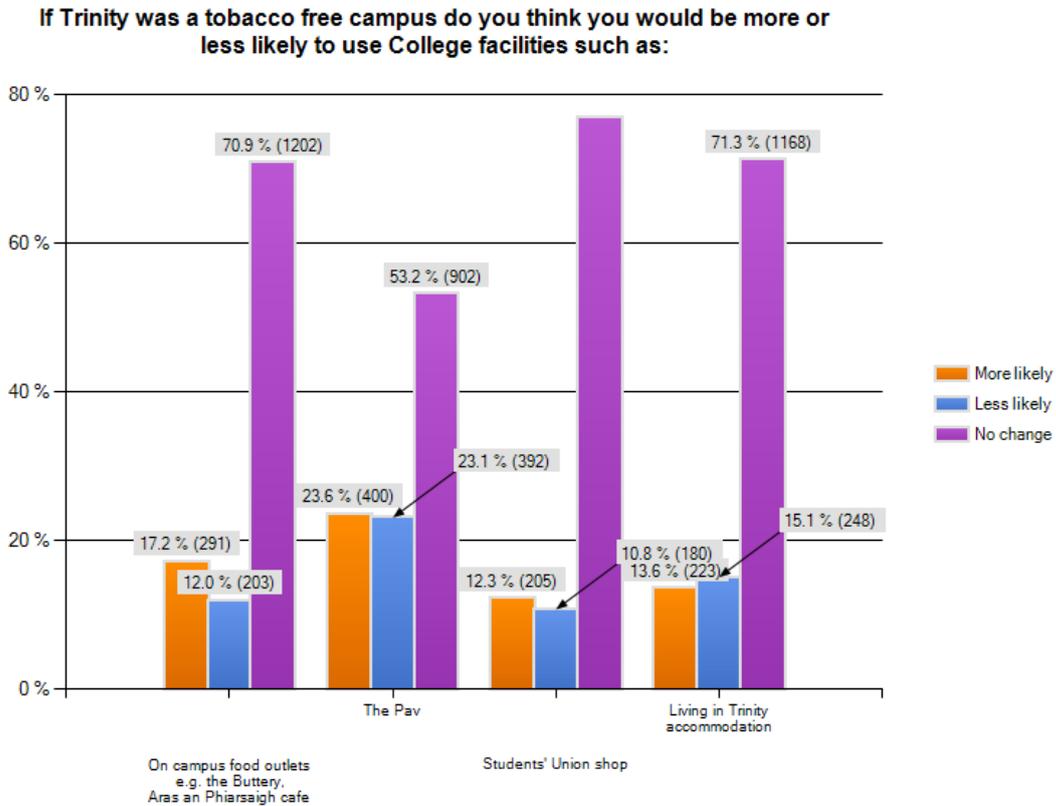
6. How do respondents think a tobacco free campus policy should be enforced?

How do you think a Tobacco Free Trinity policy should be enforced if it was introduced?



Of those who thought the policy was enforceable, the highest number of responses suggested that compliance should be requested only, rather than enforced. There was little difference between the next three most popular suggestions.

7. Would a tobacco free policy discourage respondents from using catering, retail and accommodation facilities on campus?



The vast majority of respondents stated that the policy would have no effect on their use of facilities. For each facility except accommodation, respondents stated that they would be more likely to use College facilities if the policy was implemented.

Discussion:

Response rate

The 69% reduction in response rate in this survey to 9% from 29% in the original online survey 11 months ago suggests that there was far less interest in Tobacco Free Trinity in March 2014 than there was when the idea was originally mooted. The response rate to this survey is a third of that of the first online survey and less than half that of the Students' Union survey. It may be that the initial response to what was a new and quite controversial idea has inevitably dissipated as a year of consultation and debate has taken place.

The largest drop in response rate was amongst undergraduates. Students may have felt that by voting in the TFT SU referendum, it was not necessary to respond to this survey. Alternatively, the large decrease in response rates amongst students may reflect a general apathy amongst undergraduates seen throughout the consultation process. Undergraduates appear to have been interested in TFT when the initial online survey was sent. 29% of undergraduates responded and there was online debate about the issues but since then, there has been low turnout by undergraduates at Town Hall and Sub-Group meetings e.g. when a Town Hall Meeting was held in Trinity Hall, only one student attended.

Support for TFT

The increase in support for TFT amongst all College groups is encouraging. Support from over three quarters of staff in particular is positive. The slight increase in students against TFT may suggest a polarisation of views amongst undergraduates that isn't occurring amongst postgraduates or staff. It is also encouraging to see that those who smoke, daily or occasionally, have become more supportive of TFT. The decrease in those unsure about TFT suggests that since the initial survey respondents have had time to come to a decision on TFT.

Smoking Shelters

It is likely that a solution that includes smoking shelters has helped to increase the support for TFT. Amongst smokers and non-smokers, support for TFT has increased but it is notable that amongst smokers, six times as many support the idea of TFT with smoking shelters. Provision of smoking areas may be an opportunity for TFT to support the majority who want a tobacco free campus while taking into account the concerns of those who smoke in Trinity.

People Who Smoke

Daily and occasional smokers appear to be slightly less opposed to TFT in the second online survey than the first. For both groups there has been a decrease in those who think it would be very difficult to comply with TFT. It may be that these people have become used to the idea or it may be that the introduction of smoking shelters makes the proposal seem more realistic. It is important to note that 79% of daily smokers and 41% of occasional smokers still think that it would be difficult or very difficult to comply with TFT. These figures should be viewed in light of the low prevalence of smoking amongst JF and JS students as indicated in the smoking prevalence survey (7% regular smokers and 11% occasional smokers, considerably lower than amongst young people of similar age in the general communityⁱ).

The increase in those who want to stop smoking or are unsure about it is encouraging. In terms of the trans-theoretical model of behaviour changeⁱⁱ any movement through the cycle of change towards considering stopping smoking is positive. The concurrent increase in those who do not want to stop however suggests that smokers may be becoming polarised in their views towards smoking.

Enforcement

If TFT was to be introduced, the TFT committee would have to decide how the policy should be enforced. Responses to this survey suggest that compliance requests and the use of student and staff ambassadors be introduced initially. If that approach is not successful, the introduction of student and staff sanctions may be required. As no obvious enforcement strategy was chosen in this survey, further enquiry into solutions by other universities should be undertaken.

Commercial Interests

The results of this survey suggest that there would be little change in the pattern of use of College facilities.

Conclusions

Response Rate

It is unclear why the response rate to this survey was so much lower than the first. Students in particular had a low response rate and may be the group least interested in TFT.

Support for TFT

Support for TFT has increased amongst undergraduates, postgraduates and staff, across all age groups and amongst people of all smoking statuses. Staff and postgraduate rates of support are particularly encouraging. There may be some polarisation amongst undergraduates. The consultation process and time to consider and debate the implications of Trinity becoming tobacco free have likely helped those who were unsure initially about TFT decide their position on it.

Smoking Shelters

It is likely that smoking shelters have increased support for TFT. There is an opportunity to convey to the Trinity community that smoking shelters are a compromise being offered to take into account issues raised during the consultation process.

People who smoke

People who smoke felt it would be slightly less difficult to comply with TFT in March 2014 than April 2013. The suggestion of offering smoking shelters may have influenced opinion. Nonetheless, the vast majority of smokers still feel complying with TFT would be difficult or very difficult. Although overall, more people who smoke are considering quitting, the increase in those with no intention of stopping suggests that some smokers may have become alienated by the TFT consultation. In a recent survey, fewer than 20% of undergraduates reported being smokers.

Enforcement

It is likely that enforcement of TFT would require multiple approaches.

Commercial Interests

This survey suggests that commercial facilities within TFT would not be negatively affected by TFT with a majority of people.

Recommendations

- The results of this survey suggest that a tobacco free campus should be implemented in Trinity. The TFT committee should work with staff in the first instance to implement such a policy. More caution may be required in how TFT is progressed with undergraduates in order to avoid alienation of some students
- TFT should include smoking shelters and it should be communicated to the Trinity community that their introduction is being suggested in response to issues raised during the consultation phase.
- TFT should work with smokers to determine how TFT could support them in complying with the policy if it was introduced. TFT must also be careful not to alienate smokers who clearly feel that compliance with TFT would be difficult.
- If introduced, TFT should review how other Universities enforce their policies. It should consider a compliance only approach, using staff and student ambassadors and only if necessary later on introducing the use of existing student and staff disciplinary procedures to enforce TFT.
- TFT should work with key stakeholders to measure the effect of a tobacco free policy if it was introduced.

References

ⁱ HSE (2014) Cigarette Smoking Prevalence Data in Ireland. Downloaded 17/03/2014 from <http://www.hse.ie/eng/about/Who/TobaccoControl/Research/>

ⁱⁱ Prochaska, J. and DiClemente, C. (1983) Stages and processes of self-change in smoking: toward an integrative model of change. *Journal of Consulting and Clinical Psychology*, 5, 390-395