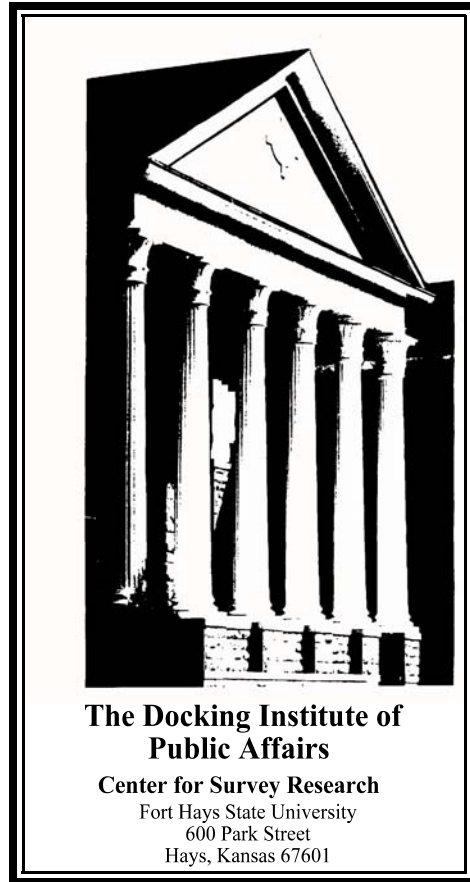

Ellis County Community Partnership Proposed Ordinances Survey



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The staff of **The Docking Institute of Public Affairs** and its **Center for Survey Research** is dedicated to serving the people of Kansas. If you have any questions, comments, or need assistance, do not hesitate to call one of our staff.

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**Ellis County Community Partnership Survey
Conducted January 18, 2000 to January 25, 2000**

Executive Summary

The Ellis County Community Partnership (ECCP) commissioned the Docking Institute of Public Affairs to conduct a telephone survey of Ellis County residents. The survey was conducted to measure public support for three city ordinances proposed by the ECCP.

The major objectives of the survey were to:

- Assess support for a Clean Indoor Air Ordinance
- Assess support for a 21 to Enter Ordinance for bars and nightclubs
- Assess support for a Keg Registration Ordinance
- Assess some impacts of these ordinances on Ellis County residents.

The major survey findings are that:

- Most of those surveyed support all three proposed ordinances with the greatest support (82%) being for the Clean Indoor Air Ordinance.
- 56% of respondents support the Keg Registration Ordinance.
- 63% of respondents support the 21 to Enter Ordinance.
- Most respondents (78%) report that the Clean Indoor Air Ordinance will not affect how often they eat at restaurants.
- 47% of respondents say that the \$2 keg registration fee will not affect their decision to buy a keg.
- Responses were evenly divided on the question of whether the 21 to Enter Ordinance will take away a social opportunity for persons less than 21 years of age.
- Each ordinance is supported by a higher percentage of females than males.
- Support for the proposed ordinances varies by age group with those under 21 generally being the least supportive of each proposed ordinance.

Section I Methodology

The Telephone Survey

A telephone survey of randomly selected Ellis County residents was conducted between January 18, 2000 and January 25, 2000. The survey was completed using a computer-assisted telephone interviewing (CATI) system. Randomly generated phone numbers were used to ensure that all Ellis County residents had a chance to be surveyed. There were 425 valid interviews completed among the 559 eligible persons contacted giving a response rate of 76%. At a 95% confidence level the findings reported here are accurate to within +/- five percent of the actual characteristic or opinion.

The Survey Instrument

The Docking Institute and the Ellis County Community Partnership agreed on the survey items used in this study. It was the responsibility of the Ellis County Community partnership to identify the needed information and study objectives. It was the responsibility of the Docking Institute to develop survey items that were technically correct and without bias. Question wording and the design of the survey are the property of the Docking Institute and may not be used for additional surveys without written permission from the Director of the Docking Institute. The complete survey instrument and frequencies for each survey item are included in appendices.

Format of the Report

The next section of this report presents demographic and behavioral information about the respondents. Section III describes support for the three proposed ordinances and their effects on restaurant patronage, keg purchases, and social opportunities for persons less than 21 years old.

Section II Background Data

This section presents demographic data on the Ellis County residents surveyed and describes the frequency of smoking and alcohol consumption. To better understand the respondents, and to ensure adequate representation of males and females, several pieces of personal information were collected. Respondents were asked for the year of their birth, whether they smoke or drink alcoholic beverages, whether they have children in Ellis County, and if so, how many are under 21.

Demographic Characteristics

Characteristics of the respondents are summarized in **Table 1** below. The sample is 48% male (n=202) and 52% female (n=219). The median age is 46 years, with a range of 19 to 91. Fifty-nine percent of respondents have children in Ellis County. Of this 59%, 31% (n=77) do not have any children under 21 living in Ellis County. A majority of those with children under 21 living in Ellis County have one (22%) or two (31%) living in Ellis County. A few respondents with children under 21 living in Ellis County report having three (12 %) or four (4 %) living in Ellis County.

Table 1
Respondent Characteristics

Age	Median = 46, Range = 19 to 91
Gender	202 male, 219 female
Smoke	15% Yes, 85% No
Drink	65% Yes, 35% No
Children in Ellis County	59% Yes
Children under 21	69% Yes

As indicated in **Table 1**, a minority (15%) of the respondents report that they smoke. This is a lower rate of smoking than in Kansas as a whole where

22.7% of the population smokes¹. Most respondents (65%) report that they consume alcoholic beverages. This is a higher percentage than the North Central region of the United States as a whole, where one study reported that 56% of the population used alcohol².

Further analysis of the data indicates that 72% of smokers also drink, while 64% of nonsmokers report that they drink.

¹Source: Behavioral Risk Factor Surveillance System. Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion. Centers for Disease Control and Prevention. 1997.

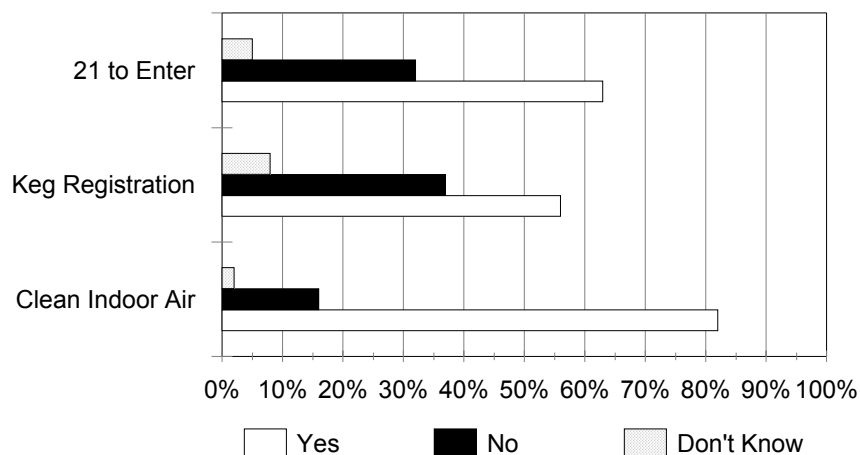
²Source: SAMHSA Office of Applied Studies. Preliminary Results from the 1997 National Household Survey on Drug Abuse.

Section III

Support for Proposed Ordinances

Survey results for all three ordinances are presented in **Figure 1** below. Respondents' opinions of each ordinance are examined in detail in this section. The most important finding revealed in Figure 1 is that the majority of respondents support each proposed ordinance. The greatest support (82%) is for the Clean Indoor Air Ordinance.

Figure 1
Support for Proposed Ordinances



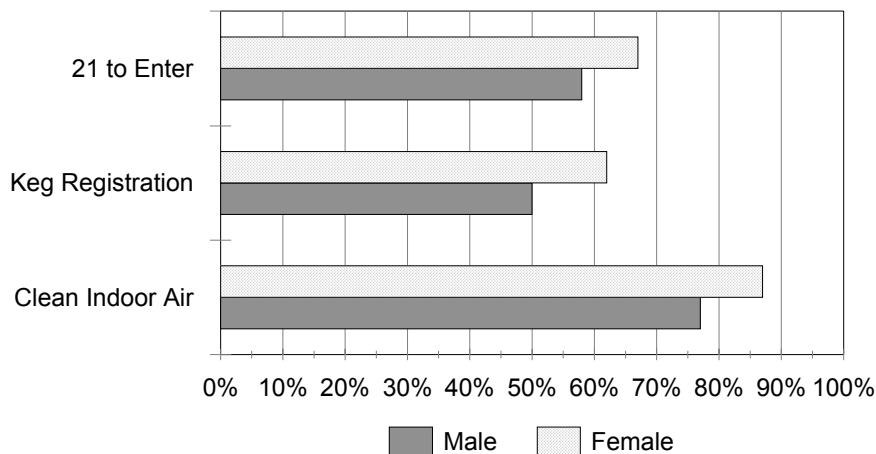
Also of interest is the perceived effect of these ordinances on certain behaviors. Respondents were asked whether the proposed clean indoor air ordinance would, if passed, affect the frequency with which they patronize restaurants. For the Keg Registration Ordinance, respondents were asked if the \$2 registration fee would make them less likely to purchase a keg. Regarding the 21 to Enter Ordinance, respondents were asked if persons under 21 would lose a social opportunity because of the ordinance. The responses are reported in the following sections along with discussion of the appropriate ordinance.

As **Figure 2** on the following page indicates, females are more likely than males to support each ordinance. Eighty-seven percent of females and 77% of males support the Clean Indoor Air Ordinance. The 21 to Enter Ordinance has the next highest level of support with 58% of males and 67% of females supporting

this ordinance. Fifty percent of males and 62% of females support the proposed Keg Registration Ordinance, so it has the lowest support of the three ordinances among both males and females

Figure 2

Male and Female Support for Each Ordinance



Clean Indoor Air Ordinance

Respondents were asked if they would support a Clean Indoor Air Ordinance for Hays and the other cities within Ellis County. The proposed ordinance, which was read to respondents, is as follows:

The clean indoor air ordinance proposes that smoking be banned from public places that are totally enclosed. This would include public buildings, places of employment, and restaurants. Businesses exempt from this restriction would be retail tobacco stores, bars, private residences and some hotel and motel rooms rented to guests.

As indicated in **Figure 3** on the following page, most respondents (82%) support the proposed Clean Indoor Air Ordinance, while 16% are definitely opposed. Only 2% are unsure whether they would support the Clean Indoor Air Ordinance. Smokers (56%) are much more likely than nonsmokers (9%) to oppose the Clean Indoor Air Ordinance.

A majority of persons with (79%) and without (81%) children under 21 in Ellis County support the Clean Indoor Air Ordinance. Over 75% of respondents in each of three age groups (under 21, 21 to 40, and over 40) supports this proposed ordinance.

Figure 3
Support for the Clean Indoor Air Ordinance

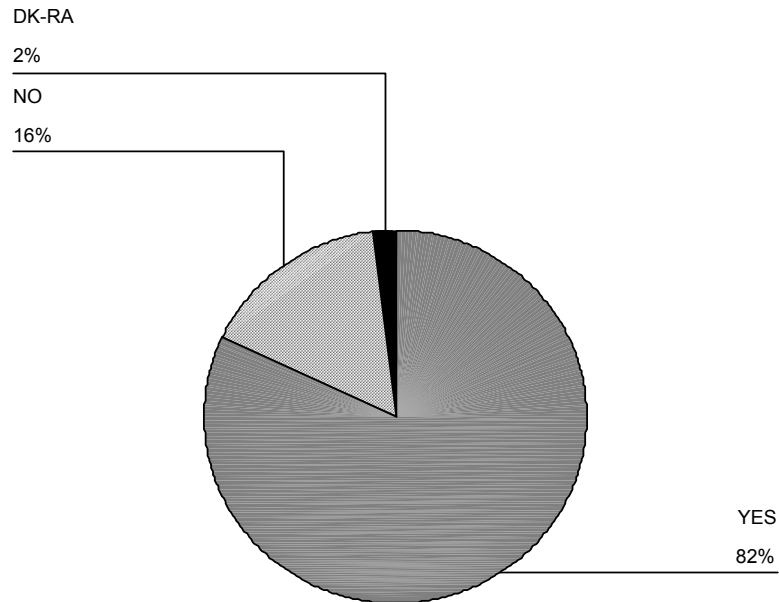


Figure 4
Effect on Frequency of Restaurant Patronage

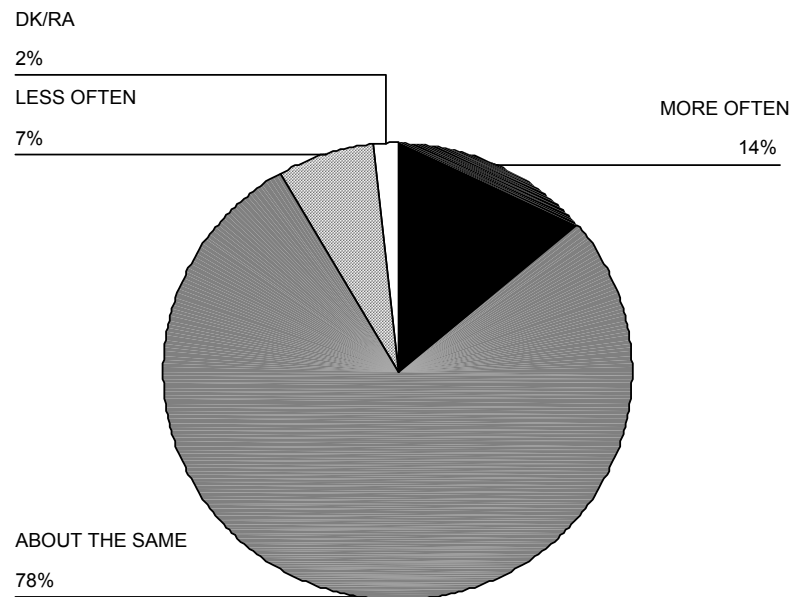


Figure 4 on the preceding page shows that most respondents (78%) say the ordinance would have no effect on the frequency with which they eat at restaurants. A majority of both smokers (64%) and nonsmokers (81%) say the ordinance will have no effect on how often they eat at restaurants. Fourteen percent of respondents say they would eat out more often, while 7% say that they would eat out less often. Only 2% of respondents are not sure if the ordinance would affect their restaurant patronage

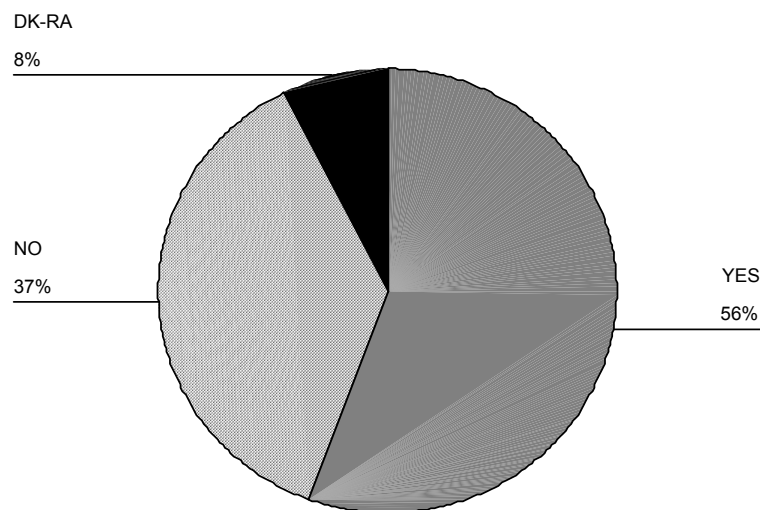
Keg Registration Ordinance

Respondents were asked whether they would support an ordinance requiring registration of all kegs purchased in, or brought into, Ellis County and the cities within Ellis County. Respondents were read the following:

The second ordinance is a County Wide Keg Registration Ordinance. The County Wide Keg Registration Ordinance proposes that retail liquor stores maintain records of keg purchasers. A registration band would be required for all kegs sold or brought into Ellis County. For kegs that are purchased by members of the public outside of Ellis County, the purchasers will be required to get a band from a department like the County Clerk's office.

Respondents were also asked if a \$2 keg registration fee would make them less likely to purchase a keg.

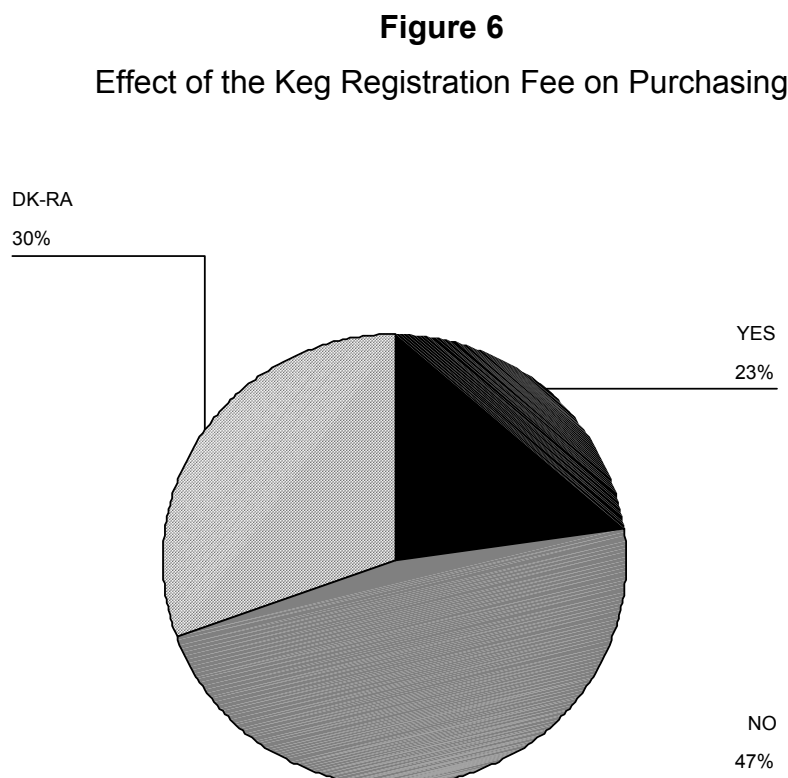
Figure 5
Support for the Keg Registration Ordinance



As indicated in **Figure 5**, most respondents (56%) support the Keg Registration Ordinance. A sizable minority (37%) is against it, the strongest opposition to any of the proposed ordinances. A majority of both drinkers (51%) and nondrinkers (65%) support the ordinance. A near majority (47%) of respondents report that a \$2 keg registration fee will not affect their likelihood of purchasing a keg. A majority of those with (58%) and without (56%) children under 21 living in Ellis County support the ordinance.

Support for the ordinance also varies by age group. Those under 21 are split on support, with 43% for it, 43% against it and 14% saying they don't know. A majority of those 21 to 40 (52%) and over 40 (58%) support the Keg Registration Ordinance. Fewer than 10% of respondents in each age group answered "Don't Know."

Figure 6 shows that the proposed \$2 keg registration fee will have some effect on keg purchasers since 23% of respondents say that the fee will make them less likely to purchase a keg. The largest group (47%) of respondents say the fee will have no effect on them. Thirty-one percent do not know if the registration fee will have any effect on their decision to purchase a keg.



21 to Enter Ordinance

The last proposed ordinance included in the survey was a 21 to Enter Ordinance. Respondents were read the following statement before being asked whether they supported the ordinance:

The 21 to Enter Ordinance proposes that only persons who are at least 21 years of age - the legal drinking age - would be allowed to enter establishments in Ellis County whose main income is from the sale of alcohol.

Respondents were asked if they would support such an ordinance and if they thought it would take away a significant social opportunity for persons under 21 years of age.

As indicated in **Figure 7** below, 63% of respondents support the proposed 21 to Enter Ordinance. Most of those without children under 21 (71%) support the ordinance. Similarly, a majority (62%) of those with children under 21 in Ellis County support the 21 to Enter Ordinance. Thirty-two percent of respondents say that they oppose the ordinance. Uncertainty about this ordinance is low, with only 5% of respondents saying they don't know if they support the proposed ordinance.

Figure 7

Support for the 21 to Enter Ordinance

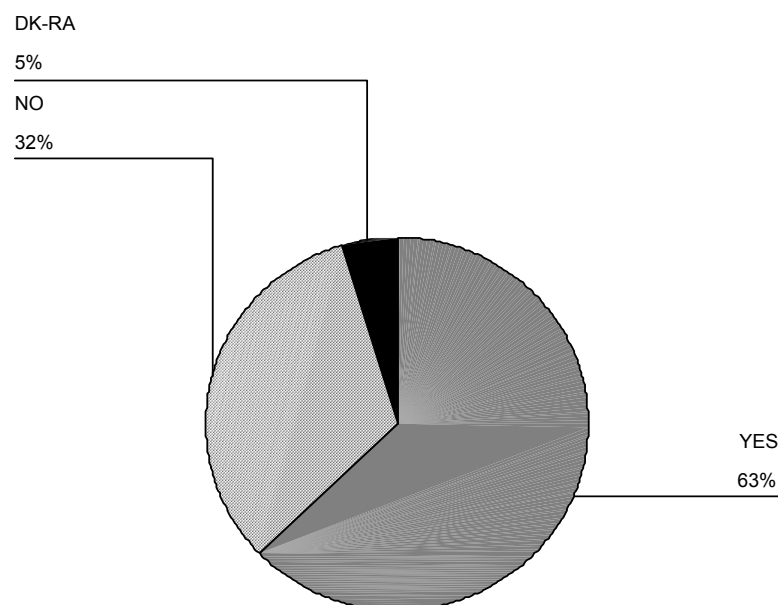
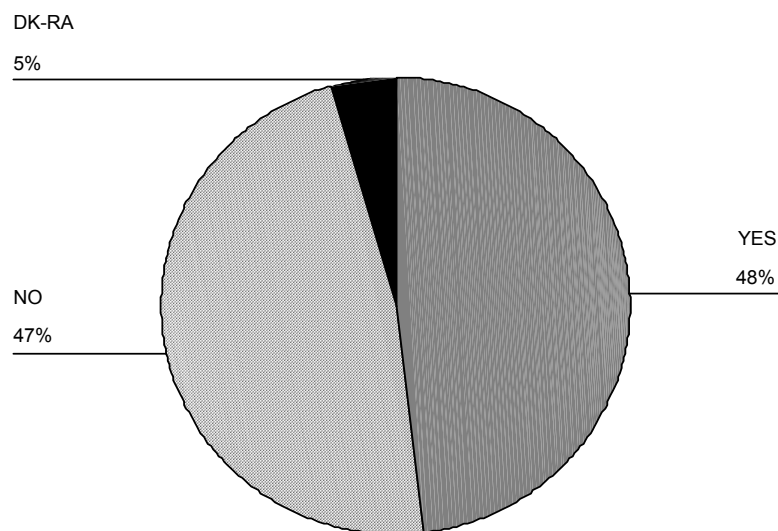


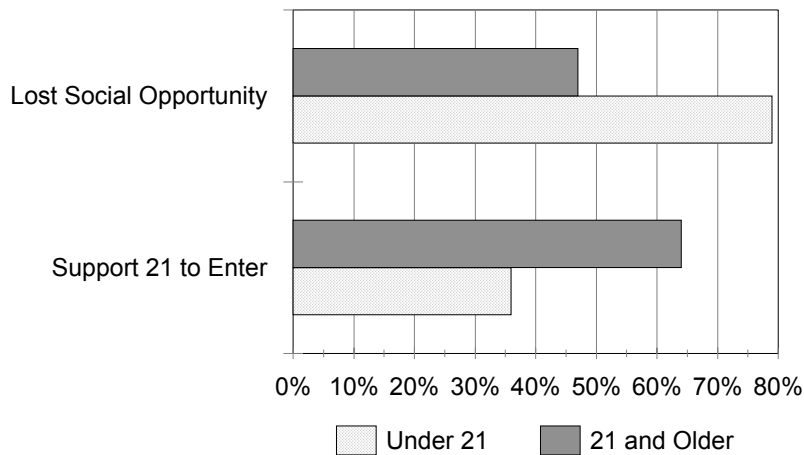
Figure 8 indicates that respondents are split on the issue of whether the 21 to Enter Ordinance would take away an important social opportunity. Forty-eight percent of respondents think the ordinance will take away an important social opportunity for those under 21 years old compared to 47% who do not. Supporters of the ordinance are much less likely (31%) than those opposed (78%) to believe it will result in a lost social opportunity for people under 21. Another five percent are uncertain if the ordinance will take away an important social opportunity.

Figure 8
Loss of a Social Opportunity



As noted in **Figure 9** on the following page, reactions to the 21 to Enter ordinance vary considerably for those under 21 years of age compared with those 21 years old and older. A higher percentage of those over 21 (64%) supports the 21 to Enter Ordinance, compared to 36% of respondents under 21 who support the ordinance. Seventy-nine percent of those under 21 years old and 47% of those 21 and older feel that the ordinance would take away a significant social opportunity for people under 21 years old. Uncertainty about this ordinance and its effects are low for both age groups.

Figure 9
Age Group Support for the 21 to Enter Ordinance



A further analysis of support by age group shows that support increases with age. Fifty-four percent of respondents aged 21 to 40 support the 21 to Enter Ordinance. Support increases to 70% for those respondents over 40 years of age.

Conclusions

All three of the proposed ordinances have the support of more than 50% of the people surveyed. Women are more likely than men to support each ordinance. Support for each ordinance varies somewhat by age group. Respondents under 21 years of age generally oppose the Keg Registration Ordinance and the 21 to Enter Ordinance.

Respondents generally predict that the Clean Indoor Air Ordinance will not affect their behavior. They think the Keg Registration Ordinance is more likely to affect their behavior, but the largest group of respondents still say the ordinance will have no effect. There is a difference in support for the 21 to Enter Ordinance between those 21 and older who generally support the ordinance and those under 21, who generally oppose the ordinance. There is an almost even split in opinions on whether the 21 to Enter Ordinance will take away a significant social opportunity for persons less than 21 years of age. Once again, there is an age based difference of opinion, with those under 21 more often indicating that a significant social opportunity will be lost if the ordinance is passed.

Appendix 1
Ellis County Community Partnership Ordinance Survey

Hello, my name is (FIRST NAME). I'm calling to ask a few questions for the Ellis County Community Partnership.

May I speak with the male [OR female] head of the household?

[IF TARGETED RESPONDENT IS NOT AVAILABLE, ARRANGE A CALL BACK TIME]

[WHEN TARGETED RESPONDENT COMES TO THE PHONE, REPEAT INTRODUCTION]

[WHEN SPEAKING WITH TARGETED RESPONDENT, CONTINUE...]

I want to assure you that your answers will remain completely confidential. It should only take about 5 minutes. May I ask you a few questions?

First, are you a resident of Ellis County? [IF NOT, THANK THEM FOR THEIR TIME AND HANG UP]

PRESS ENTER HERE TO CONTINUE

The Clean Indoor Air Ordinance proposes that smoking be banned from public places that are totally enclosed. This would include public buildings, places of employment, and restaurants. Businesses exempt from this restriction would be retail tobacco stores, bars, private residences, and some hotel and motel rooms rented to guests.

Would you support a Clean Indoor Air Ordinance for Ellis County and the cities within Ellis County? [q1]

- 1 YES
- 2 NO
- 9 DK/RA

If all restaurants were completely smoke-free, would you eat out more often, about the same, or less often? [q2]

- 1 MORE OFTEN
- 2 ABOUT THE SAME
- 3 LESS OFTEN
- 9 DK/RA

The second ordinance is a County Wide Keg Registration ordinance. The

County-Wide Keg Registration Ordinance proposes that retail liquor stores maintain records of keg purchasers. A registration band would be required for all kegs sold or brought into Ellis County.

[FOR KEGS THAT ARE PURCHASED BY MEMBERS OF THE PUBLIC OUTSIDE OF ELLIS COUNTY, THE PURCHASERS WILL BE REQUIRED TO GET A BAND FROM A DEPARTMENT LIKE THE COUNTY CLERK'S OFFICE.

Would you support a County-Wide Keg Registration Ordinance for Ellis County and the cities within Ellis County? [q3]

- 1 YES
- 2 NO
- 9 DK/RA

If the cost for a keg of beer was raised by \$2 to pay for registration would you be less likely to purchase a keg? [q4]

- 1 YES
- 2 NO
- 9 DK/RA

The third ordinance is the 21 to enter ordinance. The 21 to Enter Ordinance proposes that only persons who are at least 21 years old - the legal drinking age - would be allowed to enter establishments in Ellis County whose main income is from the sale of alcohol.

Would you support a 21 to Enter Ordinance for the cities within Ellis County? [q5]

- 1 YES
- 2 NO
- 9 DK/RA

If bars go 21 to Enter, do you think that will take away an important social opportunity for people under 21 in Ellis County? [q6]

- 1 YES
- 2 NO
- 9 DK/RA

Now I have a few questions about yourself.

What year were you born? [q7]

Do you have children that reside within Ellis County? [q8]

- 1 YES
- 2 NO
- 9 Don't Know/Refused Answer

How many of those children are currently under the age of 21? [q9]

Do you smoke? [q10]

- 1 YES
- 2 NO
- 9 Don't Know/Refused Answer

Do you drink alcoholic beverages? [q11]

- 1 YES
- 2 NO
- 9 Don't Know/Refused Answer

That's all the questions I have for you. Thank you very much for your participation in this study. [HANG UP]

Respondent's gender

- 1 MALE
- 2 FEMALE

Prefix

Suffix

Survey Station

Date Completed

Interv. Number

Appendix II The Frequency Distributions

q1 Clean Indoor Air Ordinance

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	348	81.9	81.9	81.9
NO	69	16.2	16.2	98.1
DK-RA	8	1.9	1.9	100.0
Total	425	100.0	100.0	

q2 Smoke Free Restaurants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MORE OFTEN	59	13.9	13.9	13.9
ABOUT THE SAME	331	77.9	77.9	91.8
LESS OFTEN	28	6.6	6.6	98.4
DK/RA	7	1.6	1.6	100.0
Total	425	100.0	100.0	

q3 Keg Registration

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	236	55.5	55.7	55.7
NO	156	36.7	36.8	92.5
DK-RA	32	7.5	7.5	100.0
Total	424	99.8	100.0	
Missing System	1	.2		
Total	425	100.0		

q4 \$2 Keg Registration Fee

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	96	22.6	22.7	22.7
NO	198	46.6	46.8	69.5
DK-RA	129	30.4	30.5	100.0
Total	423	99.5	100.0	
Missing System	2	.5		
Total	425	100.0		

q10 Do You Smoke

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	61	14.4	14.5	14.5
	NO	360	84.7	85.3	99.8
	DK-RA	1	.2	.2	100.0
	Total	422	99.3	100.0	
Missing	System	3	.7		
Total		425	100.0		

q6 Lost Social Opportunity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	203	47.8	48.1	48.1
	NO	200	47.1	47.4	95.5
	DK-RA	19	4.5	4.5	100.0
	Total	422	99.3	100.0	
Missing	System	3	.7		
Total		425	100.0		

q8 Children in Ellis Co.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	248	58.4	59.0	59.0
	NO	172	40.5	41.0	100.0
	Total	420	98.8	100.0	
Missing	System	5	1.2		
Total		425	100.0		

q9 Children Under 21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	77	18.1	31.0	31.0
	1	54	12.7	21.8	52.8
	2	76	17.9	30.6	83.5
	3	30	7.1	12.1	95.6
	4	11	2.6	4.4	100.0
	Total	248	58.4	100.0	
Missing	System	177	41.6		
Total		425	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	202	47.5	48.0	48.0
	2	219	51.5	52.0	100.0
	Total	421	99.1	100.0	
Missing	System	4	.9		
Total		425	100.0		

age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 21	14	3.3	3.4	3.4
	21 to 40	153	36.0	36.8	40.1
	Over 40	249	58.6	59.9	100.0
	Total	416	97.9	100.0	
Missing	System	9	2.1		
Total		425	100.0		