



Tobacco Use and Perceived Impact of Tobacco Free Policy on WKU's Campus: Results of a Campus-wide Survey

Tobacco Taskforce
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Survey

- Purpose was to examine which factors significantly predict perceived impact of a designated tobacco use policy compared to those that predict perceived impact of a 100% tobacco-free campus policy among faculty, staff, and students.
- A final sample size of 1,761 participants completed the survey.
 - The majority of respondents were students, female, Caucasian, Non-Hispanic, and heterosexual



Sample Characteristics

Characteristic	n (%)
Gender	
Male	582 (33.0)
Female	1167 (66.2)
Transgender	14 (0.8)
Race	
Caucasian	1539 (87.2)
Black or African American	76 (4.3)
Asian	52 (2.9)
Pacific Islander	8 (0.5)
American Indian, Alaskan Native	7 (0.4)
Multiracial	56 (3.2)
Other	27 (1.5)

Sample Characteristics Cont.

Characteristic	n (%)
Sexual Orientation	
Heterosexual/straight	1525 (87.2)
Gay	30 (1.7)
Lesbian	27 (1.5)
Bisexual	66 (3.8)
Prefer not to answer	70 (4.0)
Other	30 (1.7)
Role	
Faculty	196 (11.1)
Staff	343 (19.4)
Student	1230 (69.5)



Sample Characteristics Cont.

Characteristic	n (%)
Student Classification	
First Year	235 (19.3)
Sophomore	197 (16.1)
Junior	266 (21.8)
Senior	337 (27.6)
Graduate	185 (15.2)
Student Status	
In-state student	962 (78.7)
Out-of-state student	205 (16.8)
International student	55 (4.5)



Tobacco Use

- Most participants reported no tobacco use (n=1,323; 72%)
- More students (31%) reported tobacco use than faculty (19%) or staff (19%)



Participants' Views on Designated Tobacco Use Areas



- Majority (n=1,376; 86%) perceived designated areas as beneficial
- Gender
 - Females were more likely to support than males (OR=1.616; p = .001)
- Role
 - Students were more likely to support designated areas than faculty/staff (OR=1.735; p = .012)
- Social Norms
 - People who reported having more close friends that used tobacco were less likely to support designated areas than those with low social norms (OR= 0.935; p = .024)

Participants' Views on 100% Tobacco-Free Campus



- Majority (n=1,201; 75%) perceived 100% tobacco-free campus as beneficial
- Gender
 - Females were more likely to support than males (OR=2.155; $p < .001$)
- Sexual Orientation
 - Participants identifying as heterosexual were more likely to be supportive of policy (OR=1.923; $p = .002$)
- Role
 - Students were less likely to perceive the policy as beneficial compared to faculty/staff (OR=0.622; $p = .029$)
- Social Norms
 - Those who reported higher scores on social norms were less likely to support 100% tobacco-free campus (OR= 0.924; $p = .003$)
- Tobacco Use
 - Current tobacco users were less likely to perceive the policy as beneficial (OR = 0.278; $p < .001$)
 - Past tobacco users were also less likely to perceive the policy as beneficial (OR = 0.381; $p < .001$)