

**UNIVERSITY OF SOUTH ALABAMA
STUDENT GOVERNMENT ASSOCIATION – STUDENT SURVEY
TOBACCO POLICY SURVEY REPORT**

December 1, 2014

Prepared by the USA Polling Group

Student Tobacco Policy Survey – Survey Methodology

This survey was conducted by the University of South Alabama Polling Group. The USA Polling Group was founded in 1992. Since then, the activities of the polling group have included a wide variety of internally and externally funded research projects including anthropology, community relations, criminal justice, educational administration, healthcare, marketing, public administration, and sociology. Over the course of its history the polling group has conducted well over 600 surveys for a variety of clients.

For Internet/E-mail surveys, the USA Polling Group uses Qualtrics Online survey software for the development and deployment of surveys. This survey software system is used extensively by academic institutions and provides a level of control over the survey that is not found in many other online survey software packages.

Approval for the survey was obtained through USA's IRB board on 10/16/2014. Prior to the survey an advertisement was placed on Tuesday 10/28/2014 in the Vanguard, the campus newspaper, to provide advance notice that the survey would be forthcoming.

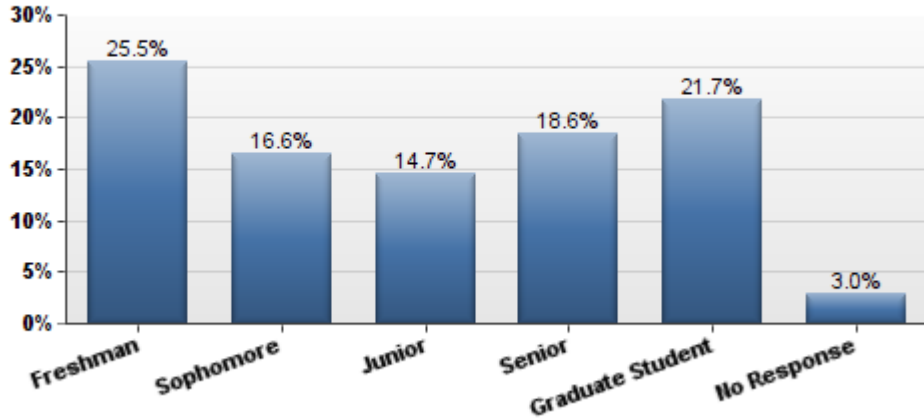
The survey was conducted via the Internet using E-mail invitations with a link to the survey. In accordance with standard survey protocols respondent IP addresses were restricted to minimize the potential for ballot stuffing given the sensitivity of the issue. The initial E-mail was sent on November 3, 2014. Subsequent, reminders were sent on November 10, and November 17, 2014. In each case the original E-mail and reminders were sent on Mondays to maximize the potential time for response before the weekend intervened. The last survey collected was on November 20, 2014 and the survey was officially closed on November 21, 2014.

A total of 17,492 E-mails were sent to students of the University of South Alabama. A total of 1,797 students responded to the survey for a response rate of 10.3%. The margin of error for the survey is +/-2.19%.

In addition to the survey responses, a number of interested students, faculty, and staff contacted myself or SuzAnne Robbins with the USA IRB office. In most cases these were interested parties offering their opinions or additional information regarding how they felt the university should address any possible tobacco policy changes. In each case these respondents were assured that their comments would be included with the survey findings. Consequently, following the survey findings there is a section detailing these comments.

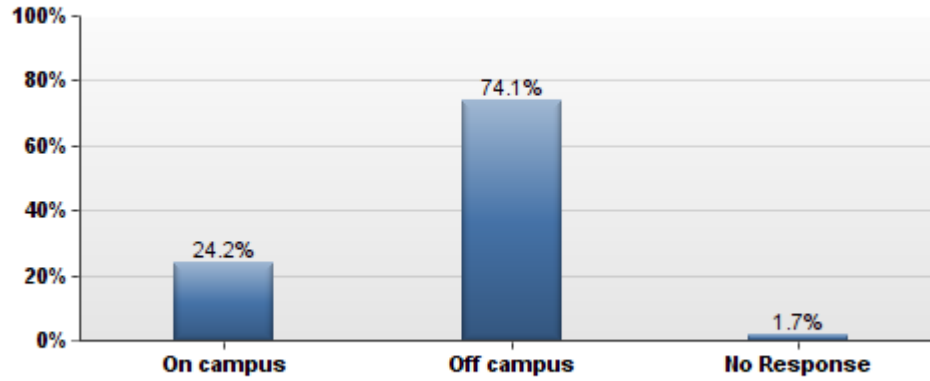
Student Tobacco Policy Survey – Survey Findings

1. What is your student classification?



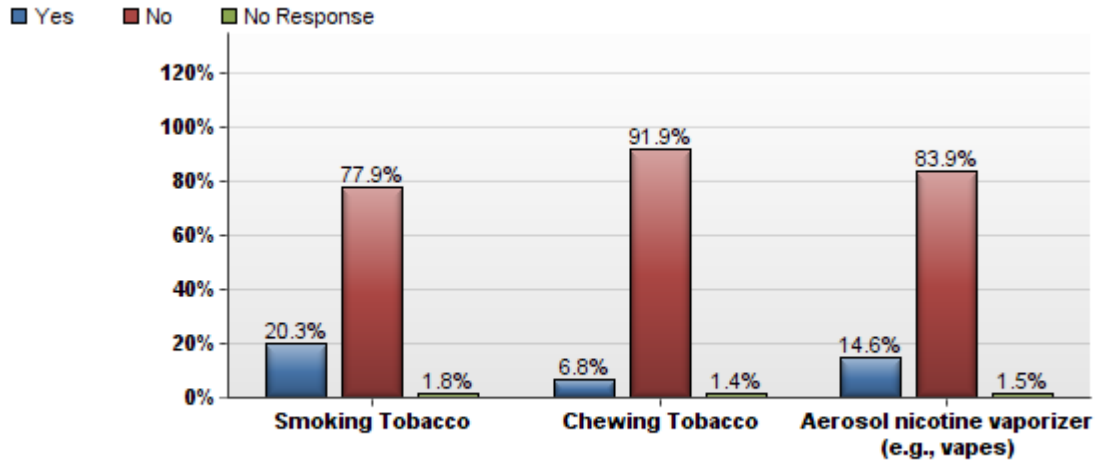
#	Answer	Response	%
1	Freshman	457	25%
2	Sophomore	298	17%
3	Junior	264	15%
4	Senior	333	19%
5	Graduate Student	390	22%
9	No Response	53	3%
	Total	1,795	100%

2. Do you currently live . . .



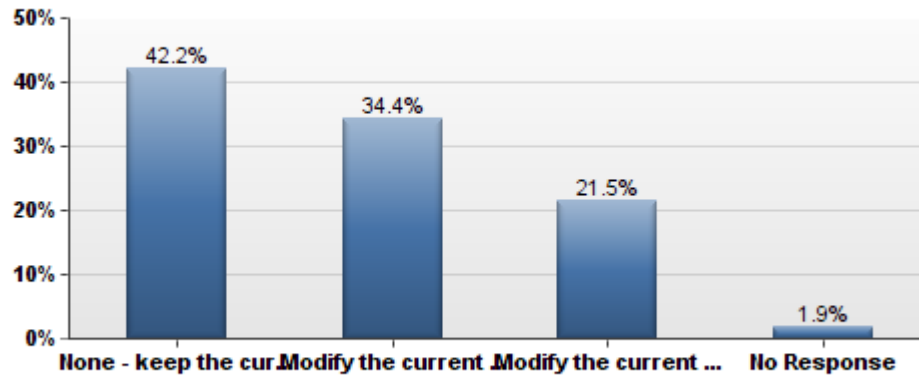
#	Answer	Response	%
1	On campus	435	24%
2	Off campus	1,330	74%
3	No Response	31	2%
	Total	1,796	100%

3. Do you currently use any of the following tobacco/nicotine products?



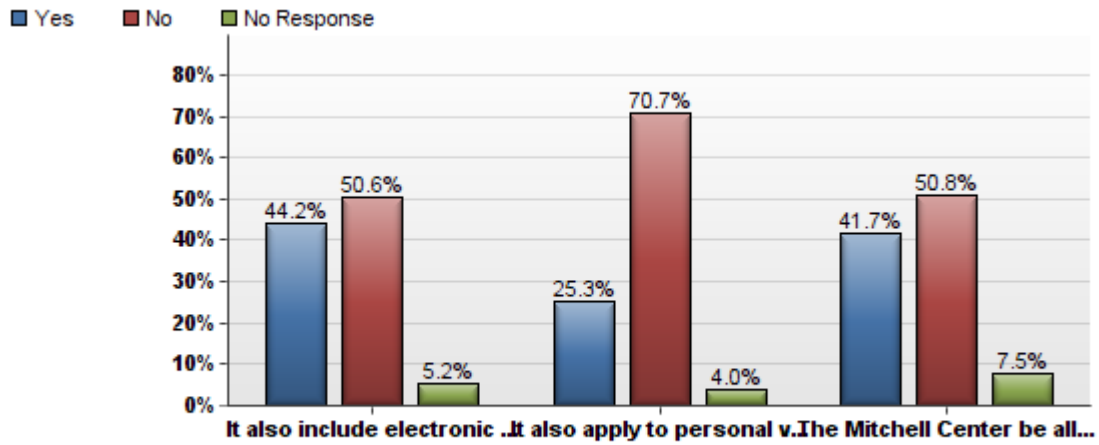
#	Question	Yes	No	No Response	Total Responses	Mean
1	Smoking Tobacco	361	1,387	32	1,780	1.92
2	Chewing Tobacco	118	1,602	24	1,744	2.03
3	Aerosol nicotine vaporizer (e.g., vapes)	256	1,473	27	1,756	1.96

4. Which of the following modifications to the current tobacco policy should the University of South Alabama adopt?



#	Answer		Response	%
1	None - keep the current policy		758	42%
2	Modify the current policy to make all campuses 100% tobacco/nicotine free but allow for smoking and the use of tobacco/nicotine products inside of personal vehicles.		618	34%
3	Modify the current policy to make all campuses 100% tobacco/nicotine free - no exceptions, including no smoking or using tobacco/nicotine products inside of personal vehicles.		386	21%
9	No Response		35	2%
	Total		1,797	100%

5. If a new tobacco/nicotine policy is adopted, should . .



#	Question	Yes	No	No Response	Total Responses	Mean
1	It also include electronic aerosol nicotine vaporizers (e.g., "vapes" or e-cigarettes)?	794	908	94	1,796	1.61
2	It also apply to personal vehicles driven on campus?	452	1,264	72	1,788	1.79
3	The Mitchell Center be allowed to establish smoking permitted room(s) for special events not necessarily associated with the University?	749	912	135	1,796	1.66