

To: Tobacco Free Kids, American Cancer Society Cancer Action Network, American Heart Association  
From: Lake Research Partners  
Re: Findings from Survey Research<sup>1</sup>  
Date: October 2017

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- **Atlanta voters strongly favor a law that would prohibit smoking inside most public places, including workplaces, public buildings, offices, restaurants, bars, and the Atlanta airport.** Three-quarters of voters overall (76 percent) favor a law that prohibits smoking inside most public places, including two-thirds of voters who strongly favor the proposed law (67 percent). Additionally, over a quarter of voters say they would go out to restaurants and bars more often than they do now if the city passes a law making all restaurants and bars smoke-free (27 percent).
  - **There is broad and deep support for this proposed law and a majority of voters across all demographic and political subgroups strongly favor this law.**
    - Men: 66 percent strongly favor; Women: 68 percent strongly favor.
    - Under 50: 64 percent; Over 50: 73 percent.
    - Non-college educated: 62 percent; College educated: 70 percent.
    - Democrats: 75 percent; Independents: 53 percent; Republicans: 56 percent.
    - White: 65 percent; African American: 69 percent.
    - Household Income Under \$50,000: 63 percent; Over \$50,000: 75 percent.
    - North: 66 percent; East: 69 percent; West: 67 percent; South/Central: 62 percent.<sup>2</sup>
- **Voters are also clear that if the city council passes a law that prohibits smoking in all workplaces and public places, then the Atlanta airport should be included.** Again, three-quarters of voters overall (75 percent) agree the Atlanta airport should be included in this smoke-free law, including nearly two-thirds who strongly agree (64 percent).
  - **A majority of voters across demographic and political subgroups strongly agree that the Atlanta airport should be included in the proposed law.**
    - Men: 62 percent strongly favor; Women: 66 percent strongly favor.
    - Under 50: 58 percent; Over 50: 73 percent.
    - Non-college educated: 61 percent; College educated: 66 percent.
    - Democrats: 70 percent; Independents: 54 percent; Republicans: 57 percent.

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<sup>1</sup> Lake Research Partners designed and administered this survey that was conducted by professional interviewers from August 15-20, 2017. The survey reached a total of 500 likely 2018 voters in Atlanta, Georgia. Telephone numbers were drawn from a voter file sample. The data were weighted by age, education, race, and party ID to reflect attributes of the actual population. The margin of error for the sample is +/-4.4%.

<sup>2</sup> **North:** Respondents who live in City Council districts 7 and 8. **East:** Respondents who live in City Council districts 1, 2, 5 and 6. **West:** Respondents who live in City Council districts 9, 10, and 11. **South/Central:** Respondents who live in City Council districts 3, 4, and 12.

- White: 59 percent; African American: 68 percent.
  - Household Income Under \$50,000: 63 percent; Over \$50,000: 66 percent.
  - North: 61 percent; East: 63 percent; West: 70 percent; South/Central: 62 percent
- **Voters' undeniably see secondhand smoke as a health hazard.** Ninety percent of voters say it is a serious or moderate health hazard, including three-quarters of voters (75 percent) who say it is a serious health hazard.
  - **Additionally, voters clearly come down on the side of the rights of customers and employees to breathe smoke-free air, over the rights of smokers and owners.** By an overwhelming margin, voters think the rights of customers and employees to breathe clean smoke-free air inside workplaces, restaurants, bars, and the airport is more important than the rights of smokers to smoke and owners to allow smoking inside workplaces, restaurants, bars, and the airport (78 percent important, 68 percent much more important employees/customers to 11 percent important, 7 percent much more smokers/owners).