



# Tobacco Free Kids, American Cancer Society Cancer Action Network, Inc., American Heart Association

Findings from a survey of 500 likely 2018 voters in Atlanta, Georgia.

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## Methodology

Lake Research Partners designed and administered this survey that was conducted by telephone from August 15-20, 2017. The survey reached a total of 500 likely 2018 voters in Atlanta, Georgia.

The sample was drawn from a voter file sample and respondents were screened to be likely 2018 voters. The sample was weighted slightly by age, education, race, and party identification.

The margin of error for the sample is +/-4.4%.

## Key Findings

- Voters undeniably see secondhand smoke as a health hazard. The strength of this conviction helps bolster support for prohibiting smoking.
- 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.
- 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.

# Key Findings - Reactions to Policies that would Prohibit Smoking in Public Places in Atlanta

- 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.
  - 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.
  - The base of support for prohibiting smoking in most public places in Atlanta comes from older African Americans, post-graduates, Democrats, and voters ages 50 to 64.

# Key Findings - Reactions to Policies that would Prohibit Smoking in Public Places in Atlanta

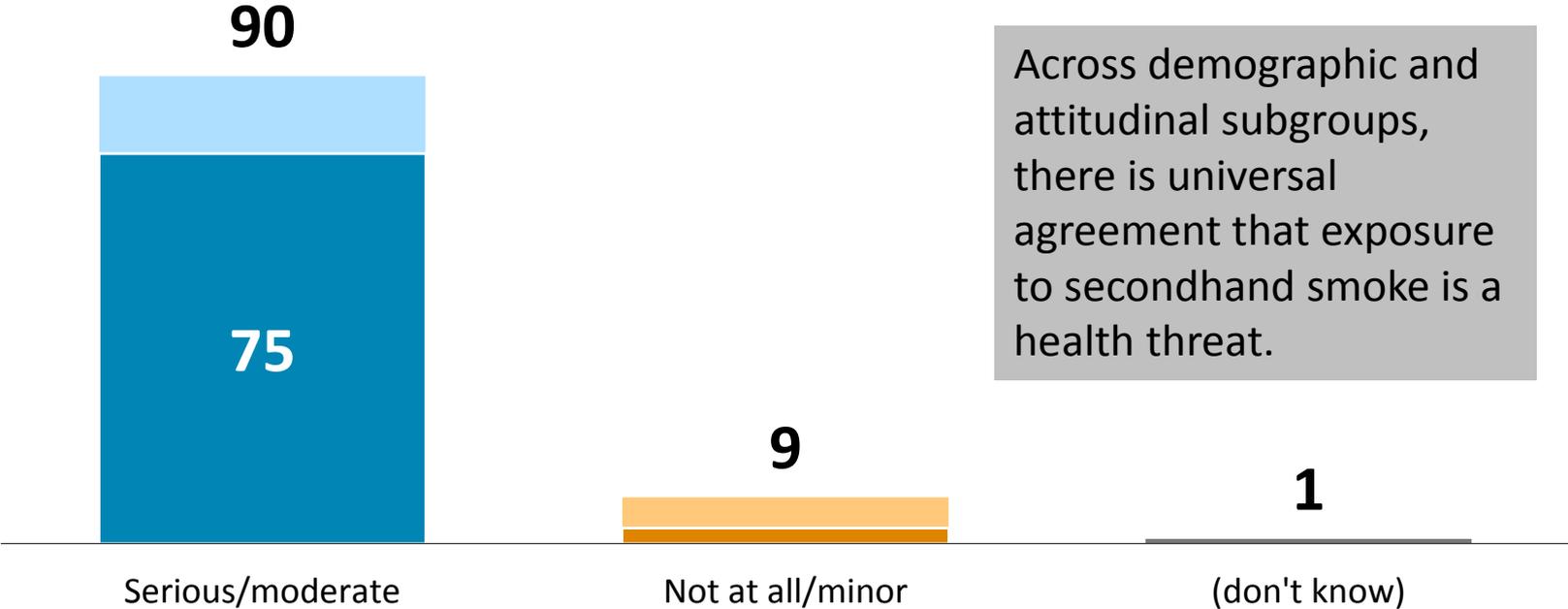
- Voters are also clear that if the city council passes a law that prohibits smoking in all workplaces and public places, then the Atlanta airport should be included.
  - A majority of voters across demographic and political subgroups strongly agree that the Atlanta airport should be included in the proposed law.

## Key Findings – Voting Implications

- Voters are more willing to reward a candidate who supports prohibiting smoking than they are to punish a candidate who opposes it.

# Voters clearly see secondhand smoke as a health hazard. The strength of this conviction helps bolster support for prohibiting smoking.

Secondhand Smoke: Level of Health Hazard



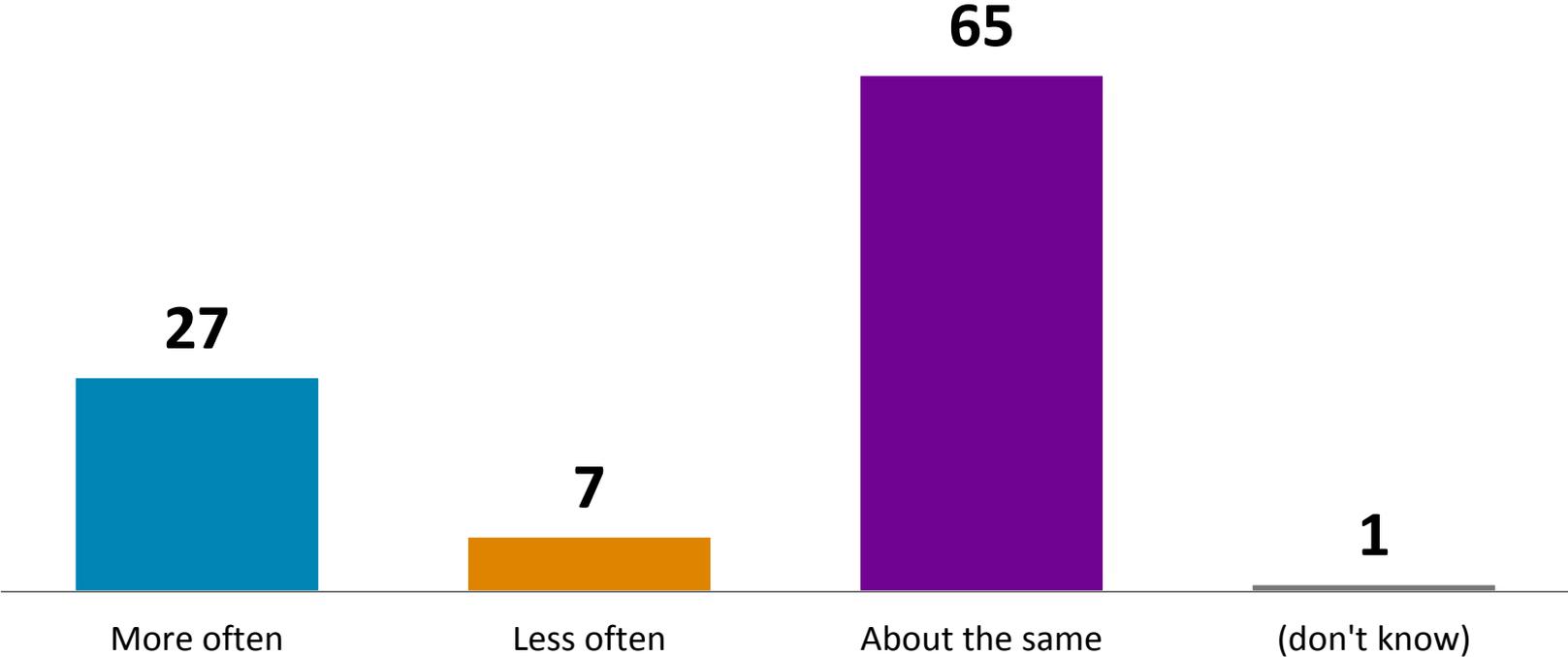
Across demographic and attitudinal subgroups, there is universal agreement that exposure to secondhand smoke is a health threat.

Note that base groups of Older Democrats (85%) and Older African Americans (83%) are especially likely to believe that exposure to secondhand smoke is a serious health hazard.

In general, do you feel that exposure to secondhand smoke is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?

While two-thirds say it would not make a difference, 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.

Frequency of Visits to Restaurants and Bars if become Smoke-free



If Atlanta passes a law making all restaurants and bars smoke-free, would you go out to restaurants and bars more often, less often, or about the same amount as you do now?

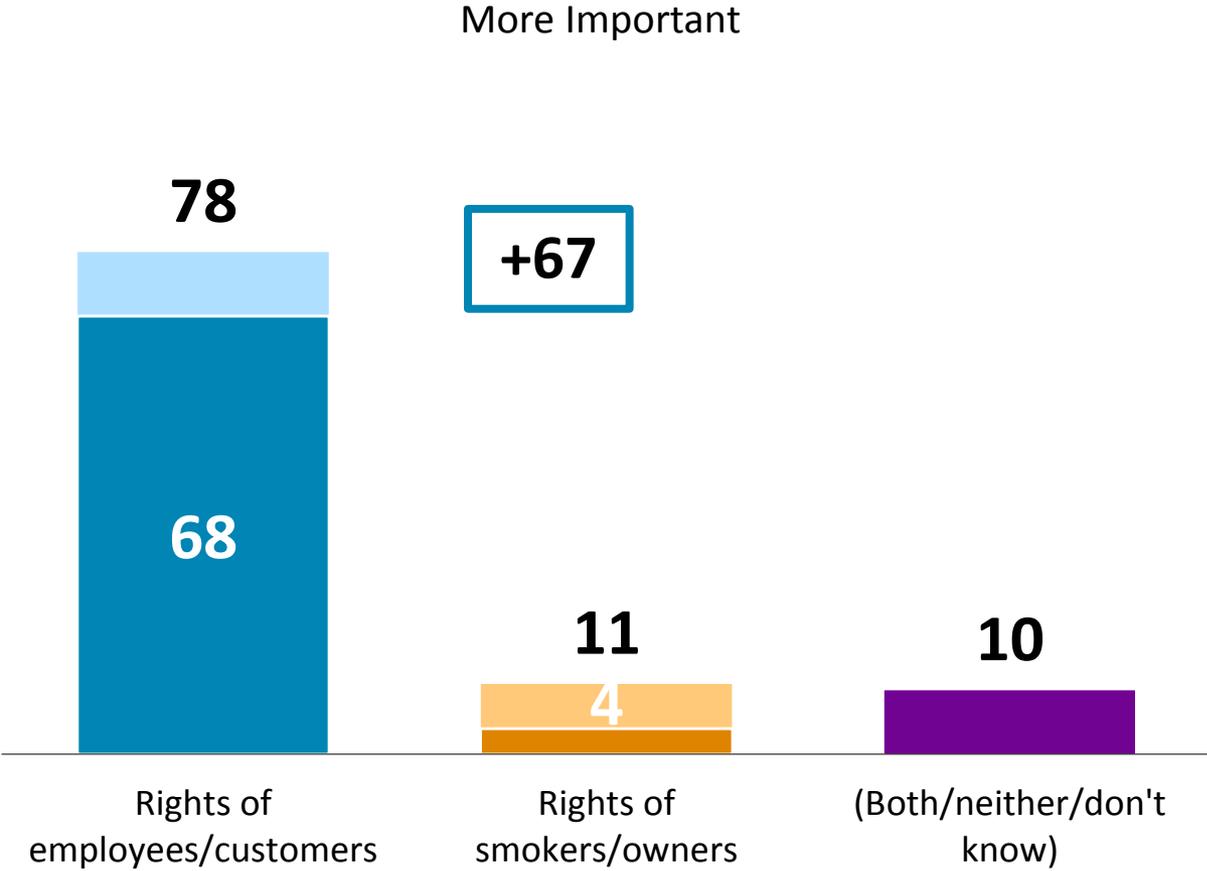
# Voters side with the rights of employees and customers by a massive 67 point margin.

Which one of the following do you think is more important?  
[ROTATE]

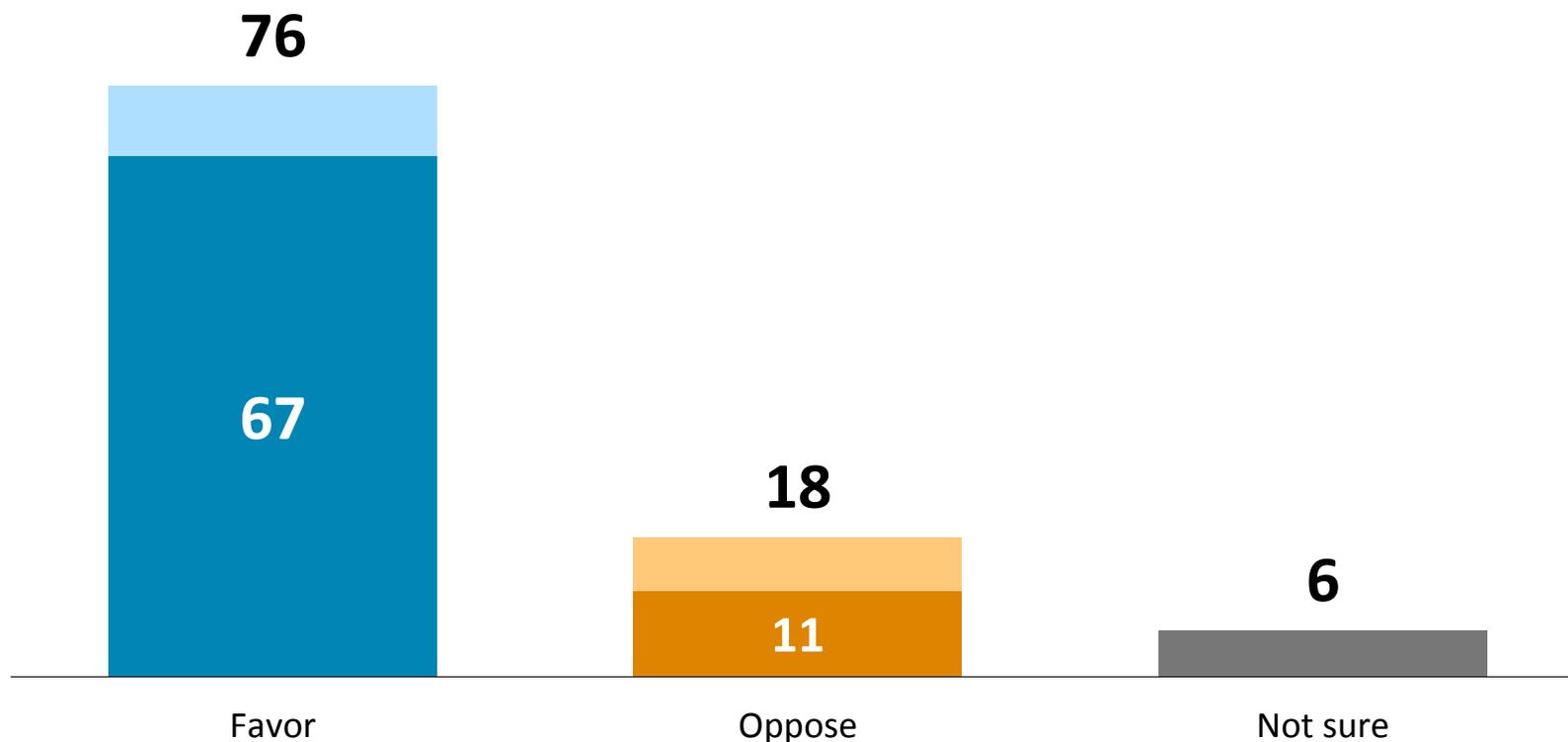
The rights of customers and employees to breathe clean smoke-free air inside workplaces, restaurants, bars, and the airport.

OR

The rights of smokers to smoke and owners to allow smoking inside workplaces, restaurants, bars, and the airport.

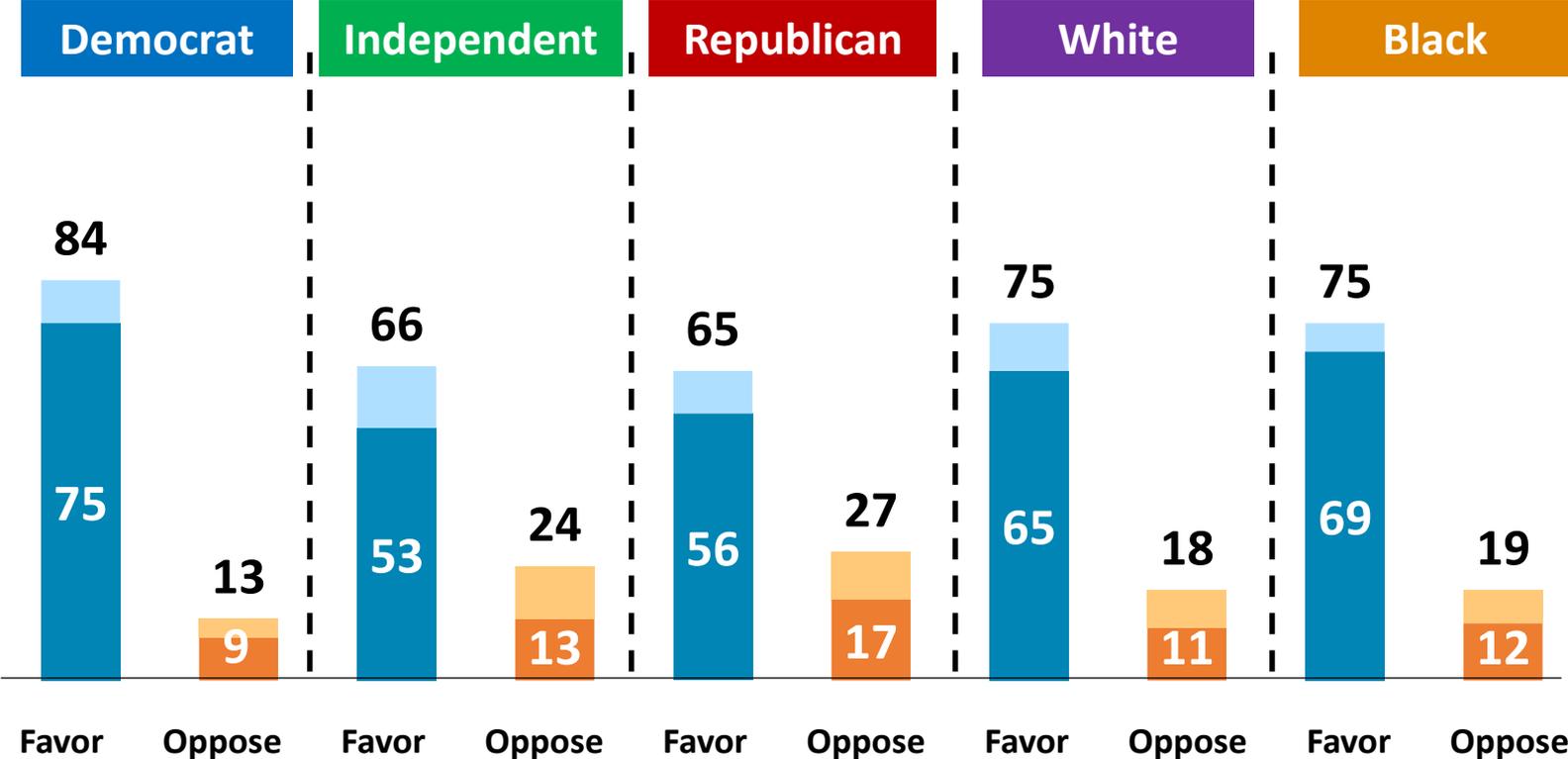


# Three-quarters of voters favor a law prohibiting smoking inside most public places.



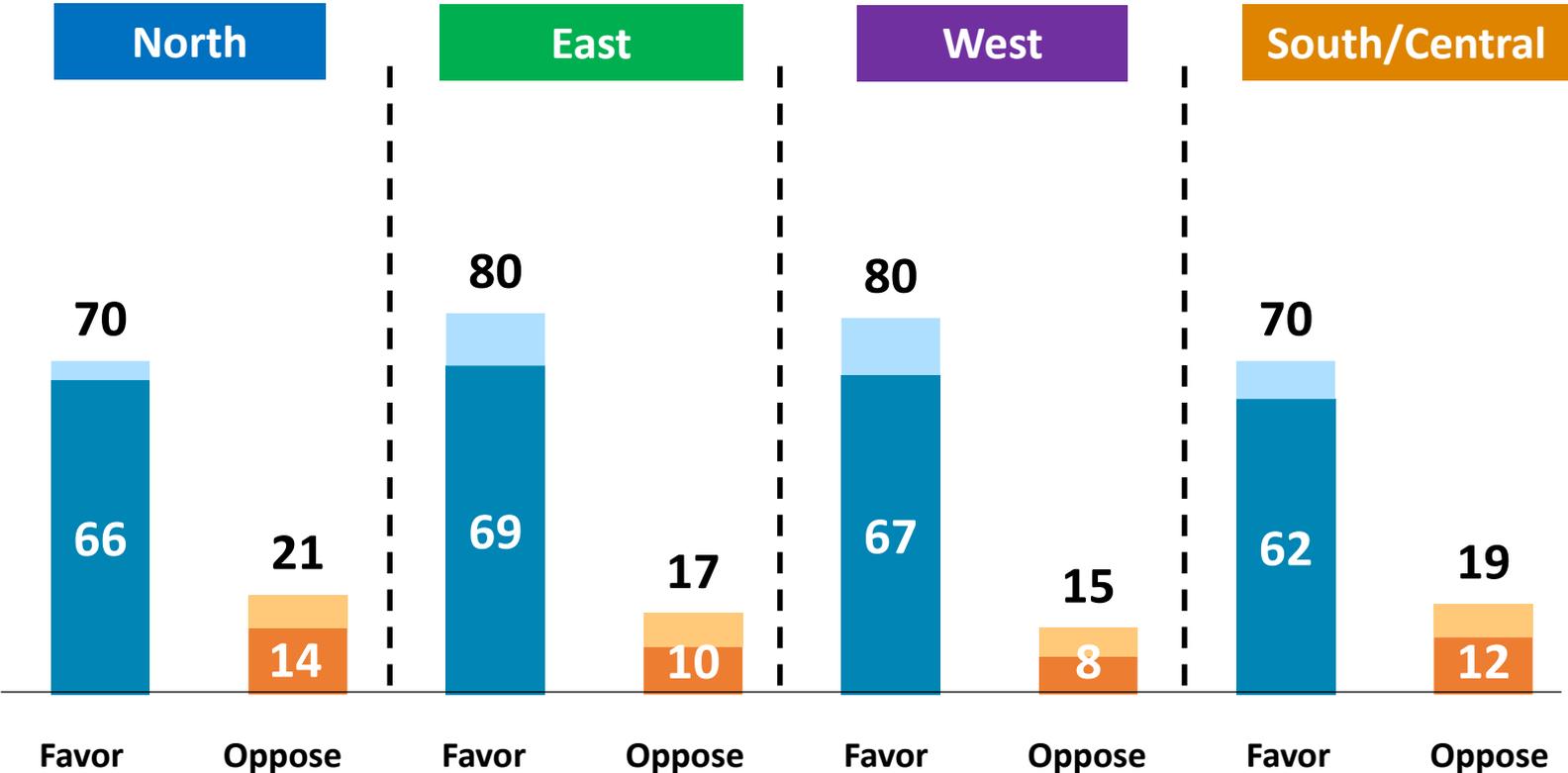
Would you favor or oppose a law in Atlanta that would prohibit smoking inside most public places, including workplaces, public buildings, offices, restaurants, bars, and the Atlanta airport or aren't you sure?

Support for the smoke-free policy crosses party lines, with a solid majority of Democrats, Independents and Republicans all in favor. Support for the proposal also crosses racial lines with at least two-thirds of both white and African American Atlanta voters strongly in favor.



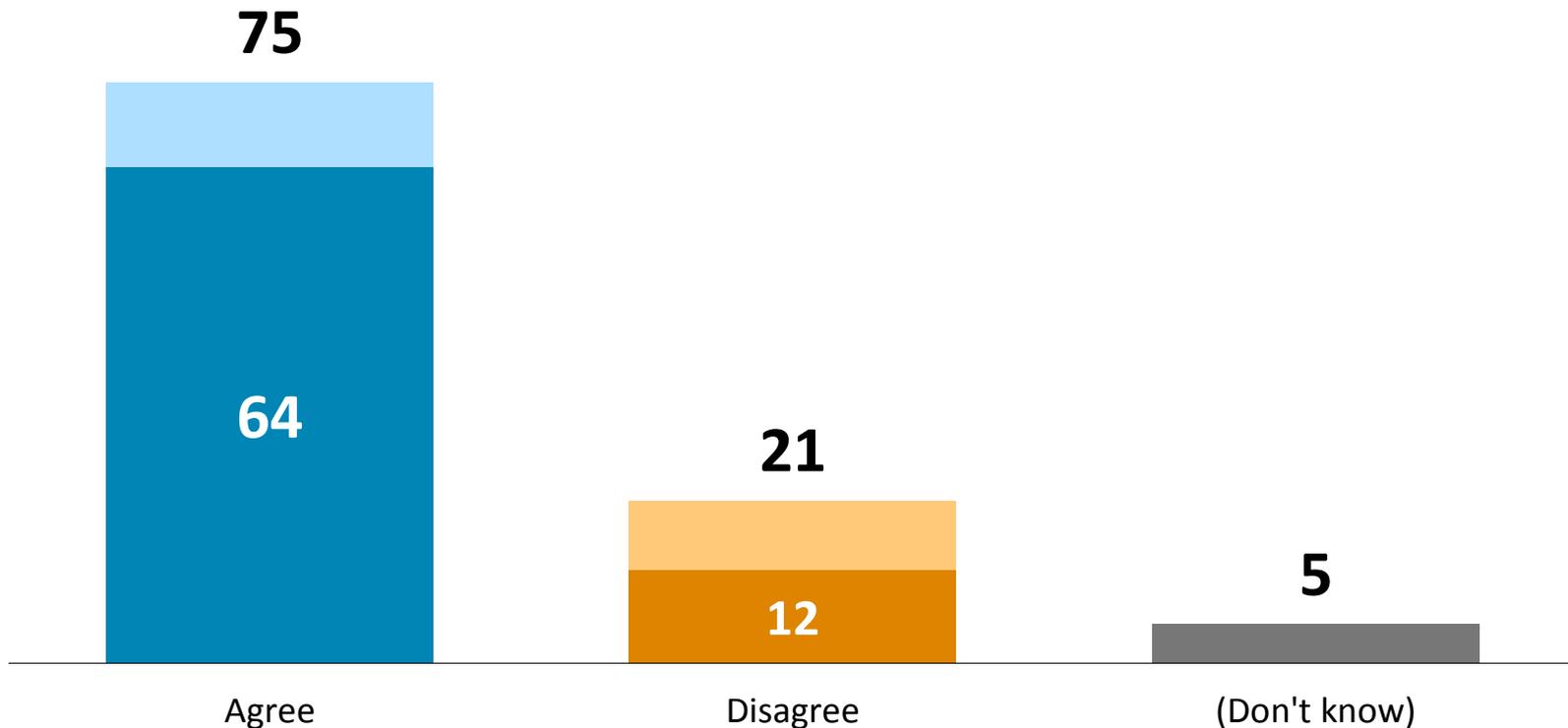
Would you favor or oppose a law in Atlanta that would prohibit smoking inside most public places, including workplaces, public buildings, offices, restaurants, bars, and the Atlanta airport or aren't you sure?

Support for the smoke-free policy is strong across regional areas of Atlanta, too, where at least seven-in-ten voters in each area favor the proposed law.



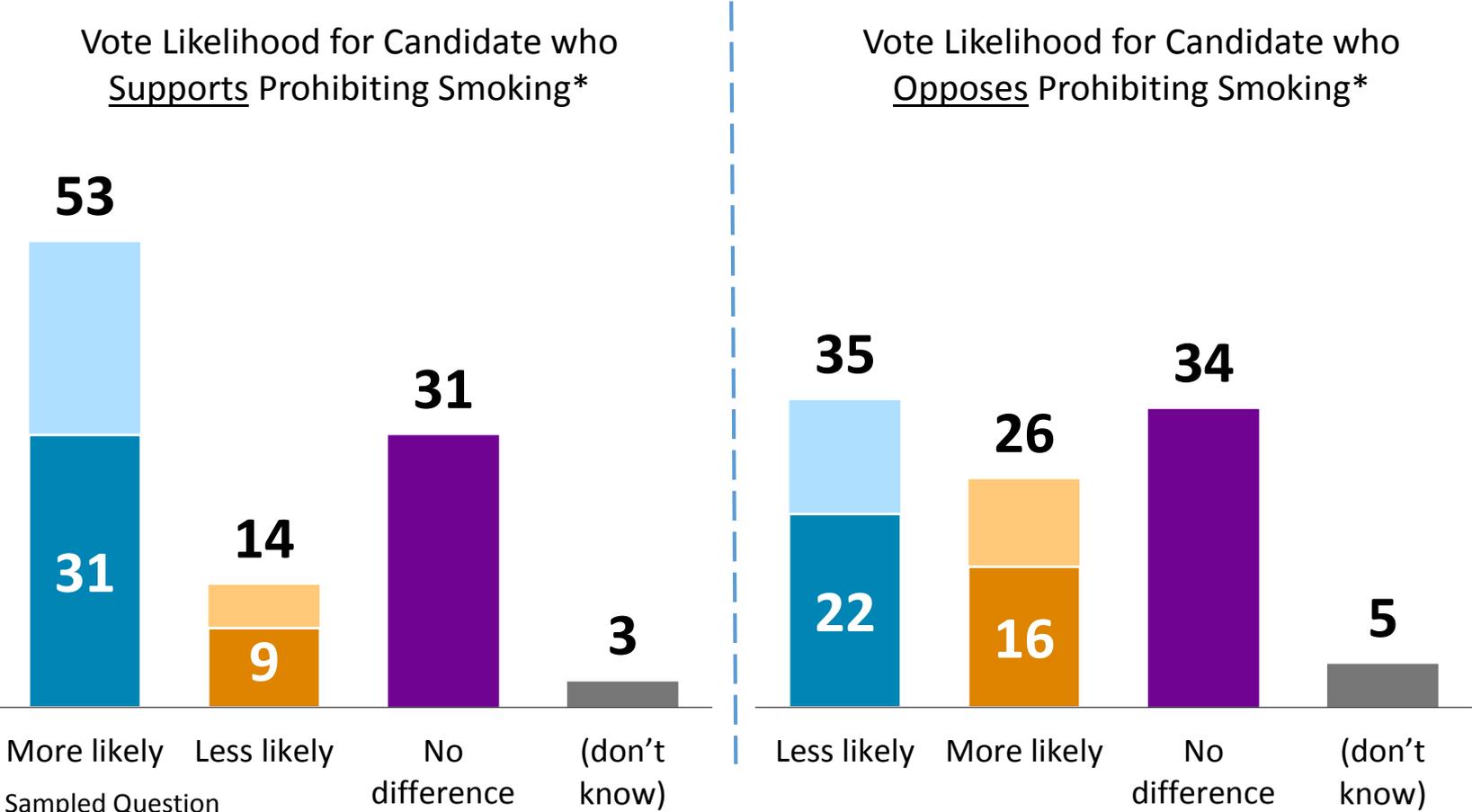
Would you favor or oppose a law in Atlanta that would prohibit smoking inside most public places, including workplaces, public buildings, offices, restaurants, bars, and the Atlanta airport or aren't you sure?

Three-quarters of voters agree that the airport should be included in a law that prohibits smoking in workplaces and public places.



Do you agree or disagree that if the city council passes a law that prohibits smoking in all workplaces and public places, that the Atlanta airport should be included in this law?

# Voters are more willing to reward a candidate who supports prohibiting smoking than they are to punish a candidate who opposes it.



\*Split Sampled Question

Would you be more or less likely to vote for a candidate who [SUPPORTS/OPPOSES] a law that would prohibit smoking inside most public places, including workplaces, public buildings, offices, restaurants, bars, and the Atlanta airport or would it not make a difference?



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