



MEMORANDUM

November 25, 2008

TO: KIMBERLY WEICH REUSCHÉ
The Center For Tobacco Policy And Organizing

FROM: PAUL GOODWIN
Goodwin Simon Victoria Research

RE: Findings from Statewide Voter Survey of Exploring Responses to Proposed Smoking Restrictions

BACKGROUND AND METHODOLOGY

The Center for Tobacco Policy and Organizing asked Goodwin Simon Victoria Research to conduct a telephone survey of voters in California. The survey explored attitudes about potential new smoking restrictions in California, including:

- Potential restrictions on smoking in outdoor public spaces, and
- Possible restrictions on smoking in apartment buildings.

In addition, the survey looks briefly at several other smoking-related policy issues, including smoking in Indian casinos in California, smoking in foster homes, and smoking in vehicles when minors are present.

We completed a total of 600 interviews. The sample was drawn from all voters in the state who voted in an election between March of 2002 and June of 2008, or who registered to vote in 2008. About 88% of all voters were eligible for this sample.

The margin of error for the study results as a whole is plus or minus 4% at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within 4% of the actual population proportions.

The interviewing was conducted November 12 to November 16, 2008. Twelve percent of all completed interviews were conducted with respondents who were using wireless telephones.

This report presents results broken out by factors such as age, political party, or gender only if the differences are both statistically significant using standard significance testing, and are of relevance.

Where appropriate, we compare results from this survey with those we have conducted in the past for the Center.

KEY FINDINGS

Strong Support Among Voters for New Smoking Restrictions

The survey shows that California voters strongly support restrictions on smoking in outdoor public spaces, in apartment buildings, in foster homes, and in private vehicles in which minors are present.

In fact, there is a clear and strong consensus among the California electorate in support for these restrictions: two-thirds or more would support each one. Specifically:

- 80% say they support the new law in California prohibiting smoking inside private vehicles when children are present.
- 78% support a law requiring all apartment buildings to offer smoke-free sections, and 74% want at least 50% of the apartments to be smoke-free (58% would favor making 75% of the units smoke-free and 42% would favor making apartment buildings entirely smoke-free).
- 77% favor making foster homes smoke-free.
- 73% support a ban on smoking in all outdoor areas accessible to the public, except for designated smoking areas.
- 70% believe that management should be required to disclose to a new tenant if he or she is moving into an apartment adjacent to a smoker.
- 69% support a law limiting smoking in outdoor common areas of apartment buildings.

Why Voters Support Smoking Restrictions

The survey suggests several possible explanations for the strong support for smoking limits:

- **Relatively few voters smoke:** only 14% say they have smoked in the past week, although 21% say they live in a household with a smoker. That 14% figure is very similar to estimates of smoking among the adult population as a whole in California (i.e. including non-voters). Twelve percent say they have smoked a cigar in the past year.

- **Nearly all voters recognize the danger posed by second-hand smoke, and three of four say it is dangerous even when the exposure is outside.** Specifically, 97% say second-hand smoke is harmful, including 75% who say it is “very” harmful.” Eighty-eight percent say that second-hand smoke is also harmful to people when they are exposed to it in outdoor public places, including 49% who say it is “very” harmful.
- **Many voters have been bothered recently by second-hand smoke** in outdoor places (65%) or specifically in outdoor areas of bars and restaurants (60%).
- **Voters have a strong inclination to put the rights of non-smokers to avoid involuntary exposure to second-hand smoke over the rights of smokers to light up where they choose.** For example, by a 64% to 17% margin, voters think the rights of low-income non-smoking families in public housing who cannot afford to move away from smokers is more important than the rights of low-income smokers who might be evicted if they smoke in a non-smoking unit. In another example, 69% believe that workers at Indian casinos should be protected from second-hand smoke.

Cautions

However, we do see several cautions for tobacco control advocates to consider in pursuing new policies to protect people from second-hand smoke.

- **First, while most voters like the concept of outdoor and apartment smoking limits, many are hesitant to make them mandatory.** Instead, sizable proportions believe that it should be left up to business or apartment owners to impose such smoking restrictions. Voters want government to solve problems, but are often uneasy when government acts to limit individual choices or behaviors.
- **Second, voters are more likely to support the rights of non-smokers over smokers, but they do not dismiss entirely the need for perceived fairness to smokers.** The most evident manifestation of this desire to be fair to smokers is the support we found for designated smoking areas as a possible component of outdoor smoking restriction policies. We also see that apartment dwellers themselves are somewhat sympathetic to the idea that requiring smoke-free apartment could take away a person’s right to smoke in their own home.

- **Third, voters appear to believe that non-smokers bear some responsibility for avoiding second-hand smoke in public places.** As we see below in this summary, voters seem more reluctant to support smoking restrictions in outdoor places where they believe non-smokers have more freedom to avoid smoke.
- **Fourth, the notion that smoking limits could drive away customers from businesses does seem to have some traction,** as does the idea that such limits place an undue burden on business owners.
- **Fifth, while voters are concerned about the danger of outdoor second-hand smoke, they do not see it as quite a serious or urgent a problem as indoor exposure.**
- **Finally, there is limited enthusiasm for a proposal to ban smoking in Indian casinos.** Even among non-smokers, only 32% say this would make them more likely to visit a casino and 61% say this would make no difference to them. Among smokers, more than one in four (26%) say this would make them less likely to visit a casino, although we do see that 65% of smokers say this would make no difference to them.

Addressing Voter Concerns

To address these concerns, tobacco control advocates must find ways to get the following points across when building support for expanded smoking limits:

- **Exposure to second-hand smoke outside is dangerous (cancer-causing) to non-smokers (and especially children) even from sizable distances.** You don't need immediate proximity to be harmed by the smoke.
- **Designated smoking areas pose serious risks for non-smokers (and especially children) if they are close by. Exposure to dangerous levels of second-hand smoke cannot be avoided even in open spaces.** In short, if you are close enough to smell the smoke, you are close enough to be harmed by it, and seriously so.
- **Remind voters how frequently in fact they are bothered by second-hand smoke in outdoor and apartment building settings.** Among the 60% who have been bothered by second-hand smoke in outdoor areas of bars and restaurants, two of three (66%) would favor banning smoking in outdoor

areas of bars and restaurants. Among those who have not experienced it, only 32% would favor such a ban.

- **Remind voters of the dangers posed to bar and restaurant workers by second-hand smoke even in outdoor settings.**
- Assuming it is true, **we need to remind voters that previously approved indoor smoking bans did not hurt the food and drink business**, nor did it prove to be overly burdensome for business owners. Making these points is especially important now, given the difficult economic climate.
- **Focus on the rights of families and children to avoid exposure to cancer-causing second-hand smoke. This is unassailable.**

Patterns of Support by Voter Group

In general, support for smoking restrictions cross all the usual partisan, ideological, racial, gender, and age divides. Democrats and Republicans, young and old, white and Black and Latino all show very strong support restricting public smoking to reduce exposure to second-hand smoke.

However, we do see some general patterns, in which women, Democrats, non-rural, non-white, and college-educated voters are most supportive of smoking restrictions. Men and especially men with no college degree and white men, plus less educated voters and rural voters are somewhat less supportive of such limits on smoking. However, even among these voters we find sizable majorities in favor of many of the limits we tested in the poll.

Not surprisingly, smokers tend to be the least supportive of restrictions, with former smokers also less supportive than those who have never smoked.

Responses to Proposed Smoking Limits in Specific Outdoor Public Areas

Looking specifically at options for limiting smoking in outdoor public areas, we found:

- Voters give the highest level of support to prohibiting smoking in situations where non-smokers have less freedom to avoid second-hand smoke. For example, 76% would support prohibiting smoking in front of doors and windows of commercial, retail, or public buildings. Sixty-two percent would favor a ban on smoking in outdoor concerts or sporting events. Fifty-nine

percent would favor a ban on smoking in outdoor malls. Fifty-six would favor a ban on smoking in bus stops.

- Voters also solidly support smoking limits in outdoor venues in which smoking seems inappropriate, such as around food (e.g. 68% favor a ban on smoking at farmers' markets), hospitals (70% favor a ban on smoking in outdoor areas of hospitals), "nature areas" (65%), beaches (59%), and outdoor areas of colleges (57%).
- Voters are slightly more divided on smoking at rodeos and fairs (56%) and in parks (55%), perhaps because these locations seem more open, allowing non-smokers more freedom to avoid second-hand smoke.
- Voters divide fairly evenly on smoking bans that seem to affect private sector spaces, such as "downtown business districts" (49% in favor, 47% opposed), and outdoor construction sites (46% in favor, 50% opposed). However, a majority of voters do support prohibiting smoking in outdoor areas of bars and restaurants (56% in favor, 42% opposed).
- Finally, voters are least supportive of bans on smoking in open public spaces in which non-smokers have more ability to avoid the smoke: sidewalks (44% in favor, 53% opposed) and parking lots (39% in favor, 57% opposed).

This ranking by voters does suggest that they believe that non-smokers have at least some responsibility to avoid second-hand smoke where possible, and that they want smoking bans to recognize this shared responsibility. Thus where voters believe that exposure to second-hand smoke cannot be avoided, they very strongly support smoking restrictions. Where voters think non-smokers can easily avoid smoke (e.g. sidewalks or parking lots), they are much more skeptical of smoking limits.

If true, this would suggest the importance of stressing how exposure to second-hand smoke is not voluntary even in these more open settings. For example, by stressing that smoke is dangerous even 10 or 20 feet away, that might build support for restrictions for sidewalks and parking lots.

Strong Support for a Comprehensive Approach to Outdoor Smoking Limits

Support is very high for "a more comprehensive approach" that involves a "ban on outdoor smoking in all areas accessible to the public, except for designated smoking areas." In fact 73% would support such a law, including 56% who would "strongly" favor it. Only 25% would oppose it.

It seems likely that the reason that support for a comprehensive approach exceeds support for most of the specific options we tested is that we included “designated smoking areas” as part of the comprehensive approach. It is clear from this and other questions in the survey that many voters want such smoking areas included in any laws restricting smoking.

Voters Divided on Whether Outdoor Smoking Limits Should be Voluntary

Despite the very strong support we find for outdoor smoking limits, voters are divided on whether such limits should be enacted into law (47%), or should be left up to individual business or property owners (46%). Even among those who support a comprehensive ban on outdoor smoking, 34% believe it should be voluntary (and 64% think this should be enacted into law).

Most Persuasive Reasons to Support Outdoor Smoking Limits

The single most persuasive reason to support outdoor smoking limits is that such laws would reduce the likelihood of fires in parks and recreational areas.

A second (and more broadly applicable) reason is because second-hand smoke causes cancer among non-smokers, even if inhaled outside. It is important to remind voters just how dangerous outdoor second-hand smoke is, with comparisons that voters can understand (like being in an office when someone is smoking in the next cubicle) and also to make the consequences crystal-clear (e.g. doubles your exposure to cancer-causing chemicals).

Smoking Limits in Outdoor Areas of Bars and Restaurants

Turning specifically to the issue of limiting smoking in outdoor areas of bars and restaurants, we find 56% of voters initially in favor of it, with 42% opposed. This is a solid but not overwhelming majority, and obviously suggests that more education on the impact of second-hand smoke in this setting is needed to boost support to higher levels.

Another way to build support for this proposal is to remind people about how they have been bothered by second-hand smoke in this setting – and to make the connection between being bothered and being harmed. After all, we know that 60% were bothered by second-hand smoke in an outdoor area of a bar or restaurant in the past year, and close to 90% of those people believe such smoke is harmful to them.

A third way to build support for a ban on smoking in outdoor areas of bars and restaurants is to remind voters how it would protect bar and restaurant workers from harm.

Only a third (31%) of voters prefer a total ban on all smoking in such outdoor eating and drinking areas. When given the choice, 52% preferred providing a designated smoking area for bars and restaurants. Again, voters need to understand the harmful implications of such a decision – that such smoking areas would endanger nearby non-smokers.

Very Strong Support for Further Smoking Limits in Apartment Buildings

As noted, 69% favor limiting smoking in outdoor common areas of apartment buildings, and renters are just as enthusiastic about this as homeowners. Note that in previous surveys we have conducted for the Center on this topic, we found about the same proportion of renters statewide (including non-voters) as well as apartment owners and managers supported such a restriction on outdoor common area smoking.

Even more voters – 78% -- favor a law requiring apartments to establish smoke-free sections. Only 19% would oppose this. There is no significant difference between homeowners and renters on this question.

Nearly three in four voters – 74% -- would favor setting aside half the units in a building to be smoke-free. But only 58% would favor making 75% of the units smoke-free, and 42% would favor making all the units smoke-free.

We also found that 56% would favor also making condo buildings at least partially smoke-free, with 37% opposed.

Fully 70% believe that new tenants should be told if there is a smoker in the unit adjacent to the one they are considering renting. Only 24% do not think that apartment managers should be required to share this information.

Many Prefer To Make Apartment Limits Voluntary

As was the case with outdoor smoking limits, we found that many voters prefer to leave the decision about imposing apartment smoking limits up to the apartment owner rather than being enforced by law. In fact, a solid majority of 54% believe this should be voluntary, with only 40% who think this should be a law. Even among

supporters of requiring apartment buildings to offer smoke-free sections, support divides evenly on whether this should be enacted by law or should be voluntary.

We also get divided responses when we ask voters if apartment smoking limits should be done by statewide law (45%) or on a city by city basis (45%).

Pro and Con Persuasion Statements on Smoke-Free Apartment Sections

The most pressing concern people might have about smoke-free apartment sections seems to be that it would take away the right of people to smoke in their own homes.

The best responses to this seem to be 1) that without smoke-free sections, non-smokers will continue to face constant exposure to second-hand smoke "in the one place where they spend the most time," 2) that restrictions will help protect children from asthma and lung diseases and 3) that it will help reduce the risk of fire.

Strong Support for Making Foster Homes Smoke-Free

More than three in four (77%) favor making foster homes be smoke-free, with just 20% in opposition.

Even Stronger Support For New Law Banning Smoking in Vehicles If Child Is Present

Fully 80% say they support the new law prohibiting smoking in a private vehicle if a child is present, with just 18% opposed. Even among smokers, 65% favor this law.

Limited Reaction to Idea of Prohibiting Smoking in Indian Casinos in California

Nearly one in three California voters (32%) say they have visited an Indian casino in the past year. Less educated women and Latinos are the most likely to report a visit in the past year, as are smokers. In fact, 48% of current smokers (and 45% of cigar smokers) say they visited an Indian casino in California in the past year, perhaps explaining the great resistance by casinos to smoking limits.

The prospect of a ban on smoking in Indian casinos would make 29% of all voters more likely to visit one and 8% less inclined, with 61% who say it would make no difference to them. Even among non-smokers, only 32% say a ban would make them more inclined to visit, with 61% who say it would make no difference to them.

Among current smokers, 8% said a ban would make more inclined to visit an Indian casino, and 26% said it would make them less inclined to visit.

It is interesting that among smokers, 26% say a casino smoking ban would make them less likely to visit and 8% say it would make them more likely to visit, but 65% say it would make no difference to them.

Among recent casino visitors, 37% say a smoking ban would make them more inclined to visit an Indian casino, and 14% say it would make them less inclined to do so.

Should Casino Workers be Protected from Second-Hand Smoke?

Most voters (69%) do believe that Indian casino workers should be protected from second-hand smoke, with just 17% who disagree.

DETAILED FINDINGS

We begin the presentation of detailed findings from the survey by sharing results of several questions that asked about experience with and concern regarding second-hand smoke.

I. General Attitudes About Second-Hand Smoke

Q.1: Very High Proportions Say It Is Harmful

Mirroring what we have seen in previous surveys conducted for the Center, this survey finds that nearly every voter recognizes the danger of second-hand smoke. Overall, 97% said that second-hand smoke is harmful to people who are exposed to it, with only 3% who say it is not harmful.

Table 1: Is Second-Hand Smoke Harmful to People Who Inhale It?

	%
Yes, very harmful	75
Yes, SW harmful	19
Yes, not too harmful	3
No, not harmful	3

In our survey of rural-area voters earlier this year, an identical question yielded 86% who said second-hand smoke is harmful. This slightly lower level of concern about second-hand smoke in rural areas is confirmed in this current survey: crosstabs show 88% of those who say they live in rural areas say it is harmful, compared to 97% in urban areas.

Q.2: Slightly Fewer Say Outdoor Second-Hand Smoke is Harmful

In the current survey, for the first time we included a follow-up question asking voters whether they think that second-hand smoke “in outdoor public areas, such as parks, sidewalks, or outdoor dining areas in restaurants” is harmful. In response to this question, we found that a slightly lower 88% said that outdoor second-hand smoke was harmful.

Not only is the overall level of concern somewhat lower when it comes to outdoor exposure to second-hand smoke, but we also see a sizable decline in the intensity of that concern. That is, while 75% initially said that second-hand smoke was “very” harmful, a lower 49% said that outdoor second-hand smoke was “very” harmful. (See Table 1).

Table 2: Is Second-Hand Smoke in Outdoor Public Areas Harmful to People Who Inhale It?

	Second Hand Smoke (q1)	Second Hand Smoke Outside (q2)
Yes, very harmful	75	49
Yes, SW harmful	19	26
Yes, not too harmful	3	13
Not harmful	3	10

Women are much more likely than men to say that outdoor second-hand smoke is harmful. This issue also divides somewhat by political ideology, with liberals and Democrats more likely than conservatives and Republicans to say outdoor second-hand smoke is harmful. However, while statistically significant, the difference is small: for example 92% of Democrats but a still strong 83% of Republicans say that outdoor second-hand smoke is harmful.

There is also a difference by education levels, with about 82% of those with no college who say the outdoor smoke is harmful, compared to about 90% of those with more education.

Concern among white men is noticeably lower (81%) than among white women (91%) and Latinos (92%).

Again, we see concern lower in rural areas (72%) compared to the rest of the state (about 90%).

We also see that among the 65% who say they have been bothered by outdoor second-hand smoke in the past year, 97% say it is harmful. But among the 35% who have not been bothered by it, only about 76% say it is harmful.

Finally, current and former smokers are far less concerned about second-hand smoke outdoors compared to non-smokers. Specifically, 69% of current smokers say second-hand smoke is harmful outdoors, compared to 90% of non-smokers. And 83% of past smokers say it is harmful outdoors, compared to 91% of those who have never smoked.

Q.3: Nearly 2 in 3 Have Been Bothered by Outdoor Second-Hand Smoke in Past Year

Fully 65% say they have been bothered by second-hand smoke in the past year “in an outdoor public area,” including 35% who say they were bothered “a great deal,” 23% who were bothered “some,” and 7% who were bothered “a little.”

Table 3: Have You Been Bothered by Second-Hand Smoke in Outdoor Public Place?

	%
Bothered great deal	35
Bothered some	23
Bothered a little	7
Not bothered	35
Not sure	1

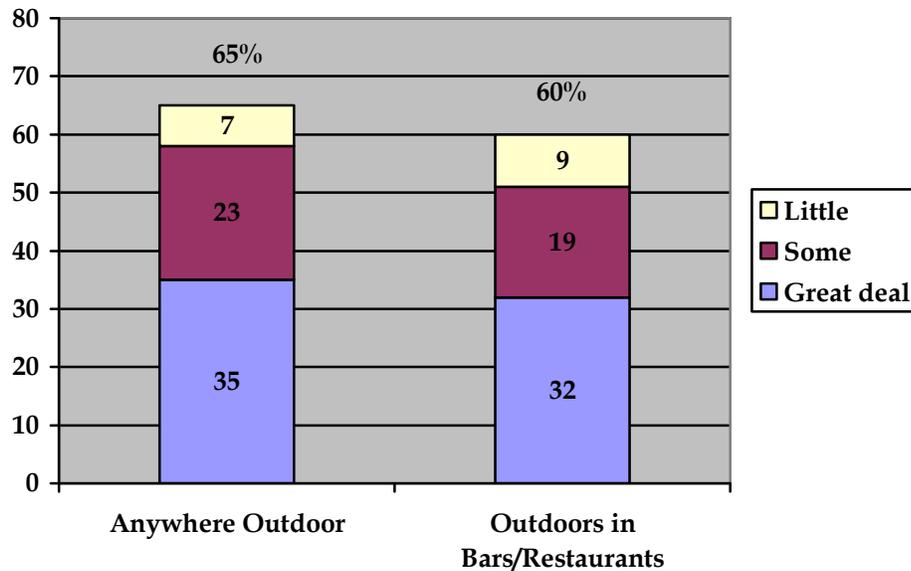
Those most likely to report being bothered by outdoor second-hand smoke include women far more than men, more educated voters, white women, minorities, voters under 50, and those outside of rural areas. White men are less likely to report being bothered by this.

Among current smokers, 33% say they have been bothered by second-hand smoke outdoors in the past year (71% for others), and 47% of those living in a household with a smoker have been bothered in the past year. Fifty-nine percent of former smokers report having been bothered by outdoor second-hand smoke in the past year (76% for those who have never smoked). Among smokers, women were much more likely than men to report being bothered by second-hand smoke outdoors in the past year (45% compared to 27% for male smokers).

Q.10: 60% Have Been Bothered By Second-Hand Smoke in an Outdoor Area of a Bar or Restaurant in Past Year

A slightly lower proportion of voters – but still three in five – have been bothered by second-hand smoke in an outdoor area of bar or restaurant in the past year. As seen in Figure 1, 60% say this has happened to them in the past year.

Figure 1: % Saying They Have Been Bothered by Second Hand Smoke Outdoors in Past Year (Q3 and Q10)



Again, we see women – especially women under 55, white women, and college-educated women -- most likely to say they have been bothered by second-hand smoke in an outdoor area of a bar or restaurant. Minorities are more likely to report this experience than white men, and those in rural areas are much *less* likely to report this problem.

Among smokers, 34% say they have been bothered by second-hand smoke in an outdoor area of a bar or restaurant (64% of non-smokers). That figure is 42% among those who live in a household with a smoker, and 59% among former smokers.

There is a clear relationship between being bothered by second-hand smoke in an outdoor area of a bar or restaurant, and supporting a ban on smoking in those areas. Among those who have experienced this problem, 66% would favor banning smoking in outdoor areas of bars and restaurants. Among those who have not experienced it, only 32% would favor such a ban.

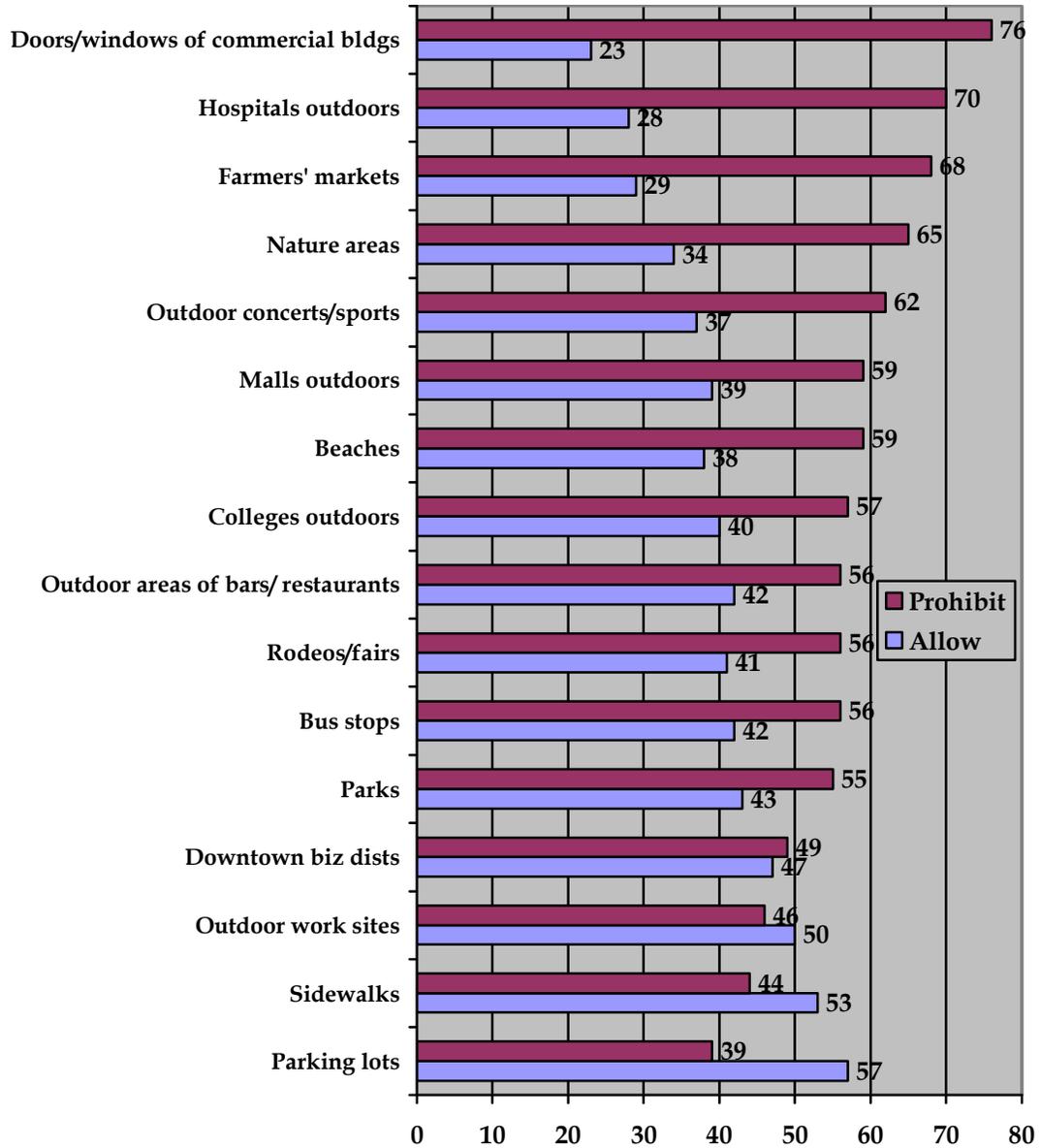
II. Restricting Smoking in Outdoor Public Spaces

We now turn to questions that explored support for various potential restrictions on smoking in outdoor public spaces.

Q.4: Response to Specific Proposed Restrictions

The survey asked voters to react to a long battery of possible prohibitions on smoking in outdoor areas. The responses are shown in Figure 2.

Figure 2: Response to Proposed Smoking Restrictions (Q4)



The results are both interesting and useful for policy development.

- First, we see that the highest level of support is given to prohibitions that fall into two categories:
 - Situations where non-smokers have less freedom to avoid the smoke – such as banning smoking “in front of doors and windows that open into shops, offices, restaurants, or public buildings” and at “outdoor concerts and sporting events.” In both cases, one could envision that non-smokers would find it difficult to move if second-hand smoke drifted in their direction.
 - Situations in which smoking generally is seen as inappropriate, such as hospitals, around food (farmers’ markets), nature areas, malls, beaches, and colleges. It is also possible that for malls and beaches voters envision a crowded setting in which escape from nearby smokers is difficult or impossible.
- Second, the lowest level of support is given to prohibitions on smoking in what we might consider truly public open space: sidewalks and parking lots. That is, these are locations where one might feel that non-smokers have the most freedom to avoid second-hand smoke and are not forced to breathe it (unlike indoor smoking, or outdoor areas that are partially contained, such as bus stops). In addition, these locations have no connotations that might make smoking seen inappropriate (e.g. around food or health care facilities).
- Third, we see that voters are divided on the question of banning smoking in outdoor work sites “such as construction areas” and “outdoor areas of downtown business districts.” My guess is that the hesitation to ban smoking in construction areas is that they seem more like private than public spaces. Outdoor business districts may have the same private connotation. Certainly this may also explain the mixed initial reaction (56% in favor and 42% opposed) to prohibiting smoking “in outdoor areas of bars and restaurants such as patios and outdoor eating areas.”
- Fourth, there was more mixed support for a ban on smoking in “regional and city parks” and “rodeos and fairs.” While more than half favored such bans, more than 40% opposed them. Perhaps voters believe that non-smokers have more freedom to avoid smoke in these more spacious settings.

The way in which voters ranked different options for smoking prohibitions suggests that voters believe non-smokers bear at least some responsibility for avoiding second-hand smoke. That is, where non-smokers had no freedom to avoid the smoke (e.g. smoke drifting into buildings from doors and windows), support for a prohibition was strongest. Support was also strong for prohibitions in situations in which it would be difficult or inconvenient for non-smokers to avoid smoke, such as outdoor sporting events. Where non-smokers could simply walk away, such as sidewalks or parking lots, support for smoking bans was more limited.

Looking at all the proposed smoking restrictions, we certainly see some clear patterns:

- Women are generally much more likely to support such limits on outdoor smoking compared to men.
- We see partisan but not ideological differences. That is, Democrats are more likely than Republicans to support prohibitions on outdoor smoking in public areas, but liberals are no more supportive than conservatives of most of these proposed laws.
- College-educated voters are generally more supportive than those with no college degree, and this is especially the case with college-educated women.
- Latinos are much more supportive of these policies than whites, with the exception of the proposed ban on smoking in outdoor areas of bars and restaurants.
- White men are much less supportive than white women.
- Urban and suburban voters are generally more supportive than those in small towns or rural areas.
- Those who have been bothered by second-hand smoke outside are much more supportive.

Smokers, and to a lesser extent those with a smoker in the household, are much more likely to oppose such proposed laws. The same is true when looking at cigar smokers and former smokers.

Looking specifically at a ban on smoking in outdoor areas of restaurants and bars, we find a similar pattern. Support for a ban is much higher among women than

men. It is also higher among Democrats than others, among college graduates compared to others and especially college-educated women, and among those in suburban areas of the state. A majority (52%) of rural voters would oppose such a ban, as would half of Latino men, 52% of men under 55, and 53% of men with no college degree.

Q5: Very Strong Support for a Comprehensive Approach

Interestingly, support is very strong for “a more comprehensive approach” that involves a “ban on outdoor smoking in all areas accessible to the public, except for designated smoking areas.” In fact 73% would support such a law, including 56% who would “strongly” favor it. Only 25% would oppose it.

So support for a comprehensive ban exceeds support for the specific prohibitions tested in the previous question (with the exception of a ban on smoking in front of doors and windows of commercial or retail buildings).

Table 4: Support or Oppose a Comprehensive Ban on Outdoor Smoking?

	%
TOTAL SUPPORT	73
TOTAL OPPOSE	25
Strongly support	56
SW support	17
SW oppose	8
Strongly oppose	17
Not sure	2

It’s hard to explain this finding with certainty, but possibly it was the mention of the “designated smoking areas” that boosted support for a comprehensive policy. Perhaps some voters believe that including such smoking areas makes the policies more fair.

The now-familiar pattern of support by voter groups we have seen in previous questions is repeated here, with women, non-Republicans, Latinos, and non-smokers most likely to support a comprehensive ban. However, we do see that rural voters are nearly as supportive of a comprehensive ban as voters in the Bay Area or L.A.

Q6: Should Government Pass Laws to Restrict Outdoor Smoking, or Leave it Up to Individual Businesses?

While more than 70% of voters support the idea of a comprehensive approach banning outdoor smoking in public places, many voters also think that laws like these “should be left up to individual businesses and property owners to decide for themselves.” In fact, 46% believe such laws should be left up to business or property owners, with 47% who think that government should pass these laws.

Table 5: Government Law or Leave it Up to Business/Property Owners?

	All	Support Comp. Ban	Oppose Comp. Ban
Government laws	47	60	12
Leave it up to business	46	34	78
Not sure	7	6	10

This seems contradictory, but in fact it reflects the tension that is at the heart of American politics. Voters want government to help solve problems, but at the same time voters are uneasy when government acts to restrict or limit individual choices or behaviors.

Of those who support a comprehensive ban, 60% want a law and 34% want this to be voluntary (i.e. left up to business or property owners). Of those who oppose a ban, 12% say they prefer a law and 78% say it should be voluntary.

By voter group, response to this question divides somewhat gently by party, gender, and ideology: women, Democrats, and liberals are more likely to favor laws, while men, Republicans, and conservatives are more likely to favor voluntary action. However, all groups remain somewhat divided on this. For example, among Democrats, 53% prefer a law and 41% prefer to leave it up to business. Among Republicans, 41% want this to be determined by law, and 52% want to leave it up to business to decide.

This question also divides by education level, with about 55% of those with a college degree preferring a law, compared to about 37% of those with no college degree. Similarly, about 38% of those with a college degree think this should be voluntary, compared to 55% of those with no college degree.

We also see that among those who have been bothered in the past by second-hand smoke in outdoor areas, 61% prefer a law with just 32% who want this to be voluntary. Among those not bothered, the results are nearly the opposite.

Q7: Should Cities Declare Second-Hand Smoke to be a Nuisance?

We asked voters about a “law in your city that would simply declare second-hand smoke to be a public nuisance. This would allow people to call the city to complain about second-hand smoke, and would allow the city to take action to stop it.” Fifty-eight percent would support such a law, with 38% who would oppose it.

Table 6: Support or Oppose Allowing Cities to Declare Second Hand Smoke to be Public Nuisance?

	%
TOTAL SUPPORT	58
TOTAL OPPOSE	38
Strongly support	42
SW support	16
SW oppose	12
Strongly oppose	26
Not sure	4

It is interesting to compare these results with those from similar questions in past surveys.

In our 2007 Calabasas voter survey, for example, we used very similar language and told voters there that the ordinance in their city contained such a provision. We found that 79% supported that provision, with just 20% opposed.

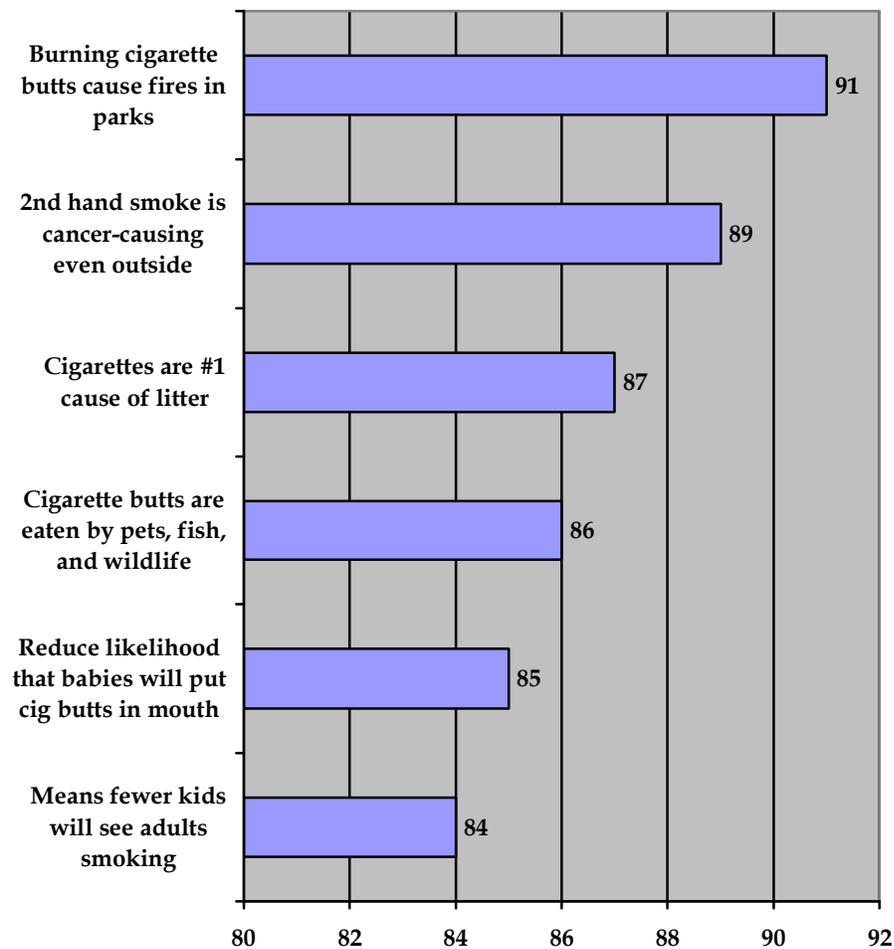
In the current survey, support for the nuisance proposal divides along familiar lines: women, Democrats, and those bothered by outdoor second-hand smoke strongly support the idea. White men, smokers, and Republicans strongly oppose it.

Q8: Persuasion Messages for Outdoor Smoking Restrictions

We tested a battery of six possible reasons “to restrict smoking in outdoor public places,” asking voters to rate whether they thought each statement was an

important reason or not. As shown in Figure 3, the responses were fairly consistent, with the exception of the statement about preventing fires in parks. (Note that the survey was conducted during the peak of fire season.) While response to that statement is stronger than responses to the other statements, it is also limited in its application to parks and recreation areas. It is, however, a powerful argument to ban smoking in those settings.

Figure 3: Percent Saying Each is a Very or Somewhat Important Reason to Restrict Smoking in Outdoor Public Places (Q8)



Naturally, these statements are much more important to those who support the various ban (or, more specifically, a ban on smoking in outdoor areas of bars/restaurants) compared to those who oppose such prohibitions. Looking specifically at opponents, the most important reason to support a ban (other than the fire argument) is that “it is harmful to humans even in outdoor areas, exposing people to cancer-causing chemicals.”

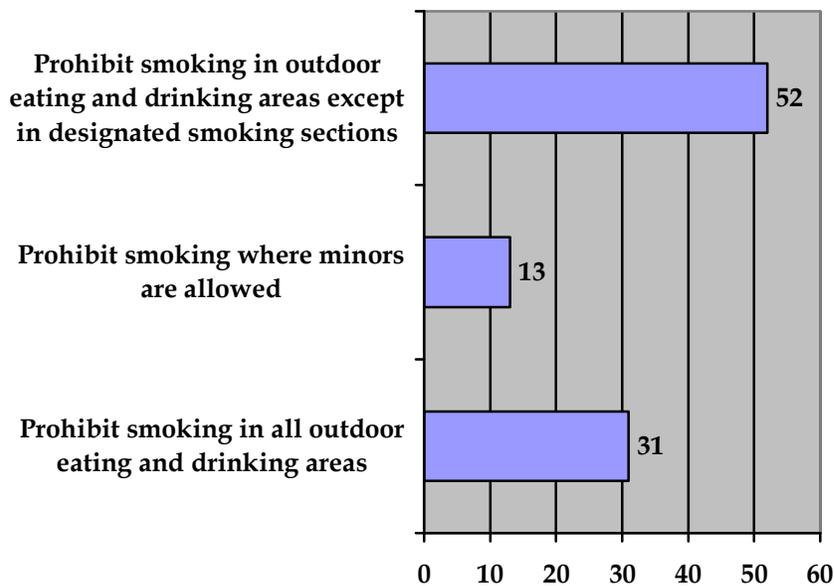
Indeed, this is also the top reason for supporters as well. As we know from a previous question (see page 12), 75% of voters already recognize that second-hand smoke outdoors is harmful to people exposed to it. However, when faced with a policy question that will involve winners (non-smokers) and losers (smokers and those who sell tobacco products), voters will want to know just how harmful outdoor second-hand smoke is. It will be important to be clear on this point – with comparisons that voters can understand (e.g. like being in a office when someone is smoking in the next cubicle) and also to make the consequences crystal-clear (e.g. doubles your exposure to cancer-causing chemicals).

There are a few groups where the litter message is a bit more important than the health message. These include seniors and San Diego voters.

Q9: Response to Options for Restaurant/Bar Smoking Limits

We asked voters to compare three possible options for limiting smoking in outdoor areas of bars and restaurants: a total prohibition, a ban only if minors are present, and a ban but allowing smoking in designated outdoor smoking areas. The results are seen in Figure 4. Most voters – 52% -- prefer a ban but allowing designated smoking sections.

Figure 4: Options for Banning Smoking in Outdoor Areas of Restaurants/Bars (Q9)



Response to these options certainly does vary depending on how the voter feels about the idea of banning smoking in outdoor areas of bars and restaurants. As seen in Table 7, among those who favor a ban, support is divided fairly evenly between a total ban (37%) and those who favor allowing smoking in designated areas (47%). But among those who oppose any ban, fully 64% prefer to allow smoking in designated outdoor areas.

Table 7: Options for Banning Smoking in Outdoor Areas of Restaurants/Bars by Attitude Towards Ban

	All	Support Ban	Oppose Ban
Prohibit all smoking	31	37	14
Prohibit smoking where minors are present	13	12	14
Allow smoking in designated areas only	52	47	64

These results do suggest that even among supporters of a ban, there would be considerable support for allowing designated smoking areas.

The strongest support for a total ban is among college-educated women (39%), Asians (38%), Blacks (38%), and those who report having been bothered by second-hand smoke in outdoor areas of bars and restaurants (42%).

Q.11: Persuasion Statements Related to a Ban On Smoking In Outdoor Areas Of Bars And Restaurants

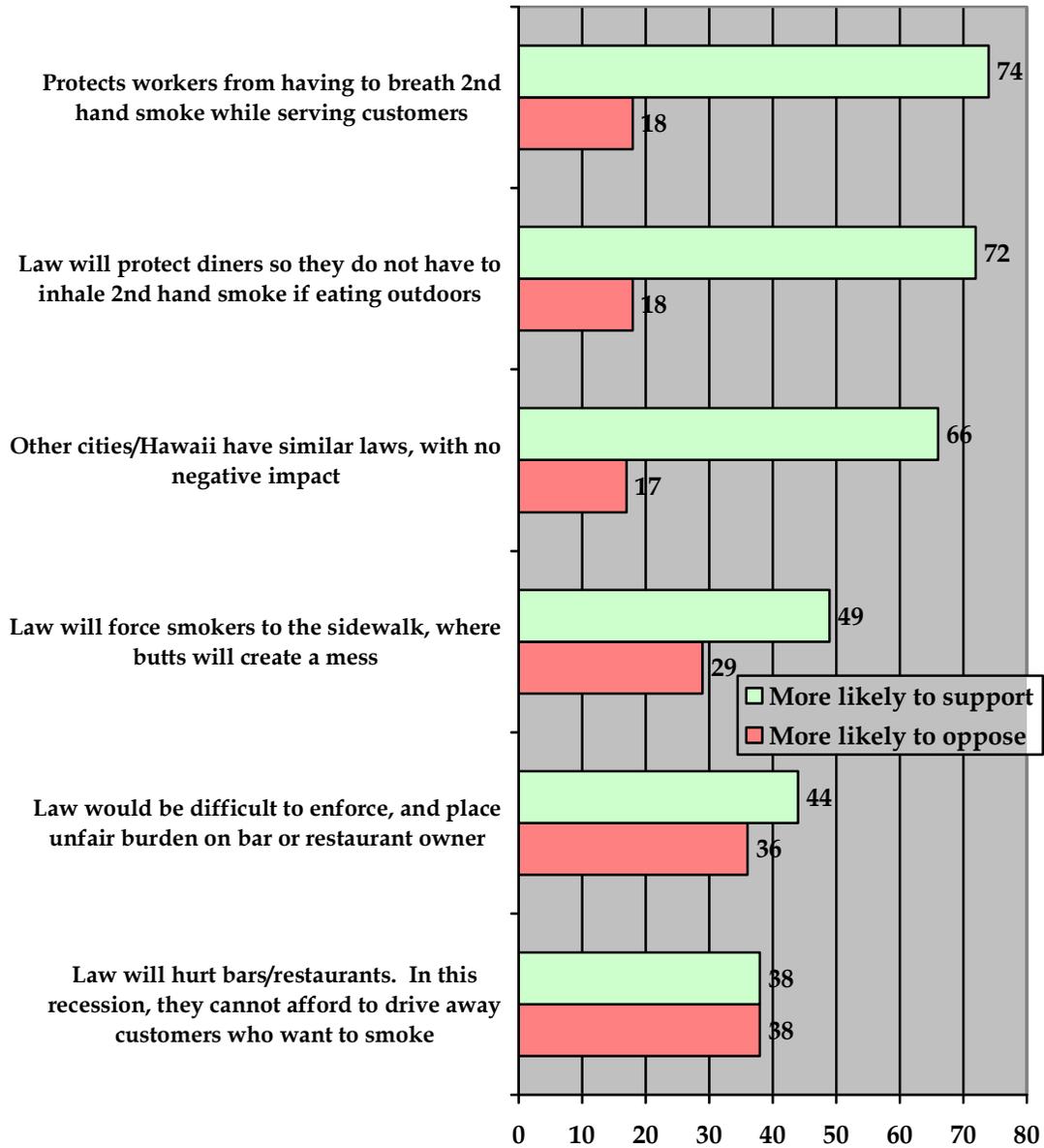
We then tested voter reaction to six statements related to laws to prohibit smoking in outdoor areas of bars and restaurants. After each statement, we asked voters if it make them more inclined to support, or more inclined to oppose, such a law. As shown in Figure 5 below, the top two messages in support of such a law are health related:

- 74% said that hearing that the law would protect bar and restaurant workers from having to inhale second-hand smoke while serving outdoor customers would make them more inclined to support a ban.
- 72% said that hearing that the law would protect diners from having to inhale second-hand smoke while they eat outdoors would make them more inclined to support a ban.

These statements were by far the most potent not only with supporters of a ban, but also with opponents. In fact, of those who initially opposed a prohibition on smoking in outdoor areas of bars and restaurants, 55% said that knowing the law would protect the health of workers made them more likely to support it. The same proportion of opponents said that knowing that the law would protect the health of diners make them more likely to support such a law.

A third, slightly less powerful statement in favor of a ban is that there has been no negative impact on bars and restaurants in places where this law is already in place. Sixty-six percent said this statement makes them more likely to support the law, including 50% of those who initially opposed the ban. It would be interesting in future surveys to see whether voters believe this to be true.

Figure 5: % More Likely to Support or Oppose Laws to Restrict Smoking in Outdoor Areas of Bars/Restaurants After Hearing Each Statement (Q11)



The most potent reason to oppose such a law is that in these tough economic times, bars and restaurants cannot afford to drive away customers who want to smoke. I assume there must now be data demonstrating the effect that the indoor smoking ban in bars and restaurants has had on the economic health of those businesses. If, as I would suspect, the impact has been minimal, this would be important information to transmit in defending a proposed outdoor smoking ban.

A second strong reason to oppose the ban is that it might place an unfair burden on the business owner, who would be forced to enforce such a law.

I wonder whether research has been conducted with bar and restaurant owners to determine whether these claims in fact are true: that is, do they believe that the indoor ban on smoking hurt their business or placed an undue burden upon them? That would be a great research project to consider for the future.

For those who support a ban on smoking in outdoor areas of bars and restaurants, 27% said that they would be more likely to oppose it after hearing it might hurt business owners during the recession – and the same 27% would be more likely to oppose it after hearing that it would be difficult for business owners and managers to enforce.

The positive statements overall elicit a more powerful reaction from women compared to men, from liberals more than conservatives, from the most highly educated compared to those with lower education levels (and especially college-educated women), from Latinos, from those previously bothered by outdoor second-hand smoke, and of course from non-smokers.

III. Smoking Restrictions for Apartment Buildings

We now turn to results from the third section of the survey, which explored attitudes about restrictions on smoking in outdoor areas of apartment buildings.

Q12: Restricting Smoking in Outdoor Common Areas of Apartment Buildings

Voters strongly favor a proposal “limiting smoking in outdoor common areas of apartment buildings, such as entryways, swimming pools, and courtyards.” Fully 69% would favor such limits, with only 19% opposed.

Table 8: Support or Oppose Limiting Smoking in Outdoor Common Areas of Apartment Buildings?

	All	Homeowners	Renters
TOTAL SUPPORT	69	69	68
TOTAL OPPOSE	29	27	31
Strongly support	48	47	49
SW support	21	22	19
SW oppose	9	8	11
Strongly oppose	20	19	20
Not sure	3	3	1

As shown in Table 8, there is no significant difference in support for this comparing homeowners (who comprise about 64% of the electorate) to renters (who comprise about 36% of all voters). We do find support much higher among Latinos (74%) than among white men (57%). Support is also higher among women (75%) than men overall (61%) and those with a college degree (about 73%) compared to those with no college degree (about 64%). Opposition is much higher in rural areas (44%) and among smokers (48%). It is also very high among Republican men (46%) but not Republican women (19%).

We have asked this question in previous surveys. This is seen in Table 9. Note that the question asked of apartment owners and managers mentioned a designated outdoor smoking area. The results are remarkably similar despite the differences in the study population (e.g. the current survey is of voters only, while the renter survey included non-voters). The higher support for a smoking ban among voters compared to renters might be due to the passage of time, but another likely explanation is the higher education levels of voters compared to renters as a whole. Of course, we did see much higher support for a ban among Latino renters.

Table 9: Response to Limiting Smoking in Outdoor Apartment Common Areas Over Different Surveys

	Statewide voters (2008)	Statewide Renters (2004)	Statewide Owners/Managers (2005)	Statewide Latino Renters (2006)
TOTAL SUPPORT	69	67	67	85
TOTAL OPPOSE	29	29	24	9
Strongly support	48	41	45	78
SW support	21	26	22	7
SW oppose	9	11	9	3
Strongly oppose	20	18	15	6
Not sure	3	4	8	6

Q13: Smoke-Free Housing Sections in Apartment Buildings

An even stronger majority – 78% -- supports a law “requiring all apartment buildings in your community to offer no-smoking sections, where all the apartments, patios, and balconies in that section were smoke-free. This would be similar to the way that hotels offer non-smoking floors.” Again, as shown in Table 10, there is little difference in reaction to this proposal comparing renters and homeowners.

Table 10: Support or Oppose Requiring Apartment Buildings to Offer No-Smoking Sections?

	All	Homeowners	Renters
TOTAL SUPPORT	78	79	76
TOTAL OPPOSE	19	18	20
Strongly support	54	53	55
SW support	24	26	21
SW oppose	6	5	8
Strongly oppose	13	13	12
Not sure	4	3	4

Support is highest as usual among women, liberals, college graduates, Latinos, and non-smokers. Opposition is highest (although not very high even among these groups) with Republican men (at just 27%), smokers, rural voters, and white men.

We have also asked this question in previous surveys. As shown in Table 11, we again see higher support for smoke-free apartment sections among voters in general than among renters overall, but much higher support among Latino renters. It is interesting to remind ourselves how much less enthusiastic apartment owners/managers are compared to renters on this question. That was not the case looking at smoking restrictions on outdoor common areas in Table 9 above.

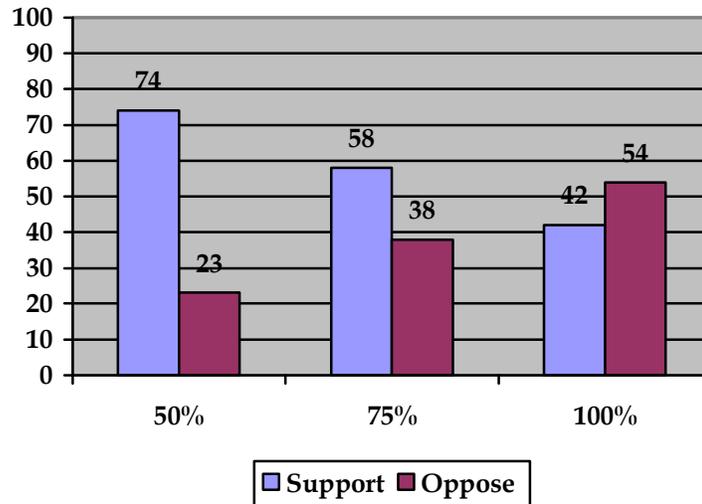
Table 11: Response to Smoke-Free Sections Over Different Surveys

	Statewide voters (2008)	Statewide Renters (2004)	Statewide Owners/Managers (2005)	Statewide Latino Renters (2006)
TOTAL SUPPORT	78	69	57	82
TOTAL OPPOSE	19	28	32	14
Strongly support	54	45	36	73
SW support	24	24	21	9
SW oppose	6	11	14	5
Strongly oppose	13	17	18	9
Not sure	4	3	12	5

Q14: What Proportion of Apartments Should be Smoke-Free?

We asked voters to react to three options: 50% of the apartments would be smoke-free, 75%, or 100%. Nearly three of four – 74% -- would favor having at least 50% of the apartments be smoke-free. That drops to 58% for making 75% of apartments smoke-free, and 42% who would favor making all apartments smoke-free. Renters and homeowners have nearly identical views on these proposals.

Figure 6: What % of Apartments Should be Smoke-Free (Q14)



Of those who initially said they favor having 50% of buildings be smoke-free, most (74%) would also favor a higher (75%) requirement. But 24% of those who favor a 50% limit would oppose a 75% limit. Of those who favor a 75% limit, about two-thirds would favor requiring all apartments to be smoke-free, but 32% would oppose this.

In fact, only 51% of those who favor making half the apartments smoke-free would favor making all of them smoke-free (although 14% who oppose a 50% limit would favor making all apartments smoke-free).

Q15: Should Condos be Required to Have Smoke-Free Units?

A majority of 56% believe that condos should also be required to offer smoke-free units, with 37% who opposes this idea.

Support for this concept is higher among women, Latinos, those under 35 and over 65, and non-smokers. It is also higher among renters (60%) than among homeowners (53%).

Note also in Table 12 that even among those who support smoke-free sections in apartment buildings, more than one in four (27%) do NOT feel that such restrictions should apply to condos.

Table 12: Support or Oppose Applying Smoking Restrictions to Condos

	Supporters of Apt.		Opponents of Apt.
	All	Smoke-Free Sections	Smoke-Free Sections
Should	56	67	13
Should Not	37	27	79
Not sure/Depends	7	77	7

Q16: Make a Law, or Leave It Up to Individual Apartment Owners/Managers to Decide?

As was the case with restaurants and bars, we find that many voters prefer to make apartment smoking limits voluntary rather than a law. Forty percent say that “government should pass laws like this to restrict smoking in apartment buildings,” but 54% say that “this should be left up to individual apartment owners and managers to decide.”

Table 13: Should Apartment Smoking Limits by a Law or Up to Apartment Owners/Managers?

	Supporters of Apt.		Opponents of Apt.
	All	Smoke-Free Sections	Smoke-Free Sections
Statewide law	40	47	12
Up to Owners/Managers	54	47	83
Not sure/Depends	6	6	5

Democrats and Republicans differ on this: Democrats divide about evenly, while Republicans divide by two to one in favor of letting the apartment owners/managers decide. We see the same thing when comparing the most highly educated (who divide evenly) with those who have no college (two to one in favor of letting apartment owners/managers decide). Latinos support making this a law by a 15 point margin, while among whites and Asians a solid majority think that owners/managers should decide (with Blacks dividing more evenly).

Q17: State Law or City by City?

Again reflecting what seems like conflicting attitudes, voters strongly support the concept of smoking restrictions in apartment buildings but are far less willing to impose such restrictions on a statewide basis. In fact, while 45% say we need a state law “that applies everywhere in California,” an identical 45% say it should be passed on a “city by city basis.”

Table 14: Apartment Smoking Restrictions Should be State Law or Passed on City by City Basis

	Supporters of Apt.		Opponents of Apt.
	All	Smoke-Free Sections	Smoke-Free Sections
Statewide law	45	52	19
City by City	45	41	67
Not sure/Depends	10	7	15

As shown in Table 14, those opposed to such restrictions are much more likely to favor the notion of allowing each city to decide for itself. Naturally, those who favor smoke-free sections in apartments are more likely to support a state law – but still only a bare majority favor this position. When confronted with choices of this kind, even strong supporters of smoking restrictions tend to be quite cautious.

The strongest support for a statewide law is seen among Latinos, those who have been bothered by outdoor second-hand smoke, and women with a college degree. The strongest support for local laws comes from men with no college degree, white men and Blacks, rural voters, Republican men, and smokers.

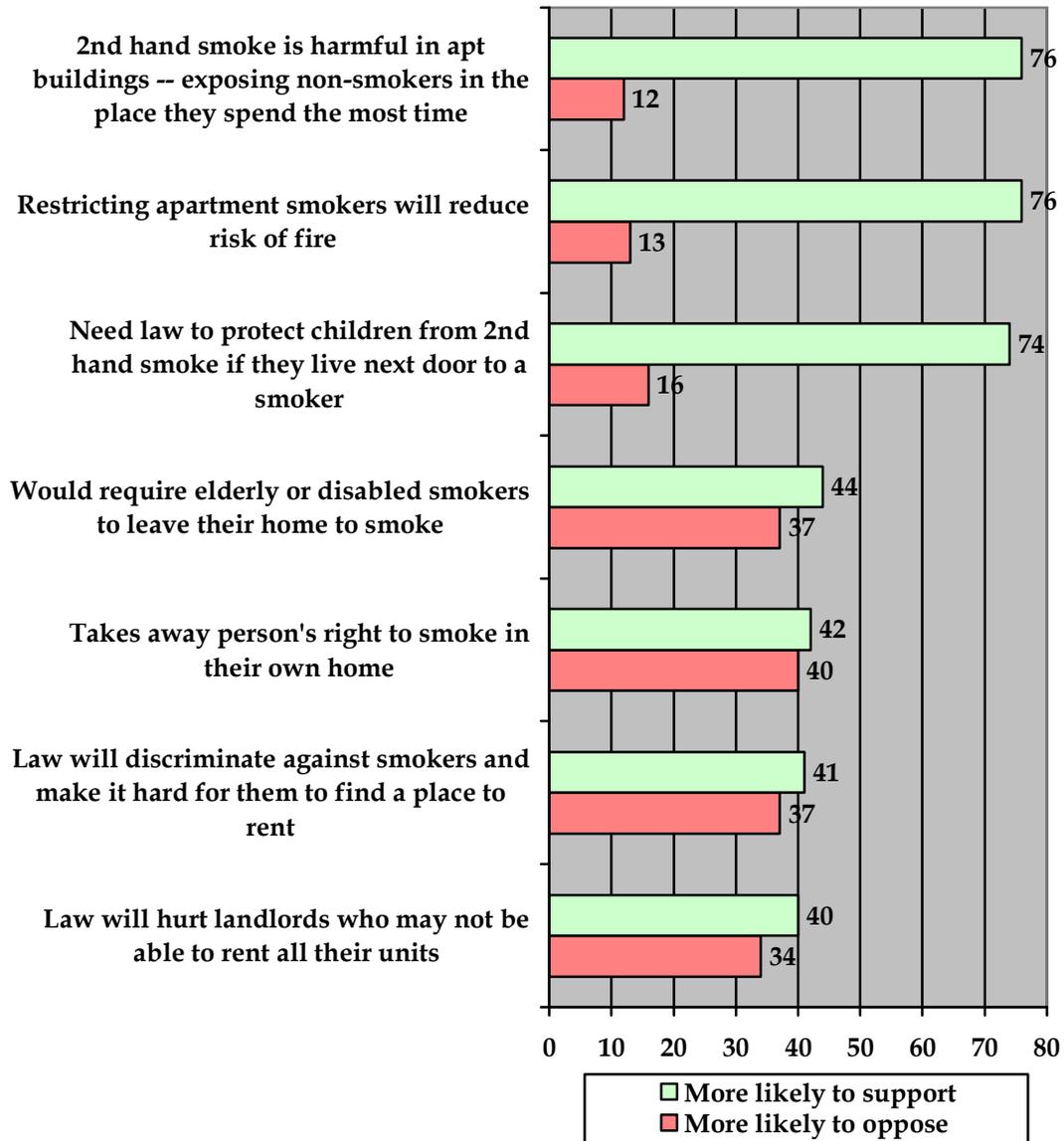
Q18: Persuasion Statements on Smoking Restrictions in Apartments

We tested seven persuasion statements to see if they make voters more likely to support or oppose a law to restrict smoking in apartment buildings. The results are illustrated in Figure 7.

The four negative statements we tested all generated about the same level of resistance from most voter groups, with roughly four in ten who said these statements made them more likely to oppose apartment smoking restrictions.

Of these, the one that seems to have the most potential to deter supporters of such restrictions would be the statement that “this law would take away a person’s right to smoke in their own home if they want to.” About one in three (35%) initial supporters of apartment smoking restrictions said this statement made them more inclined to oppose such laws. Men, Latinas, small-town voters, Republican men, and smokers were all among the most likely to respond strongly to this negative statement. Among renters, 44% said this statement made them more inclined to oppose apartment smoking restrictions (compared to 39% of homeowners).

Figure 7: % More Likely to Support or Oppose Laws to Restrict Smoking in Apartment Buildings After Hearing Each Statement (Q17)



The three positive statements all earned about the same responses overall (about three in four voters said each one made them more inclined to support smoking restrictions in apartments), and also about the same from both supporters and opponents of restrictions. These statements were:

- Non-smokers in apartments are exposed to very high levels of second-hand smoke “in the one place where they spend the most time.”

- Children are exposed to high levels of second-hand smoke in apartment buildings, causing asthma and lung disease.
- Restricting smoking in apartments will reduce the risk of fire.

Q19: Comparing Rights of Low-Income Smokers v. Low-Income Families

Voters are very clear on which of two competing interests they find most compelling: the right of low-income smokers to avoid being evicted for smoking, or the right of low-income non-smoking families to avoid exposure to second-hand smoke. As shown in Table 15, voters overwhelmingly feel that that the rights of families unwillingly exposed to second-hand smoke are more important than the rights of smokers who might be evicted if their apartment is designated as non-smoking. Relatively few voters will sympathize with low-income smokers who might face eviction under a smoke-free apartment law – if their smoking is endangering others.

Table 15: Who’s Rights Are More Important?

	%
Protecting the rights of low-income children and families who are being exposed to second-hand smoke and can’t afford to move to escape it	64
Protecting the rights of low-income smokers who might be evicted if their apartment is designated as non-smoking	17
Both equally	12
Other/not sure	7

Even among those who oppose no-smoking sections for apartment buildings, only 29% think the rights of smokers should come first. Among current smokers, 49% say the rights of families come first, with 35% who say the rights of smokers come first.

Q20: How Smokers Who Violate the Law Should be Treated

We asked voters how apartment owners and managers should deal with smokers who violate smoke-free apartment rules. As shown in Table 16, most voters like the idea of requiring smokers to use a designated outdoor area for smoking (52%) or evicting the violator (32%).

Table 16: What Should Happen to Smoker Who Violates Smoke-Free Apartment Law?

	%
Manager should require smoker to use designated outdoor smoking area	52
Manager should evict the smoker	32
Manager should move other tenants who are affected by smoking to a new unit farther away	10
Other/not sure	7

Of course, requiring the smoker to use a designated smoking area (the first option) is a far less harsh outcome than eviction of smokers (the second option), and does not punish the nonsmoker (as in the third option). Thus it is not a surprise that the designated smoking area was the most common response to this question.

Support for eviction is actually higher among men (37%) than women (29%), and among Republicans (37%) than among Democrats (32%). A plurality of college-educated men favor eviction (44%), and that is also the case among seniors (44%).

Among renters, fewer favor eviction (25%) compared to homeowners (36%).

Q21: Should A Prospective Tenant Be Told If Neighbor Smokes?

Fully 70% believe that “a person moving into an apartment should be told if a tenant next door smokes.” Only 24% disagree. Renters are a bit more likely than homeowners (28% compared to 21%) to say that new tenants should NOT be told. Still, even among smokers, a majority of 54% say that new tenants should be told.

Table 17: Should New Tenant Be Told if There is a Smoker Next Door?

	%
Should be told	70
Should not be told	24
Other/DK	

III. Other Issues Explored in Survey

The survey also looked at attitudes about smoking in foster homes, private cars if children are present, and Indian casinos.

Q22: Smoking in Foster Homes

California voters strongly favor “having child protective services require that foster homes be non-smoking” at 77% supporting this and just 20% opposed. It should be noted that the question wording was somewhat leading, telling respondents that “children placed in foster homes are often exposed to second-hand smoke because their foster parents smoke.”

Table 18: Should Foster Homes be Non-Smoking?

	%
TOTAL SUPPORT	77
TOTAL OPPOSE	20
Strongly support	64
SW support	13
SW oppose	8
Strongly oppose	12
Not sure	4

This idea has overwhelming support, and especially among Latinos (86%), women over 55 (85%), renters (80%), and Republican women (86%). Even among smokers, 67% would favor this plan, with just 31% opposed.

Q23: Prohibiting Smoking Inside Vehicles If Children Are Present

An even higher proportion of voters, 80%, favor the new state law prohibiting smoking inside private vehicles if children are present. Only 18% oppose this law.

Table 19: Response to Law Banning Smoking in Vehicles When Child is Present

	%
TOTAL SUPPORT	80
TOTAL OPPOSE	18
Strongly support	68
SW support	12
SW oppose	6
Strongly oppose	12
Not sure	3

While liberals and Democrats are most supportive of the law, even among Republicans 75% support it with just 22% opposed. Support for the law is highest among women, those with a college degree, and non-whites. Even among smokers, 65% support this law.

Q24: Visited an Indian Casino in Past Year

Nearly a third of California voters (32%) say they have visited an Indian casino in the past year. This seems consistent with the findings from a survey I conducted in 2003, in which 43% of voters said they had *ever* visited an Indian casino.

Table 20: Visited Indian Casino since November 2007?

	%
Yes	32
No	68
Not sure	1

Casino visitation in the past year reaches 42% among women with no college degree, compared to about 30% of other age/gender combinations. It is also much higher among Latinos (at 48%) compared to whites and Blacks (27%) and Asians (35%). It is also higher outside of Los Angeles County and the Bay Area media market.

We also find that smokers are far more likely than non-smokers to say they have visited an Indian casino in the past year, which perhaps explains why casinos are so

hostile to smoking restrictions both voluntary and mandatory. Forty-eight percent of current smokers and 35% of those who were smokers in the past say they have visited a casino in the past year, compared to about 28% of current non-smokers and 26% of those who say they have never smoked. We also find that 43% of cigar smokers say they have visited a casino in the past year, compared to 31% of those who have not smoked a cigar in the past year.

Q25: Would Banning Smoking in Indian Casinos Affect Your Desire to Visit One?

Nearly a third of California’s voters (29%) say they would be more likely to visit an Indian casino if smoking were not allowed there, with just 8% who say this would make them less likely to visit an Indian casino. Perhaps most surprisingly, fully 61% say this would make no difference to them.

Table 21: If Smoking Were Not Allowed In Indian Casinos, Would That Make You More Inclined Or Less Inclined To Visit One?

	All	Smokers	Non-Smokers
More inclined	29	8	32
Less inclined	8	26	5
No difference	61	65	61
Not sure	3	0	2

As shown in Table 21, about one in four smokers say they would be less likely to visit an Indian casino if it were smoke-free, with 8% who say this would be an attraction for them. It is interesting that 65% claim a smoking ban would make no difference to them in deciding whether to visit an Indian casino.

Even among non-smokers, only 32% say a smoking ban would make them more inclined to visit a casino, with 61% who say this would make no difference to them.

Among recent casino visitors, 37% of say the ban would make a positive difference for their interest in visiting a casino (compared to 25% of non-visitors), but still 48% say it would make no difference to them and 14% say it would make them less inclined to visit a casino.

We find higher proportions who say a smoking ban in casinos would encourage them to visit among parents (35%), people bothered by second-hand smoke in bars and restaurants (41%), college-educated women (35%), and women under 35 (34%).

Q26: Should Casino Workers Get Protection From Second-Hand Smoke?

We asked voters if they think that casino workers “should get the same protection from second-hand smoke that other employees in California get,” or if the casinos “should be allowed to expose employees to second-hand smoke.” Most voters – 69% -- think they should be protected from second-hand smoke. Only 17% believe otherwise. While the wording of this question is somewhat leading, it does reflect language that tobacco control advocates could use in advocacy on this issue.

Table 22: Should Casino Workers be Protected from Second Hand Smoke or Exposed to It?

	%
Protect	69
Exposed	17
Other/Not sure	14

Even among those that oppose restrictions on outdoor smoking in bars and restaurants, 52% believe casino workers should get protections with just 27% who think it is OK to expose them to second-hand smoke.

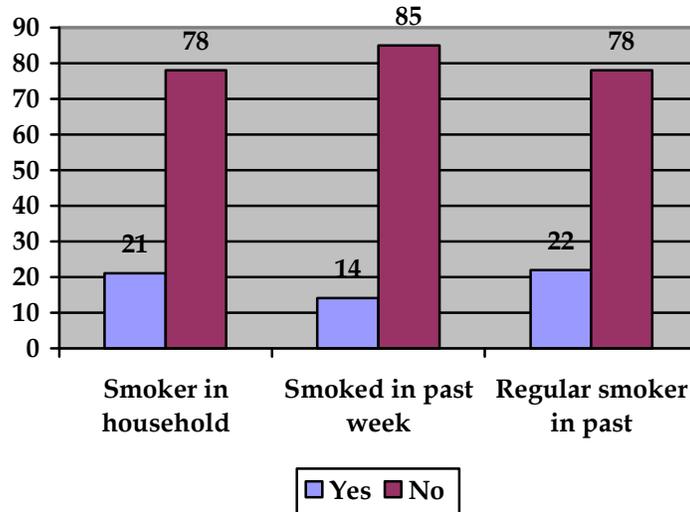
Among recent casino visitors, 65% believe workers should get protections, compared to 71% of others.

Among smokers, 43% say casino workers should be protected from second-hand smoke, compared to 73% of others. There is no difference in attitudes on this looking at cigar smokers compared to those who have not smoked a cigar in the past year.

IV. Smoking Behavior

About one in five voters (21%) say there is a smoker in their household. As shown in Figure 8, 14% say they smoked tobacco in the past week, and of those who did not, 22% say they have been a regular smoker in the past.

Figure 8: Smoking Behavior



Q30 Smoker in Household

The 21% who say there is a smoker in the household includes 25% of men compared to 18% of women, 29% of men under 55, and 31% of men with no college degree. It also includes about 26% of those with no college degree, compared to about 15% of those with a college degree. Among seniors, only 14% say they live in a household with a smoker, compared to about 23% of younger voters. Among renters, 25% say they live in a household with a smoker, compared to 19% of homeowners.

Q31: Smoked in Past Week

Fourteen percent say they have smoked in the past week, including 20% of men, 9% of women, 22% of those with a high school education compared to just 7% of those with a post-college degree, 21% of white men and 23% of men under 55.

Q32: Have You Ever Been a Regular Tobacco Smoker?

Among the 85% who say they have not smoked in the past week, 26% say they have been a “regular tobacco smoker” at some point in the past. That pencils out to 22% of all voters.

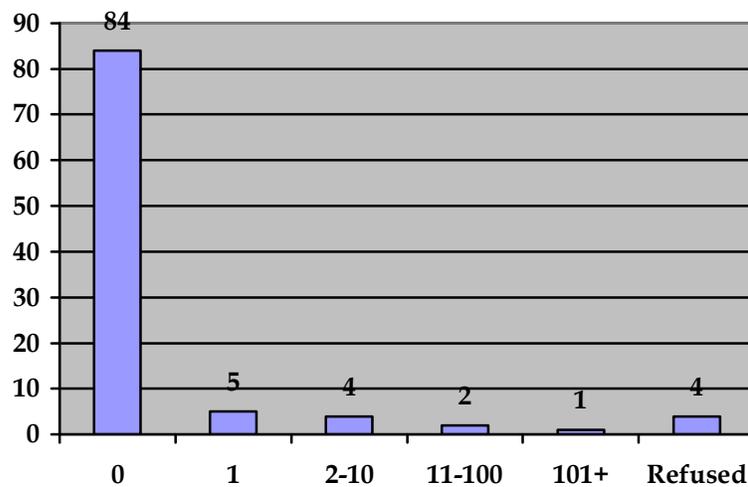
This includes 33% of men compared to 20% of women, 38% of men with no college degree, and 30% of men with a college degree. Among women with a college degree, only 13% say they have been a regular tobacco smoker. Only 16% of those

age 18-34 and 22% of those age 35-49 say they have been a regular tobacco smoker in the past, compared to about 32% of 50+ voters overall and 43% of 55+ men.

Q33: Cigar Smoking

Only 12% of voters say they have smoked a cigar in the past year, and only 7% say they have smoked more than one. (Thus 5/12th of those who smoked a cigar in the past year said they only had one.)

Figure 9: Smoked a Cigar in Past Year



The mean number of cigars smoked in the past year that voter reported was 1.9, with men at 2.9 and women at 1.0. That figure reaches 3.6 cigars among white men. Current smokers report smoking 7.6 cigars in the past year.