



## NOVEMBER 2018

There is a growing body of scientific evidence that documents the harmful effects of secondhand smoke exposure, including the US Surgeon General's finding that there is no risk-free level of exposure to secondhand smoke, and the California Air Resources Board designation of secondhand smoke as a toxic air contaminant. Yet Californians are still exposed to secondhand smoke in outdoor areas. Many cities and counties throughout the state have passed laws to restrict smoking in outdoor areas such as parks, beaches, farmer's markets and outdoor seating at bars and restaurants.

In July 2018, the American Lung Association's Center for Tobacco Policy & Organizing commissioned a survey of nearly 600 California voters to assess their views about secondhand smoke and to gauge their level of support for reducing exposure to secondhand smoke. This document reports survey highlights and key findings.

### Survey Methodology

This survey was conducted by Goodwin Simon Strategic Research. This survey data represents information acquired from 582 voters drawn from a list of registered voters in California who have participated in recent elections or recently registered to vote. Interviews were completed online and by land line and wireless telephones, and in English and Spanish. Fielding took place between July 25 and August 5, 2018. The margin of error for the survey results is plus or minus 4% at a 95% confidence level.

### Resources

The Center for Tobacco Policy & Organizing has many resources on secondhand smoke policies including additional survey results available at [www.center4tobaccopolicy.org/tobacco-policy/smokefree-outdoor-areas/](http://www.center4tobaccopolicy.org/tobacco-policy/smokefree-outdoor-areas/)

For model ordinance language for many of the policies in the survey, visit the website of the ChangeLabSolutions at [www.changelabsolutions.org/](http://www.changelabsolutions.org/)

# Summary of Key Findings



## 1. Voters Support Secondhand Smoke Restrictions in Outdoor Areas

- 96% Believe that secondhand smoke is harmful to those who inhale it
- 91% Believe that secondhand smoke is harmful to those who inhale it in outdoor areas
- 72% Support a comprehensive ban on outdoor smoking in all areas accessible to the public except for designated smoking areas
- 57% Have been bothered by secondhand smoke exposure in outdoor areas in the past year



## 2. Arguments in Favor of Restricting Smoking in Outdoor Areas

California voters are receptive to statements in favor of restricting smoking in outdoor areas. Below are CA voters' five top good reasons to support smoking restrictions

- 93% Burning cigarettes tossed by careless smokers cause fires in parks and recreation areas and prohibiting smoking in these areas can protect the environment and save lives and money
- 92% Discarded cigarette butts are eaten by wildlife and can cause injury or death
- 89% Cigarette butts are the number one cause of litter on beaches, parks and sidewalks and restricting smoking will greatly reduce litter
- 88% Scientific studies show that secondhand smoke can be harmful even in outdoor areas
- 81% Fewer kids will see adults smoking and thus reduce smoking among youth



### 3. Arguments in Favor of Restricting Smoking in Outdoor Dining Areas

Statements in favor of restricting smoking at outdoor dining were very effective and resonated with California voters. Below are CA voters' three top good reasons to support smoking restrictions

**79%** Protect workers at restaurants and bars from having to inhale dangerous secondhand smoke

**79%** Protect diners from having to inhale dangerous secondhand smoke while dining

**67%** 150 cities in California, plus three other states, have similar laws and have had almost no impact on the ability of bars and restaurants to make money



### 4. Secondhand Smoke from Emerging Tobacco Products

California voters were asked several questions specifically focused on understanding their perceptions of secondhand smoke from other tobacco products like e-cigarettes or vaporizers.

**71%** Know or have heard that e-cigarettes and vaporizers contain nicotine (**24%** are still unsure)

**59%** Believe that vapor from electronic cigarettes is harmful for people exposed to it

**57%** Support a law banning the use of e-cigs and vaporizers in all outdoor areas accessible to the public except for designated smoking areas



### 5. Secondhand Smoke from Marijuana

California voters were asked about their perceptions of harm from secondhand smoke from marijuana compared to tobacco

**40%** Secondhand smoke from marijuana is less harmful than secondhand smoke from tobacco

**36%** Secondhand smoke from marijuana results in about the same level of harm as secondhand smoke from tobacco

**14%** Secondhand smoke from marijuana is more harmful than secondhand smoke from tobacco