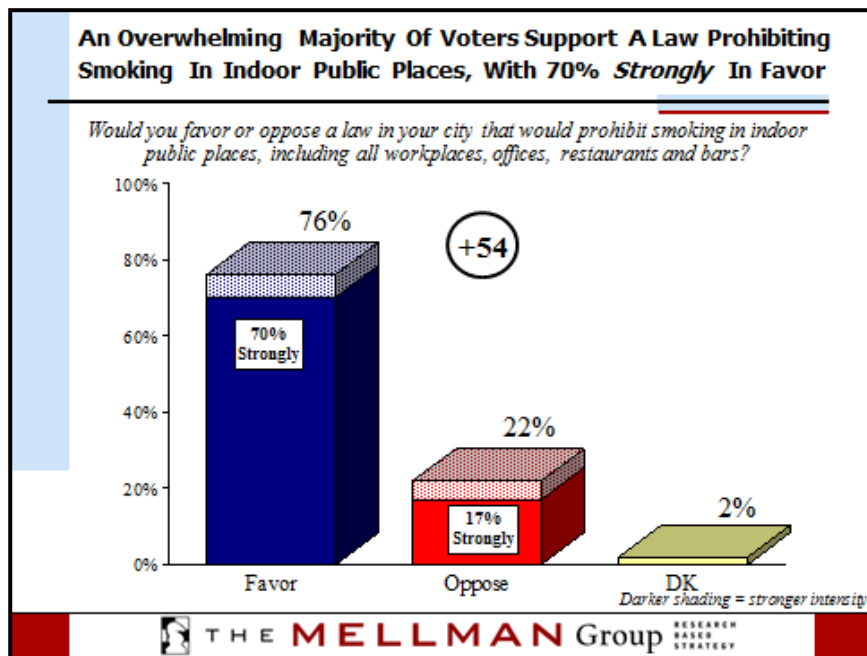




TO: Interested Parties
FROM: The Mellman Group, Inc.
RE: Support For An Indoor Smoke-Free Law In Jefferson County Cities
DATE: August 2, 2011

The Mellman Group conducted a countywide survey of 600 likely voters in Jefferson County, Alabama. The poll was conducted by telephone July 5-7, 2011, for the United Way of Central Alabama using a registration based sample. The margin of error for this survey is +/-4.0% countywide at the 95% level of confidence. The margin of error is larger for subgroups.



Voters In Jefferson County Strongly Support A Comprehensive Indoor Smoke-Free Law

More than three in four Jefferson County voters favor a law that would “prohibit smoking in indoor public places, including all workplaces, offices, restaurants and bars” (76% favor, 22% oppose). Moreover, over two-thirds (70%) *strongly* favor such a law, while only 17% *strongly* oppose it. Support for this law is both broad and deep, as sizeable majorities of voters across party lines and demographic groups favor smoke-free indoor workplaces.

Indeed, support is especially strong among women (80% favor), college-educated voters (82% favor) and African-Americans (80% favor). Democrats and Republicans support the law by similar margins.

Among smokers, 43% favor the law, while 54% oppose it. Non-smokers (who comprise 84% of the electorate) favor a law mandating indoor smoke-free workplaces by 82% to 16%.

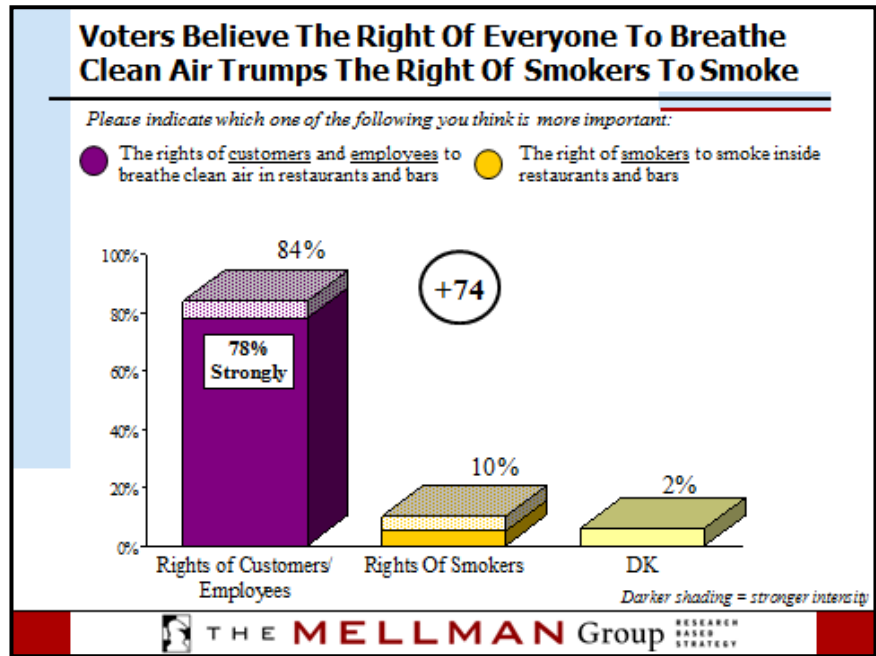
The data suggests this issue is important to county voters. By nearly a 3 to 1 margin, voters in Jefferson County prefer a candidate for city office who supports an indoor smoke-free law over one who opposes it. Sixty percent (60%) say they would vote for a supporter of the law, while only 21% would choose an opponent. Once again, majorities of voters across demographic groups and party prefer a candidate who supports a smoke-free law.

Voters in other parts of the region express similar levels of support for smoke-free laws. For example, in Tennessee, 72% of voters favor an indoor smoke-free law that includes restaurants and bars (Global Strategy Group, May 2008). South Carolinians favor such a law by 70% to 30% (Public Opinion Strategies, December 2008), as do Virginians by 75% to 22% (Public Opinion Strategies, January 2009). Our own just completed poll found 79% support for smoke-free laws across the South.

Most Voters Consider Secondhand Smoke Hazardous And Believe The Right To Breathe Clean Air Trumps Smokers' Rights

Strong public support for a smoke-free law is a function of concerns about the dangers of secondhand smoke and the priority accorded to the rights of customers and employees over those of smokers. More than 8 in 10 voters in Jefferson County say they are at least somewhat concerned about exposure to secondhand smoke in indoor public places, with 63% saying that they are “very concerned.” Most Jefferson County voters believe secondhand smoke represents a health hazard. Eighty-six percent (86%) consider secondhand smoke to be at least a “moderate” health hazard, with nearly two-thirds (64%) considering it a “serious health hazard.” Only 12% believe secondhand smoke is either a “minor health hazard” or “not a health hazard at all.”

Jefferson County voters attach greater priority to the right to breathe clean air in restaurants and bars than to the right of smokers to smoke inside those establishments. Eighty-four percent (84%) believe “the rights of customers and employees to breathe clean air in restaurants, bars and other workplaces” takes precedence, while only 10% attach higher priority to “the rights of smokers to smoke inside restaurants, bars and other workplaces.” By a 56% to 34% margin, even smokers prioritize the rights of customers and employees to breathe clean air in restaurants, bars and other workplaces over their own right to smoke in these places.



Passage Of A Smoke-Free Law Would Not Hurt Businesses

There is no evidence that a smoke-free law would decrease patronage of restaurants and bars in Jefferson County. In fact, 29% of voters say they would go to bars and restaurants *more* often if they were smoke-free, while only 6% say they would go out less often, and 63% say they would go out the same amount. A significant number of non-smokers (34% more often, 2% less often), voters under 40 (33% more often, 7% less often) and those with kids under 18 (33% more often, 6% less often) say they are more likely to go to restaurants and bars if a smoke-free law passes.

% agreeing/disagreeing with statement	Agree	Disagree
Restaurants and bars would be healthier for customers and employees if they were smoke-free	90%	9%
All workers within Jefferson County should be protected from exposure to secondhand smoke in the workplace	88%	10%
It would be really nice to go out and enjoy restaurants and bars in Jefferson County without smelling like cigarette smoke when you get home	87%	11%

Jefferson County Voters Strongly Agree With The Rationales Underlying A Smoke-Free Law

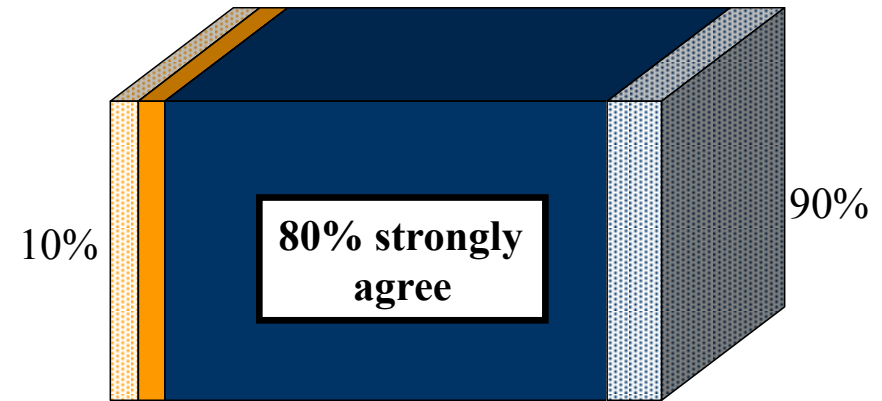
Jefferson County voters strongly agree with the several statements that provide rationales for a comprehensive smoke-free law. Voters overwhelmingly agree that restaurants and bars would be healthier if they were smoke-free (90%); that all workers in the county should be protected

from secondhand smoke (88%); and that it would be nice to go out to restaurants and bars without smelling like smoke (87%).

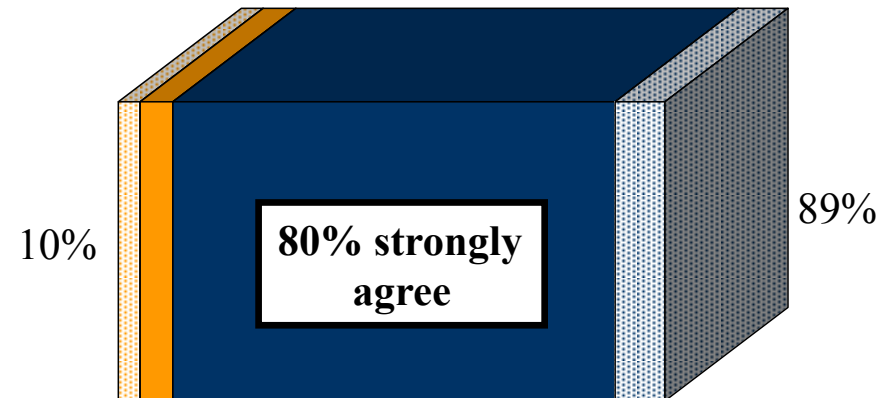
Overwhelming Majorities Agree With The Health Benefits Of Smoke-Free Workplaces

← % Disagree % Agree →

Restaurants and bars would be healthier for customers and employees if they were smoke-free



All workers within Jefferson County should be protected from exposure to secondhand smoke in the workplace



Darker shading = stronger intensity

-40% -20% 0% 20% 40% 60% 80% 100%





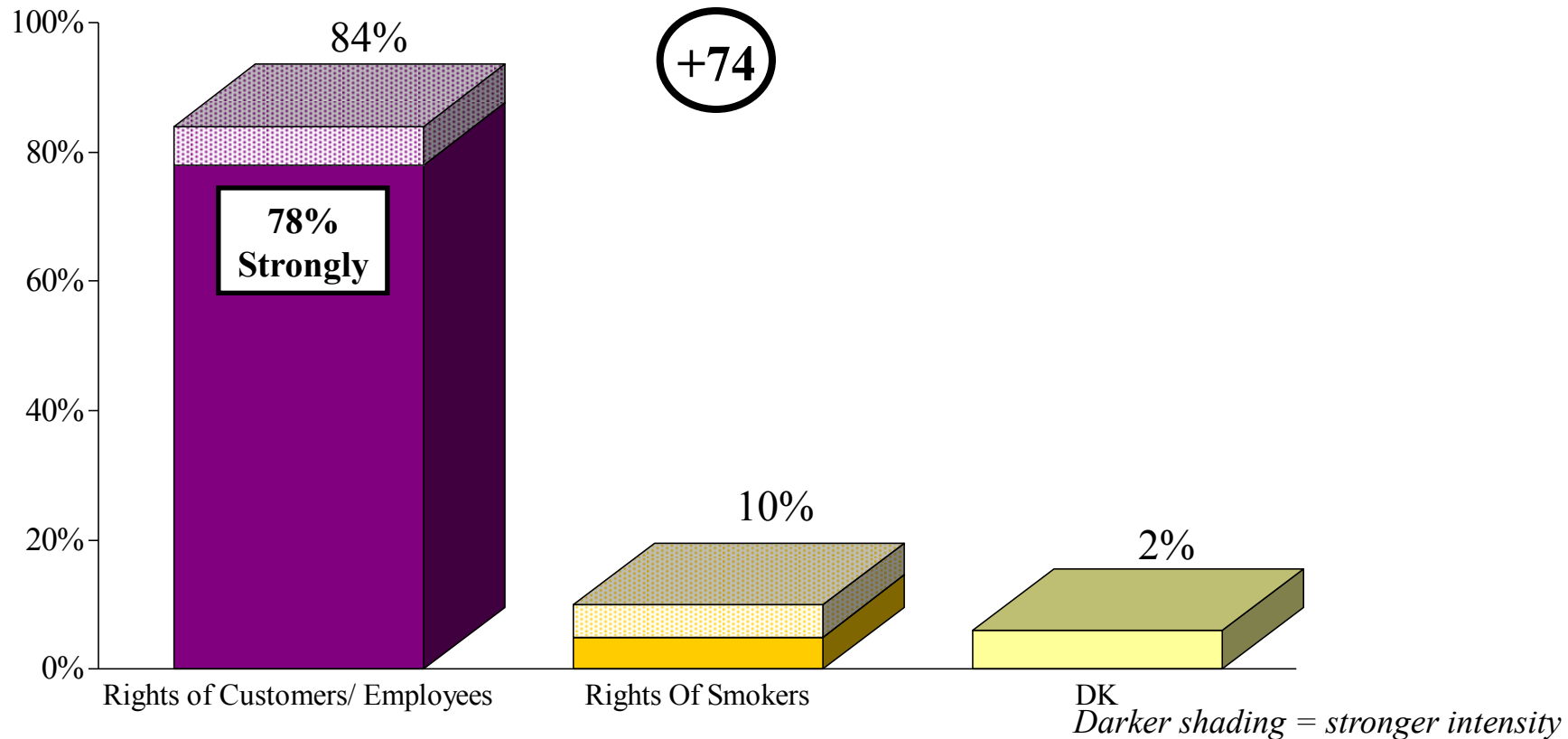
THE MELLMAN Group

RESEARCH
BASED
STRATEGY

Voters Believe The Right Of Everyone To Breathe Clean Air Trumps The Right Of Smokers To Smoke



Please indicate which one of the following you think is more important:

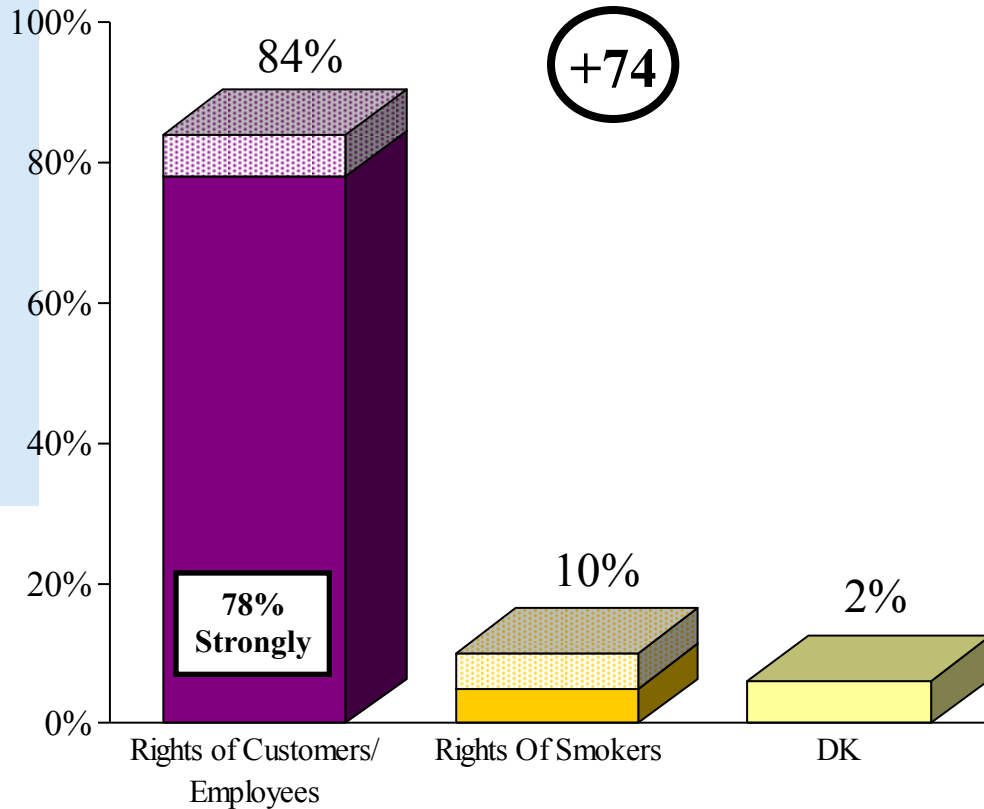
-  The rights of customers and employees to breathe clean air in restaurants, bars and other workplaces
-  The rights of smokers to smoke inside restaurants, bars and other workplaces



Voters Believe The Right Of Everyone To Breathe Clean Air Trumps The Right Of Smokers To Smoke

Please indicate which one of the following you think is more important:

-  The rights of customers and employees to breathe clean air in restaurants, bars and other workplaces
-  The rights of smokers to smoke inside restaurants, bars and other workplaces



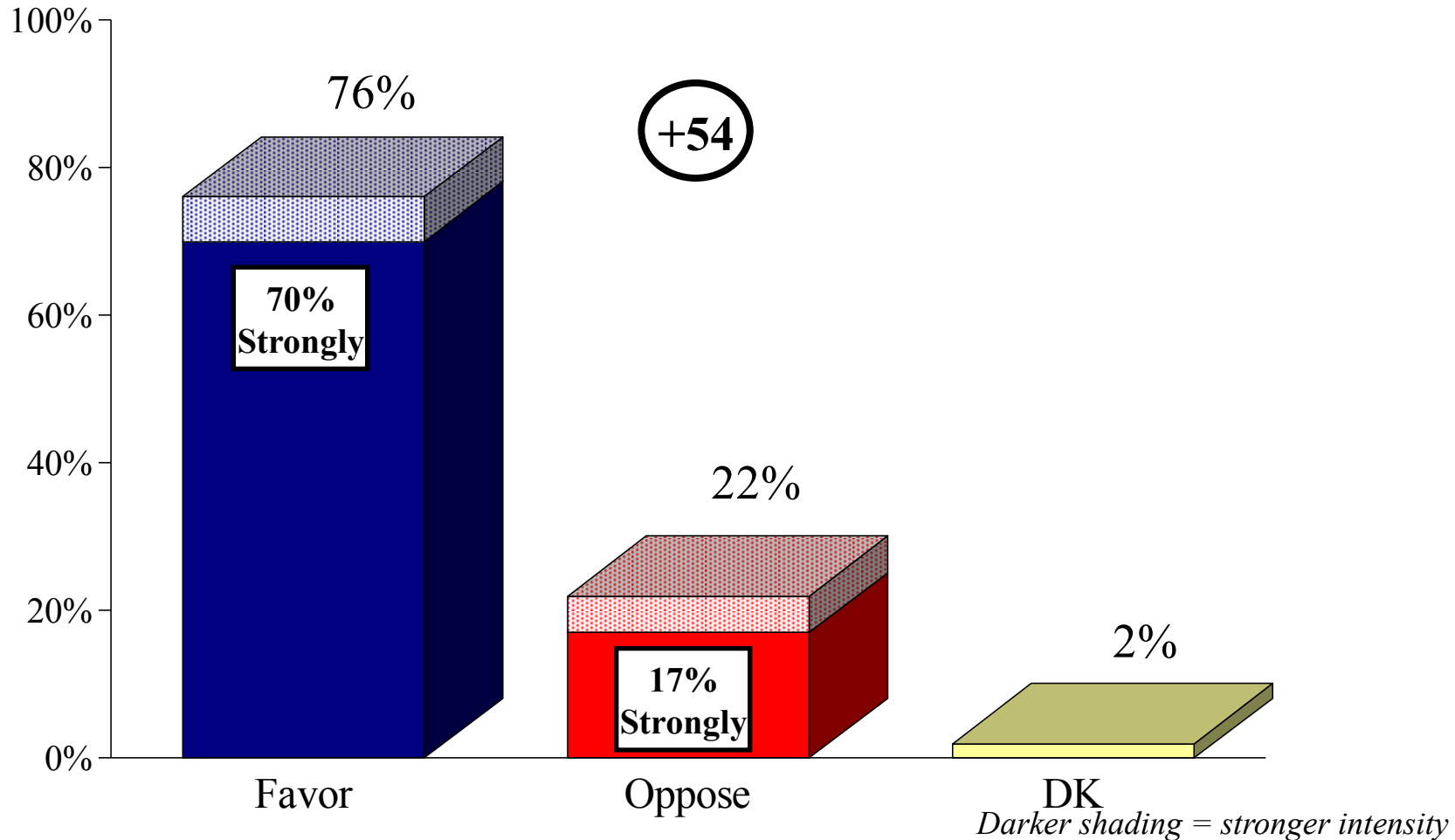
	Customers + Employees	Smokers
Daily Smoker	49%	38%
Smoke/Smokeless User	58%	32%
Don't Use Tobacco	89%	6%
Democrat ID	87%	9%
Independent ID	79%	11%
Republican ID	82%	10%
Liberal	84%	11%
Moderate	81%	12%
Conservative	85%	7%
18-39	85%	11%
40-59	84%	9%
60+	82%	10%
Male	81%	11%
Female	86%	9%
White	79%	12%
Black	91%	6%
HS	81%	12%
Some College	84%	12%
College +	85%	8%

Darker shading = stronger intensity



An Overwhelming Majority Of Voters Support A Law Prohibiting Smoking In Indoor Public Places, With 70% *Strongly* In Favor

Would you favor or oppose a law in your city that would prohibit smoking in indoor public places, including all workplaces, offices, restaurants and bars?



An Overwhelming Majority Of Voters Support A Law Prohibiting Smoking In Indoor Public Places, With 70% *Strongly* In Favor

Would you favor or oppose a law in your city that would prohibit smoking in indoor public places, including all workplaces, offices, restaurants and bars?

