



Smoke-Free Ohio Survey Results

Survey was conducted November 3-5, 2007 by Midwest Communications and Media with a sample size of 600 registered Ohio voters. The margin of error is 4.0 percent.

The objective of the survey was to determine the current sentiment of registered voters in Ohio toward the Smoke Free Workplace Act (ballot initiative Issue 5) passed by voters on November 7, 2006. Further, the survey aimed to gauge whether, and how much, support for the measure has altered over time.

1. As you may already know, a law went into effect last year prohibiting smoking inside most public places in Ohio, including workplaces, public buildings, offices, restaurants and bars.

Do you support or oppose this smoking law?

	TOTAL
TOTAL SUPPORT	79%
Strongly support	53%
Somewhat support	26%
TOTAL OPPOSE	17%
Somewhat oppose	7%
Strongly oppose	10%
Refused/don't know	3%

2. Did you vote for or against the smoke-free law, known as Ballot Initiative 5, in November 2006?

	TOTAL
For	62%
Against	28%
Don't know	7%
Refused	2%

3. How confident or not confident are you that you knew what you were voting for when supporting the smoke-free law last year? (for those who voted in favor)

	TOTAL
Confident	96%
Not confident	3%
Don't know	1%

4. A total of 80% of respondents believe that it is really nice to go out and enjoy restaurants in Ohio without smelling like cigarette smoke when you get home.
5. A total of 80% of respondents believe that both restaurants and bars are healthier for customers and employees now that they are smoke-free.
6. A total of 78% of respondents believe that all workers in Ohio should be protected from exposure to secondhand smoke in the workplace.
7. A total of 70% of respondents believe that employees in private clubs, like Moose, Elks, and VFW, should be protected from secondhand smoke in the workplace.
8. Since the smoke-free law took effect, do you go to restaurants more often, less often or about the same as you did before?

	TOTAL
TOTAL MORE OFTEN	53%
Much more often	28%
Somewhat more often	25%
ABOUT THE SAME	39%
TOTAL LESS OFTEN	7%
Somewhat less often	3%
Much less often	4%
Don't know	1%

9. Since the smoke-free law took effect, do you go to bars more often, less often or about the same as you did before?

	TOTAL
TOTAL MORE OFTEN	55%
Much more often	25%
Somewhat more often	30%
ABOUT THE SAME	16%
TOTAL LESS OFTEN	10%
Somewhat less often	10%
Much less often	0%
Don't know/Refused	19%

10. Since the smoke-free law took effect, do you go to bowling alleys more often, less often or about the same as you did before?

	TOTAL
TOTAL MORE OFTEN	47%
Much more often	22%
Somewhat more often	25%
ABOUT THE SAME	18%
TOTAL LESS OFTEN	10%
Somewhat less often	10%
Much less often	0%
Don't know/Refused	26%

Demographics of support:

Those indicating they support the Smoke Free Workplace Act:

Women between the ages of 18-44	82% support (59% strongly support)
Men between the ages of 18-44	77% support (47% strongly support)
Democrats	83% support
Republicans	81% support
Independents	71% support

Media markets:

Cincinnati	88% support
Cleveland	90% support
Toledo	70% support
Columbus	68% support
Youngstown	67% support
Dayton	72% support
Steubenville	82% support
SE Ohio/Huntington	100% support (12 respondents)

Ethnicity:

Caucasian/White	78% support
African-American	90% support
Hispanic	86% support