



TO: Smoke-Free Atlanta Coalition

FROM: The Schapiro Group, Inc.

DATE: May 6, 2009

RE: Atlanta voter survey results

### Results

- *Atlantans support a smoke-free city.*

Overall, a strong majority (65%) of Atlantans favored a citywide ordinance that would prohibit smoking inside all indoor public places, including workplaces, public buildings, offices, restaurants and bars, but would still allow people to smoke in their own homes.

- *A citywide smoke-free ordinance would have a direct, positive effect on Atlanta business.*

88% of Atlantans indicated that, if such an ordinance was passed, they would either go out to Atlanta bars and restaurant as often as they do now (59%) or *more often* (29%). The outlook for businesses in a smoke-free Atlanta looks even brighter since non-smokers make up more than three-quarters (77%) of residents, and more than one-third (34%) of them indicated that they would go out *more* if such an ordinance was passed.

- *Atlantans see officials who support a smoke-free ordinance more favorably.*

More than one-third (34%) of residents would see city officials or candidates for city office *more favorably* if they supported an ordinance, over twice as many as who would see them less favorably (16%).

- *Atlantans support smoke-free air.*

- Nearly two-thirds (64%) found the statement “Everyone has the right to breathe smoke-free air in public places and at work, and to be protected from secondhand smoke and other health hazards” to be very persuasive. Another one-quarter (25%) found the statement somewhat persuasive.
- Slightly more than half (52%) found the statement “By strengthening laws against smoking, workers, especially in restaurants and bars, don't have to risk their health every time they go to work” very persuasive. Another one-third (33%) found it somewhat persuasive.
- Slightly more than half (52%) found the statement “Atlantans should be able to spend an evening at a restaurant or bar without smelling like cigarette smoke when they get home” to be very persuasive. Almost one-third (30%) found it somewhat persuasive.

- *Atlantans believe secondhand smoke is a health hazard.*

95% believe that secondhand smoke is *at least* a minor health hazard, and 61% believe it is a *major* health hazard. Furthermore, 88% of smokers believe secondhand smoke is at least a minor health hazard.

### Methodology

This memo represents the findings of a scientific telephone survey conducted by The Schapiro Group, Inc. of 600 city of Atlanta registered voters (margin of sampling error  $\pm 4\%$ ). The poll was conducted January 29 – February 11, 2009. Professional interviewers contacted the respondents by phone and administered a questionnaire that required approximately 8 minutes to complete.