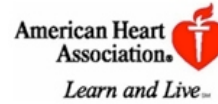


Kentucky Statewide Survey



Key findings from a statewide survey of 500 likely voters, conducted December 12th-14th, 2010

#101772



Glen Bolger

Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide survey of 500 likely voters in Kentucky. The survey was conducted December 12th-14th, 2010 and has a margin of error of ± 4.38%.

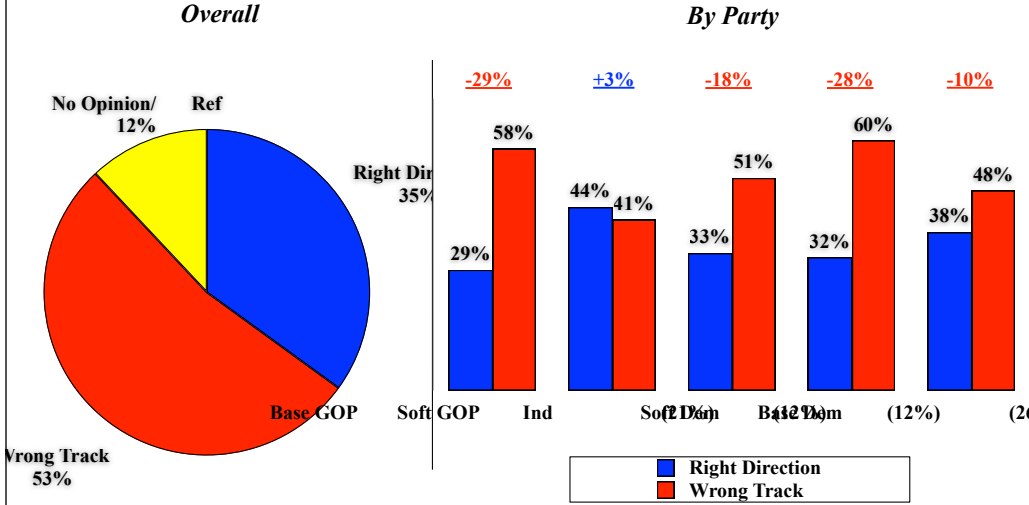
Glen Bolger was the principal researcher on this project. Jim Hobart was the project director, and Bryan Kitz provided

Political

Environment

A majority of Kentucky voters say the state is on the wrong track.

State Mood

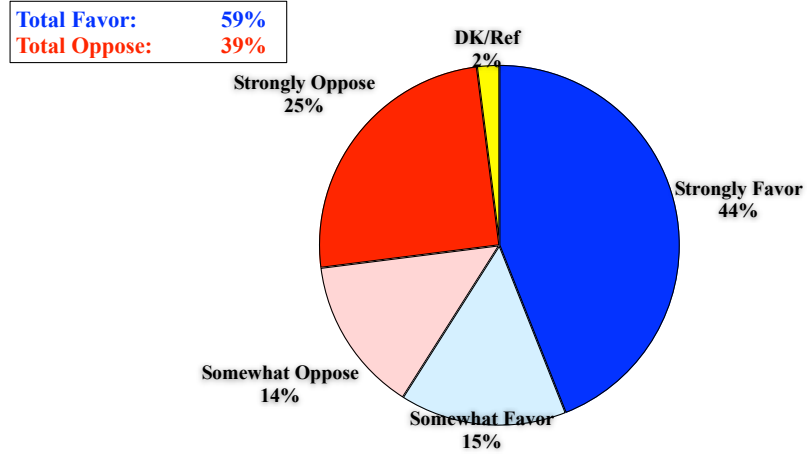


Smoke-Free

Law

A solid majority of voters favor a law that would prohibit smoking in most public places.

“Would you favor or oppose a state law in Kentucky that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants, and bars?”

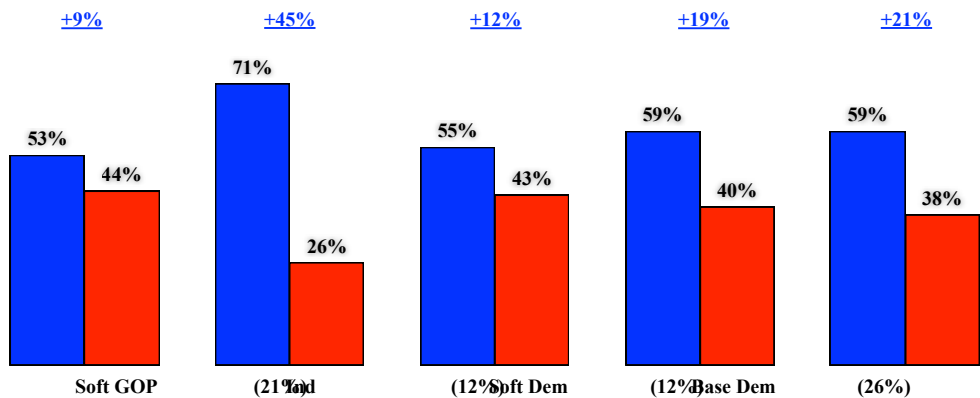


Kentucky Statewide Survey

The smoke-free law enjoys broad, bipartisan support.

Smoke-Free Law by Party

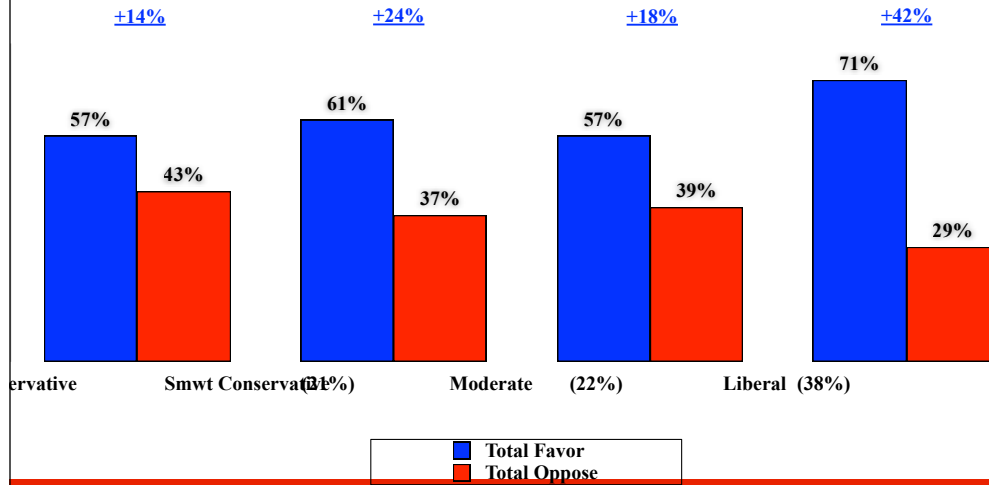
| | <u>GOP</u> | <u>Dem</u> |
|---------------|------------|------------|
| Total Favor: | 60% | 59% |
| Total Oppose: | 38% | 39% |



■ Total Favor
■ Total Oppose

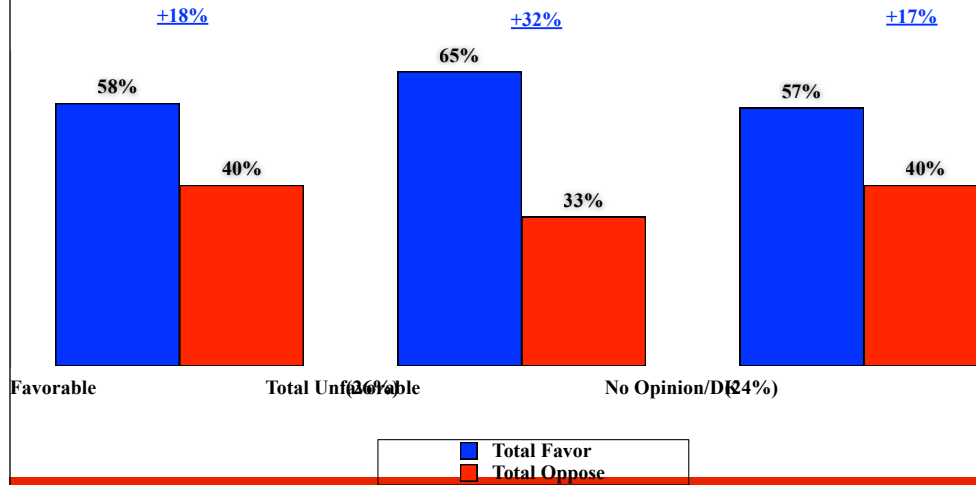
A majority of voters across the ideological spectrum favor the smoke-free law.

Smoke-Free Law by Ideology



A majority of voters favorable to the Tea Party support the smoke-free law.

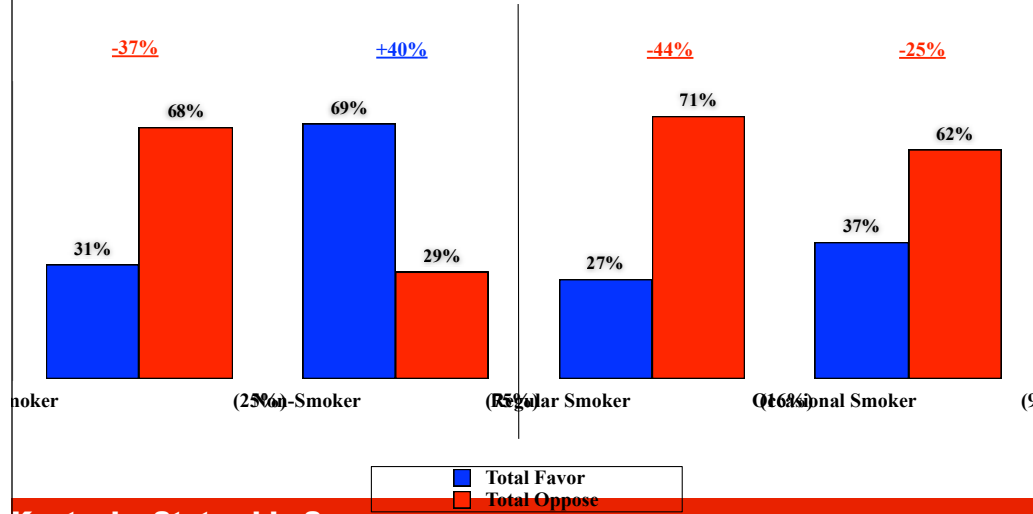
Smoke-Free Law by Tea Party Image



Kentucky Statewide Survey

Over two-thirds of non-smokers support the smoke-free law. Even one-third of smokers support it.

Smoke-Free Law by Smoking Status



A majority of voters favor the candidate who supports prohibiting smoking in most public places.

“Now I’m going to read you some statements about two candidates for state office, After I read each one, please tell me for whom you would vote”

55%

Candidate X supports a law that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants and bars.

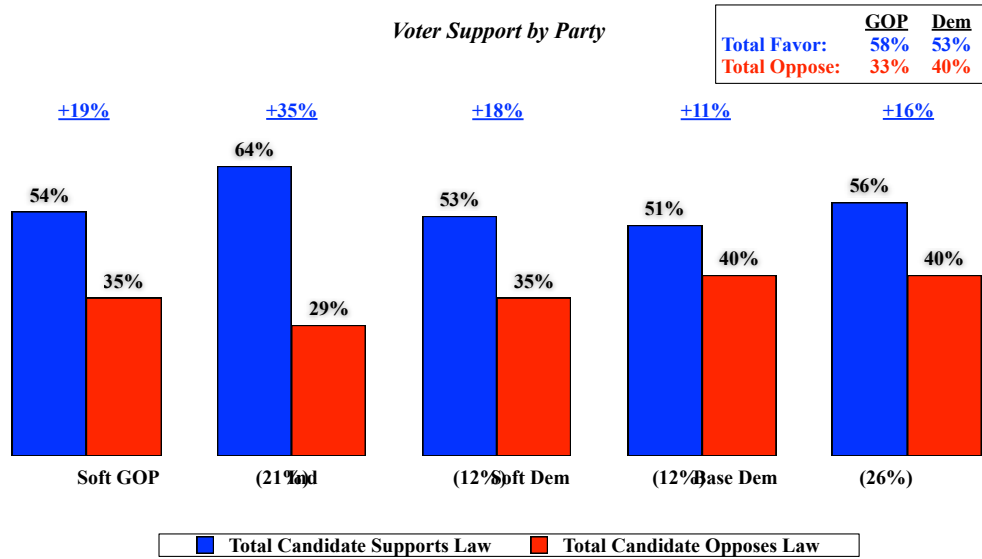
...while...

36%

Candidate Y opposes a law that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants and bars.

Voters across party lines say they will vote for a candidate who supports a smoke-free law.

Voter Support by Party

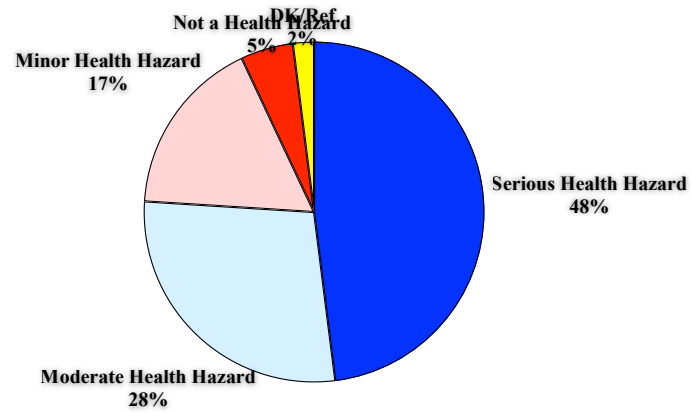


Kentucky Statewide Survey

Most voters say secondhand smoke is a health hazard.

“In general, do you feel that exposure to secondhand smoke is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?”

| | |
|-------------------|-----|
| Total Hazard: | 76% |
| Total Not Hazard: | 22% |



Over two-thirds of the electorate believe the rights of employees/customers to breathe clean air is more important than the rights of smokers/owners.

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

67%

The rights of employees and customers to breathe clean air in restaurants and bars

...or...

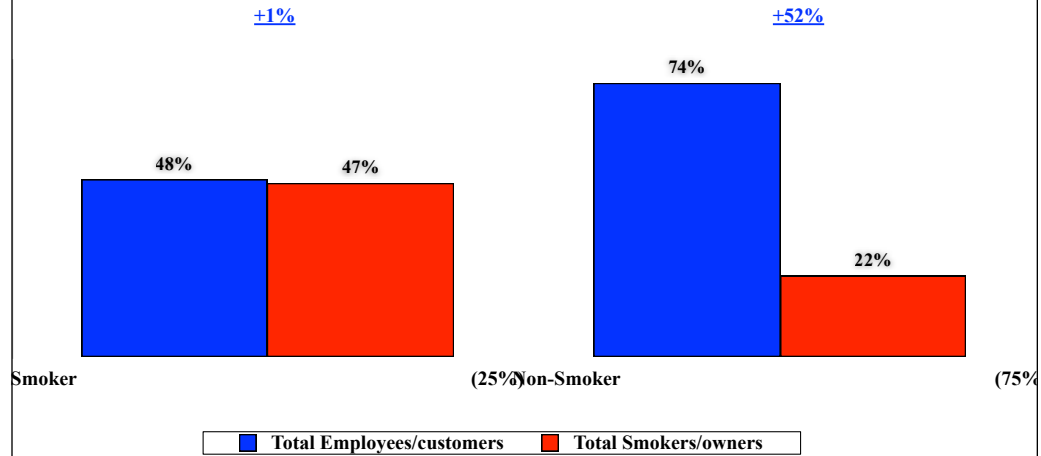
28%

The rights of smokers to smoke and owners to allow smoking inside restaurants and bars

Kentucky Statewide Survey

Even nearly half of smokers side with the right to breathe clean air.

Employees/Customers vs. Smokers/Owners by Smoking Status

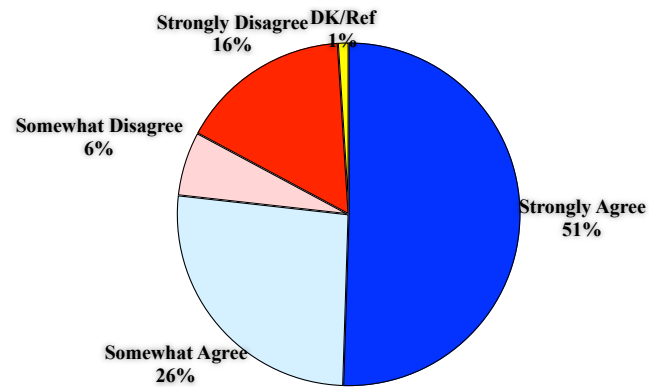


Kentucky Statewide Survey

Voters overwhelmingly agree that local communities should be able to continue passing smoking restrictions.

“Thinking some more about this issue... Currently, local communities in Kentucky are allowed to pass their own laws to restrict smoking in public places and workplaces. Regardless of whether or not Kentucky passes a state law, do you agree or disagree that local communities should continue to have the option of passing additional restrictions on smoking in public places and workplaces?”

| | |
|-----------------|-----|
| Total Agree: | 76% |
| Total Disagree: | 22% |



Kentucky Statewide Survey

Bottom

Line

THE BOTTOM LINE

A solid majority of Kentucky voters (59%) support a statewide smoke-free law. Support for the law cuts across most major demographic subgroups – including majorities of Republicans, Democrats, and Independents.

Kentucky voters support smoke-free places because they understand the serious health risks associated with secondhand smoke, and they want to be protected. Three in four voters believe exposure to second smoke is a health hazard. Two-thirds (67%) say it is more important to protect the rights of employees and customers to breathe clean air over the rights of smokers to smoke and owners to allow smoking in restaurants and bars.

Regardless of whether or not Kentucky passes a state law, voters overwhelmingly agree (76%) that local communities should continue to have the option of passing additional restrictions on smoking in public places and workplaces.

Given the concern over health risks of secondhand smoke and the deep well of support for smoke-free environments, it is not surprising that there are political benefits to supporting a smoke-free law. A majority of voters (55%) – across party and ideological lines – indicate they would be more likely to vote for candidate who supports a smoke-free law.

**For more information about this presentation or about
Public Opinion Strategies, please give us a call.**

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Turning Questions Into Answers.

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