

Key Findings: Stockton Voter Survey on Tobacco Issues

August 2003

Pollster: Paul Goodwin, Goodwin Simon Strategic Research

Sponsored by: Center for Tobacco Policy & Organizing and the American Cancer Society, California Division

Survey Basics

- 400 telephone interviews (8/7-8/10/03)
- Margin of error—plus or minus 5%
- Interviews in English and Spanish
- Purpose: Assess attitudes among city voters about prohibiting smoking within 20 feet of buildings where smoking is currently banned on the inside

Prohibit Entryway Smoking

Q 7. As you may know, state law prohibits smoking inside all workplaces and public buildings. Some people have proposed that Stockton City Council pass a law to prohibit smoking within 20 feet outside the entrances, windows or vents of these buildings.

Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Do Not Know
47%	19%	13%	18%	3%

66% YES

31% NO

Breakout of Support

Group	All Yes	All No	Difference
Men	59%	36%	23%
Women	71%	28%	44%
Democrats	70%	27%	43%
Republicans	64%	34%	30%
Smokers	42%	56%	-15%
Smoker in house	51%	46%	4%

Breakout of support-2

Group	All Yes	All No	Difference
Latino	84%	14%	70%
Asian	81%	19%	63%
Black	72%	25%	47%
Liberal	59%	38%	21%
Middle Road	65%	31%	35%
Conservative	71%	27%	44%

Personal Experience

- 92% personally inhaled secondhand smoke
 - 70% while entering bar or restaurant
 - 67% while entering store or office building
 - 40% while inside their workplace from outside
- 52% of employed voters walk past smokers to get to work
- 1 in 3 households has a person with a chronic illness made worse by exposure to secondhand smoke or has someone with that condition in their family

Strongest Favorable Argument

- 94% believe secondhand smoke is “very harmful” or “somewhat harmful.”
- 84% say that it is very or somewhat important to support the proposal because:
 - Secondhand smoke is dangerous for children and for people with asthma and chronic illness. By reducing exposure to secondhand smoke, this law would protect thousands of people from cancer, lung disease and heart disease.

Conclusions

This proposal has strong support in the electorate, crossing all meaningful political boundaries.