

## **UNC poll: N.C. smoke-free policies supported by large majority**

CHAPEL HILL – On January 2, 2010, North Carolina became the first tobacco-producing state in the nation to ban smoking in restaurants and bars.

Now, the latest poll conducted by the Survey Research Unit at the University of North Carolina at Chapel Hill's Gillings School of Global Public Health shows the ban is supported by 72.2 percent of adults in the state.

The poll also found 25.8 percent of the population opposed the ban, and 2.1 percent were undecided. Proponents were more likely to be nonsmokers (85.5 percent vs. smokers 30.7 percent), women (80.3 percent vs. men 63.5 percent), and more highly educated (82.1 percent vs. lower education 60.2 percent). The highest support was among registered voters (74.3 percent vs. 23.3 percent).

In addition, a large majority – 72.1 percent – said they would support a law that requires all indoor workplaces and public places to be smoke-free, while 25.8 percent opposed such a measure and 2.1 percent were undecided.

The new law followed growing concern over risks related to smoking, including the 2006 Surgeon General's report on the health consequences of involuntary exposure to second-hand smoke. In North Carolina, it is estimated that second-hand smoke resulted in \$288.8 million in excess medical costs in 2006 (adjusted to 2008 dollars).

Concern was voiced during the debate on the legislation that a ban would have a deep, negative economic impact on restaurants and bars. However, the new poll suggests the opposite may be true, despite the challenging economic times – 38.8 percent of adults said they dine out more since the ban took effect, 50.4 percent said it has made no difference, and only 10.6 percent said they go out less often.

People who said they dine out more tended to be nonsmokers (50.6 percent vs. smokers 2 percent) and college educated (44.8 percent vs. 31.3 percent). Questioned about how often they frequent bars, 16.7 percent said they are now going out more, 70.6 percent stated the ban made no difference, and only 12.5 percent reported going out less. Again, those frequenting bars more often since the law went into effect were more likely to be nonsmokers (21.4 percent vs. smokers 2.2 percent).

The poll was conducted March 9 to April 8, 2010, by the Survey Research Unit, part of the UNC biostatistics department. A random sample of telephone numbers, stratified by region and income levels, was used to interview 700 North Carolina adults. The margin of error for the main questions in the poll was approximately plus or minus 5 percent.

For more information about the Survey Research Unit and details on this poll, visit <http://sru.sph.unc.edu/tarheelhealth.html>.

For more information about the smoke-free policies in the state of North Carolina, see <http://tobaccopreventionandcontrol.ncdhhs.gov/smokefreenc/>

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**TARHEEL HEALTH POLL**  
*Attitudes and Perceptions on Tobacco Issues*

<b>Table 1. As of January 2, 2010, there is a new law that makes most restaurants and bars in NC smoke-free. Do you support or oppose this new law?</b>							
<b>Respondent Demographics</b>	<b>Total Respondents</b>	<b>Support</b>		<b>Oppose</b>		<b>Don't Know</b>	
		<b>Estimated %</b>	<b>CI(95%)*</b>	<b>Estimated %</b>	<b>CI(95%)*</b>	<b>Estimated %</b>	<b>CI(95%)*</b>
Total	698	72.2	(67.7-76.2)	25.8	(21.8-30.1)	2.1	(1.0-4.3)
<b>Gender</b>							
Male	275	63.5	(56.3-70.1)	34.3	(27.8-41.5)	2.2	(0.9-5.3)
Female	422	80.3	(75.0-84.7)	17.8	(13.7-22.7)	2.0	(0.6-6.2)
<b>Race</b>							
White	542	72.2	(67.0-76.9)	25.5	(21.0-30.6)	2.3	(0.9-5.3)
Nonwhite	155	72.0	(62.9-79.6)	26.5	(19.0-35.5)	1.5	(0.4-5.3)
<b>Education</b>							
High School or Less	272	60.2	(53.1-66.9)	37.6	(31.0-44.8)	2.2	(0.8-5.8)
Some Post HS and Above	422	82.1	(76.5-86.6)	16.2	(12.0-21.6)	1.7	(0.5-5.6)
<b>Household Income</b>							
Less than \$50,000 per year	395	69.1	(62.9-74.7)	29.7	(24.2-35.9)	1.2	(0.4-3.1)
Greater than \$50,000 per year	234	78.8	(71.4-84.7)	18.7	(13.3-25.7)	2.5	(0.6-9.3)
<b>Registered Voter</b>							
Yes	621	74.3	(69.6-78.5)	23.3	(19.3-27.8)	2.4	(1.1-4.9)
No	77	59.0	(45.2-71.4)	41.0	(28.6-54.8)	0.0	(0.0-0.0)
<b>Voting History</b>							
Likely to vote in state or local elections	572	74.8	(69.9-79.2)	22.8	(18.6-27.5)	2.4	(1.1-5.2)
Unlikely to vote in state or local elections	126	63.3	(52.7-72.8)	35.7	(26.3-46.4)	0.9	(0.1-6.4)
<b>Smoker</b>							
Yes	146	30.7	(22.8-40.0)	66.3	(56.6-74.8)	3.0	(0.6-13.1)
No	552	85.5	(81.6-88.8)	12.7	(9.7-16.5)	1.8	(0.8-3.7)

\* Interpretation of CI(95%): We are 95% certain that the actual % for all adults of this type is somewhere between the lower and upper values in the indicated range.

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<b>Table 2. Would you support or oppose a law in NC that requires <u>all</u> indoor workplaces and public places to be smoke-free?</b>							
<b>Respondent Demographics</b>	<b>Total Respondents</b>	<b>Support</b>		<b>Oppose</b>		<b>Don't Know</b>	
		Estimated %	CI(95%)*	Estimated %	CI(95%)*	Estimated %	CI(95%)*
Total	698	72.1	(67.7-76.1)	25.8	(21.9-30.2)	2.1	(1.1-3.7)
<b>Gender</b>							
Male	274	64.4	(57.4-70.9)	33.5	(27.1-40.5)	2.1	(1.0-4.7)
Female	423	79.3	(73.8-83.9)	18.7	(14.3-24.0)	2.0	(0.8-4.6)
<b>Race</b>							
White	541	71.6	(66.4-76.2)	26.7	(22.2-31.8)	1.7	(0.8-3.4)
Nonwhite	156	73.7	(64.5-81.2)	23.2	(16.1-32.2)	3.1	(1.1-8.4)
<b>Education</b>							
High School or Less	271	61.8	(54.6-68.6)	36.6	(29.9-43.9)	1.6	(0.6-3.7)
Some Post HS and Above	423	80.7	(75.6-85.0)	17.1	(13.1-22.1)	2.2	(0.9-4.9)
<b>Household Income</b>							
Less than \$50,000 per year	395	71.7	(65.8-76.9)	26.2	(21.2-31.9)	2.1	(0.9-4.8)
Greater than \$50,000 per year	234	75.8	(68.2-82.1)	22.4	(16.2-30.0)	1.8	(0.6-4.9)
<b>Registered Voter</b>							
Yes	621	74.5	(70.0-78.6)	23.2	(19.3-27.6)	2.3	(1.3-4.2)
No	77	57.3	(43.6-70.0)	42.1	(29.4-55.9)	0.6	(0.1-4.3)
<b>Voting History</b>							
Likely to vote in state or local elections	573	74.9	(70.2-79.1)	22.8	(18.8-27.4)	2.3	(1.2-4.3)
Unlikely to vote in state or local elections	125	62.8	(52.0-72.5)	35.9	(26.3-46.7)	1.3	(0.3-5.8)
<b>Smoker</b>							
Yes	146	37.2	(28.1-47.4)	61.7	(51.6-70.9)	1.1	(0.2-4.5)
No	552	83.3	(79.0-86.9)	14.3	(10.9-18.4)	2.4	(1.3-4.5)

\* Interpretation of CI(95%): We are 95% certain that the actual % for all adults of this type is somewhere between the lower and upper values in the indicated range.

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<b>Table 3. Since smoking has been prohibited in <u>restaurants</u> in North Carolina, will you be more likely to visit them, less likely to visit them, or the smoking ban won't affect how often you go to restaurants?</b>									
Respondent Demographics	Total Respondents	More		Less		No Change		Don't Know	
		Estimated %	CI(95%)*	Estimated %	CI(95%)*	Estimated %	CI(95%)*	Estimated %	CI(95%)*
Total	699	38.8	(34.4-43.4)	10.6	(8.0-14.0)	50.4	(45.8-55.0)	0.1	(0.0-0.9)
<b>Gender</b>									
Male	275	33.1	(26.7-40.1)	13.2	(9.0-19.1)	53.7	(46.6-60.7)	0.0	na
Female	423	44.2	(38.3-50.2)	8.2	(5.6-12.0)	47.3	(41.3-53.4)	0.3	(0.0-1.8)
<b>Race</b>									
White	542	36.7	(31.7-41.9)	9.5	(6.7-13.3)	53.8	(48.5-59.1)	0.0	na
Nonwhite	156	44.8	(35.9-54.0)	13.8	(8.5-21.6)	40.9	(32.3-50.1)	0.5	(0.1-3.5)
<b>Education</b>									
High School or Less	272	31.3	(25.0-38.3)	18.8	(13.6-25.3)	49.6	(42.6-56.7)	0.3	(0.0-2.1)
Some Post HS and Above	423	44.8	(38.8-50.9)	4.3	(2.6-7.1)	50.9	(44.8-57.0)	0.0	na
<b>Household Income</b>									
Less than \$50,000 per year	395	35.7	(29.8-42.1)	12.6	(9.0-17.3)	51.5	(45.2-57.8)	0.2	(0.0-1.7)
Greater than \$50,000 per year	234	46.1	(38.8-53.7)	6.5	(3.6-11.5)	47.4	(39.9-55.0)	0.0	na
<b>Registered Voter</b>									
Yes	622	42.0	(37.2-46.9)	8.3	(6.0-11.3)	49.6	(44.7-54.5)	0.2	(0.0-1.1)
No	77	19.2	(11.5-30.3)	25.3	(14.8-39.7)	55.6	(42.1-68.3)	0.0	na
<b>Voting History</b>									
Likely to vote in state or local elections	573	42.6	(37.6-47.8)	8.1	(5.8-11.2)	49.1	(44.0-54.2)	0.2	(0.0-1.2)
Unlikely to vote in state or local elections	126	26.1	(18.1-36.1)	19.0	(11.7-29.4)	54.9	(44.2-65.1)	0.0	na
<b>Smoker</b>									
Yes	146	2.0	(0.6-6.4)	34.9	(26.1-44.9)	63.1	(53.1-72.0)	0.0	na
No	553	50.6	(45.4-55.8)	2.8	(1.5-5.2)	46.4	(41.2-51.6)	0.2	(0.0-1.2)

\* Interpretation of CI(95%): We are 95% certain that the actual % for all adults of this type is somewhere between the lower and upper values in the indicated range.

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**Table 4. Since smoking has been prohibited in bars in North Carolina, will you be more likely to visit them, less likely to visit them, or the smoking ban won't affect how often you go to restaurants?**

Respondent Demographics	Total Respondents	More		Less		No Change		Don't Know	
		Estimated %	CI(95%)*	Estimated %	CI(95%)*	Estimated %	CI(95%)*	Estimated %	CI(95%)*
Total	695	16.7	(13.5-20.5)	12.5	(9.5-16.2)	70.6	(66.1-74.7)	0.2	(0.0-1.1)
Gender									
Male	273	14.8	(10.7-20.1)	16.4	(11.4-23.0)	68.4	(61.4-74.6)	0.5	(0.1-2.2)
Female	421	18.6	(14.0-24.2)	8.8	(5.9-12.9)	72.6	(66.6-77.9)	0.0	na
Race									
White	539	14.3	(10.9-18.4)	11.9	(8.5-16.3)	73.6	(68.4-78.2)	0.3	(0.1-1.5)
Nonwhite	155	23.6	(16.6-32.4)	14.2	(8.8-22.0)	62.2	(52.9-70.7)	0.0	na
Education									
High School or Less	271	13.9	(9.5-20.0)	16.3	(11.7-22.4)	69.4	(62.3-75.6)	0.4	(0.1-2.7)
Some Post HS and Above	420	19.2	(14.9-24.4)	9.6	(6.1-14.7)	71.1	(65.1-76.5)	0.1	(0.0-0.7)
Household Income									
Less than \$50,000 per year	391	17.1	(12.5-22.9)	14.3	(10.1-20.0)	68.2	(61.6-74.1)	0.4	(0.1-2.0)
Greater than \$50,000 per year	234	20.8	(15.7-27.2)	11.4	(7.1-17.7)	67.8	(60.5-74.3)	0.0	na
Registered Voter									
Yes	618	18.4	(14.8-22.6)	10.7	(7.7-14.6)	70.7	(65.9-75.1)	0.2	(0.0-1.4)
No	77	6.6	(2.7-15.4)	23.4	(14.0-36.4)	69.6	(56.4-80.2)	0.4	(0.1-2.7)
Voting History									
Likely to vote in state or local elections	568	18.0	(14.3-22.3)	10.4	(7.4-14.5)	71.4	(66.3-76.0)	0.2	(0.0-1.6)
Unlikely to vote in state or local elections	127	12.7	(7.2-21.3)	19.2	(12.3-28.6)	67.9	(57.5-76.8)	0.2	(0.0-1.6)
Smoker									
Yes	145	2.2	(0.7-6.8)	38.6	(29.1-49.0)	59.2	(48.9-68.9)	0.0	na
No	550	21.4	(17.4-26.1)	4.1	(2.6-6.4)	74.2	(69.4-78.5)	0.3	(0.1-1.4)

\* Interpretation of CI(95%): We are 95% certain that the actual % for all adults of this type is somewhere between the lower and upper values in the indicated range.