



WISCONSIN STATEWIDE

Key findings from a statewide survey of 500 likely voters in Wisconsin, including 100 cell phone calls, conducted June 15-16, 2011.



June 2011

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Methodology

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Public Opinion Strategies recently completed a statewide survey of N=500 likely voters in Wisconsin, including 100 cell phone calls. The survey was conducted June 15-16, 2011 and has a margin of error of $\pm 4.38\%$.

The background of the image is a close-up, slightly blurred view of the American flag. The stars are visible in the upper left corner, and the red and white stripes are prominent in the lower and middle sections. The flag appears to be waving or moving, creating a sense of motion.

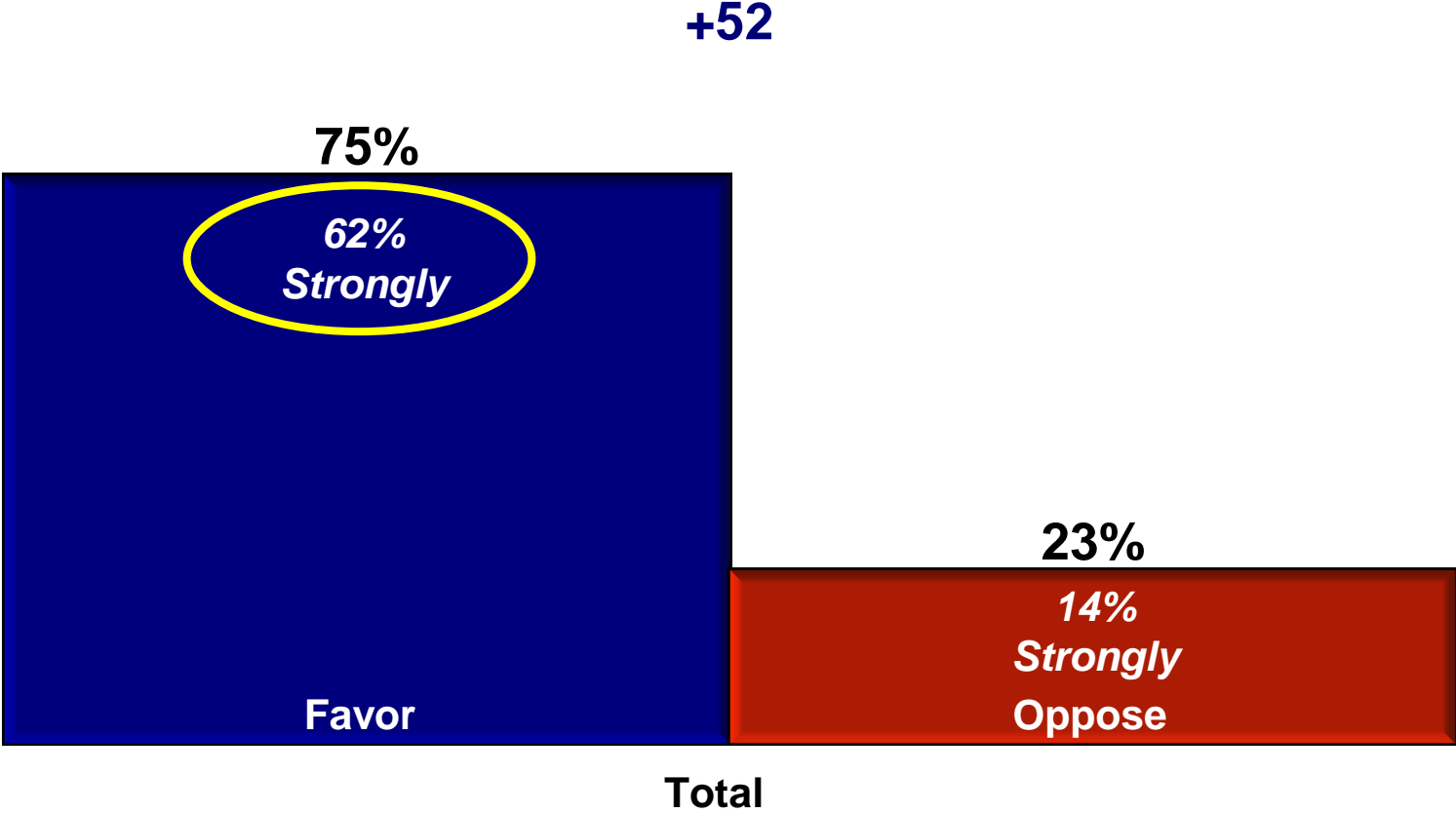
Key Points

KEY POINTS

- 1.** One year after going into effect, Wisconsin residents express their satisfaction with the state's smoke-free law. Three-quarters (75%) of respondents favor it with wide support crossing every major sub-group.
- 2.** Overwhelmingly, respondents believe the current smoke-free law is working well and should be kept in place.
- 3.** Wisconsin residents report the smoke-free law has made going out to restaurants and bars a “*more enjoyable experience*” (67%). Nine-in-ten (91%) residents say the smoking ban has made them either “*more likely*” to go out to restaurants and bars (45%) or it has not impacted their decision on going out (46%). By comparison, just 9% who indicate the law has made them “less likely” to go out.

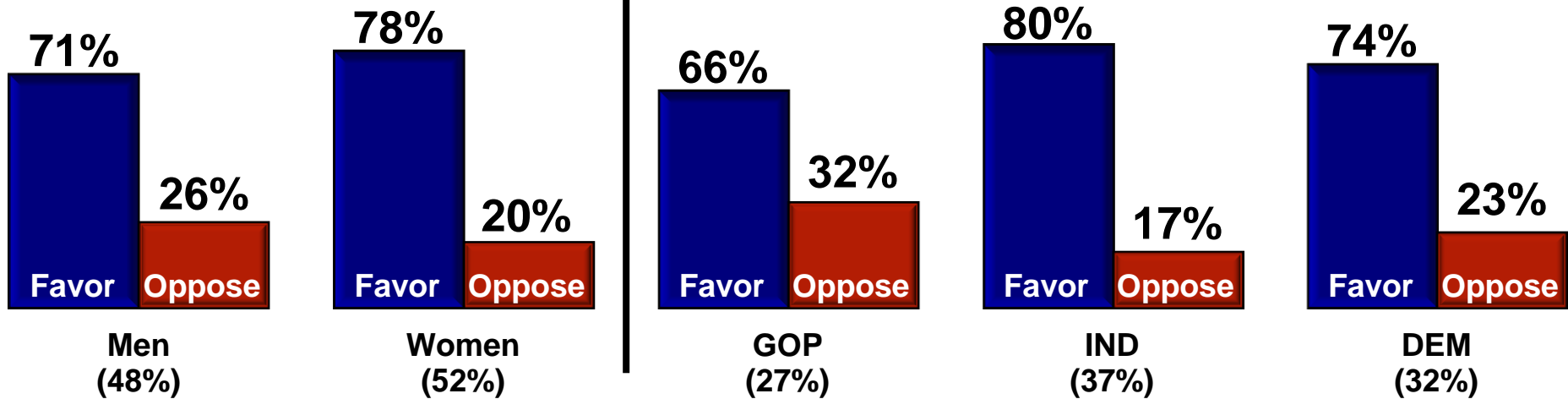
Wisconsinites overwhelmingly approve of the state's smoke-free law.

As you may know, in July 2010, a law went into effect prohibiting smoking in most indoor public places, including workplaces, public buildings, offices, restaurants and bars. Would you say that you favor or oppose this law?

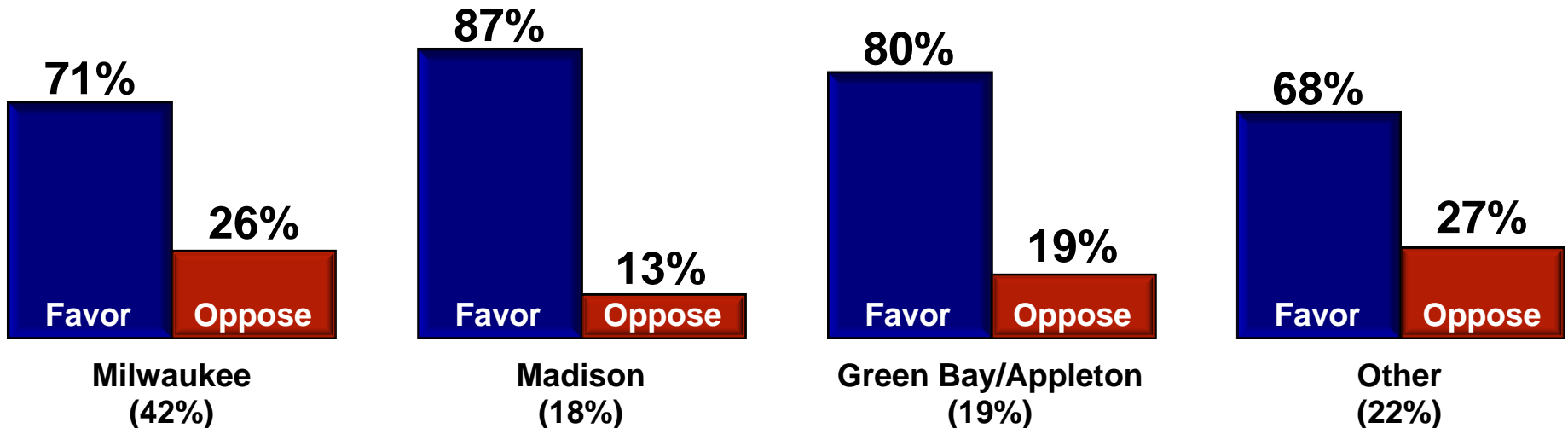


Wide support cuts across every major sub-group in the poll.

By Gender and By Party

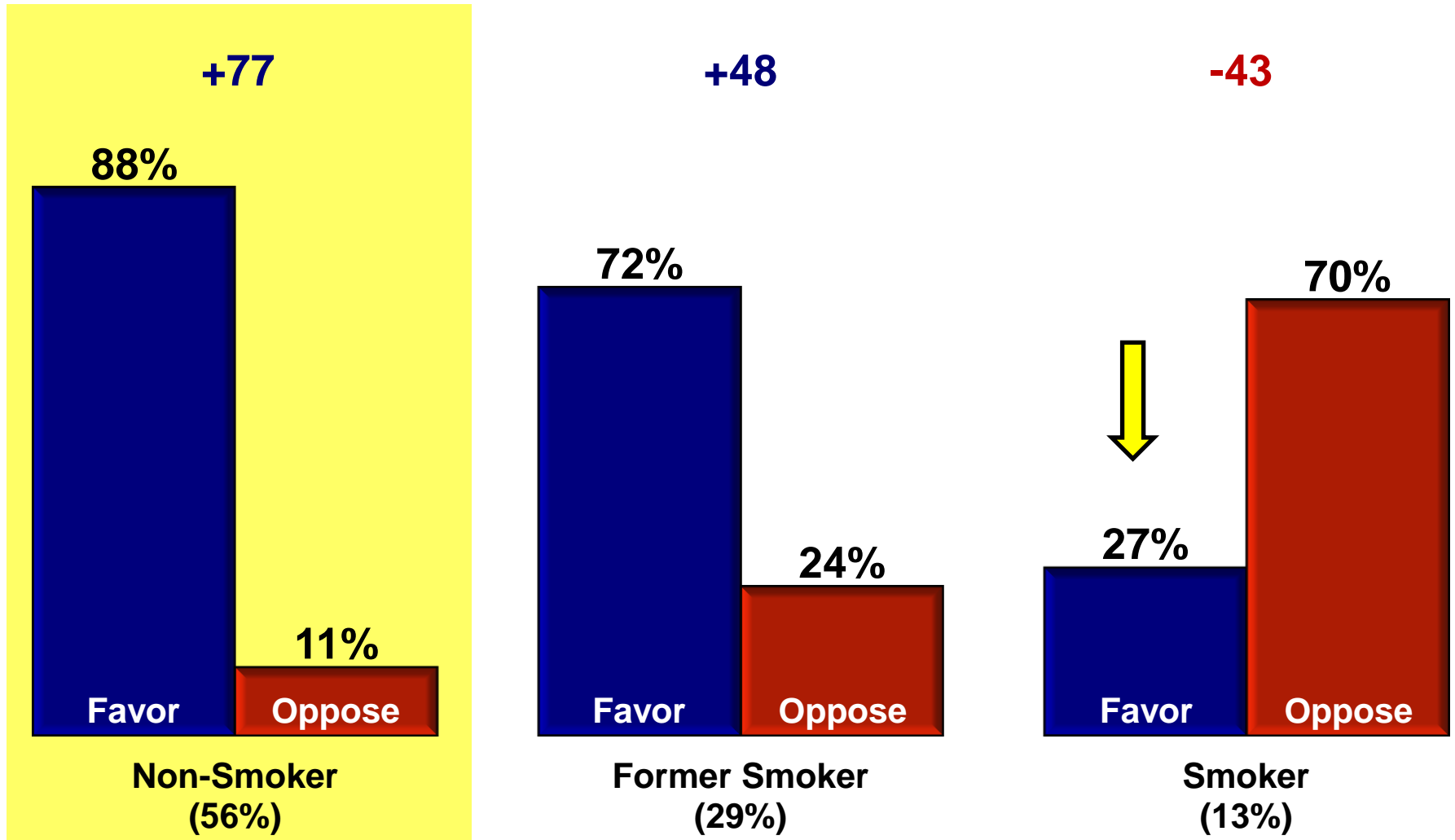


By Region



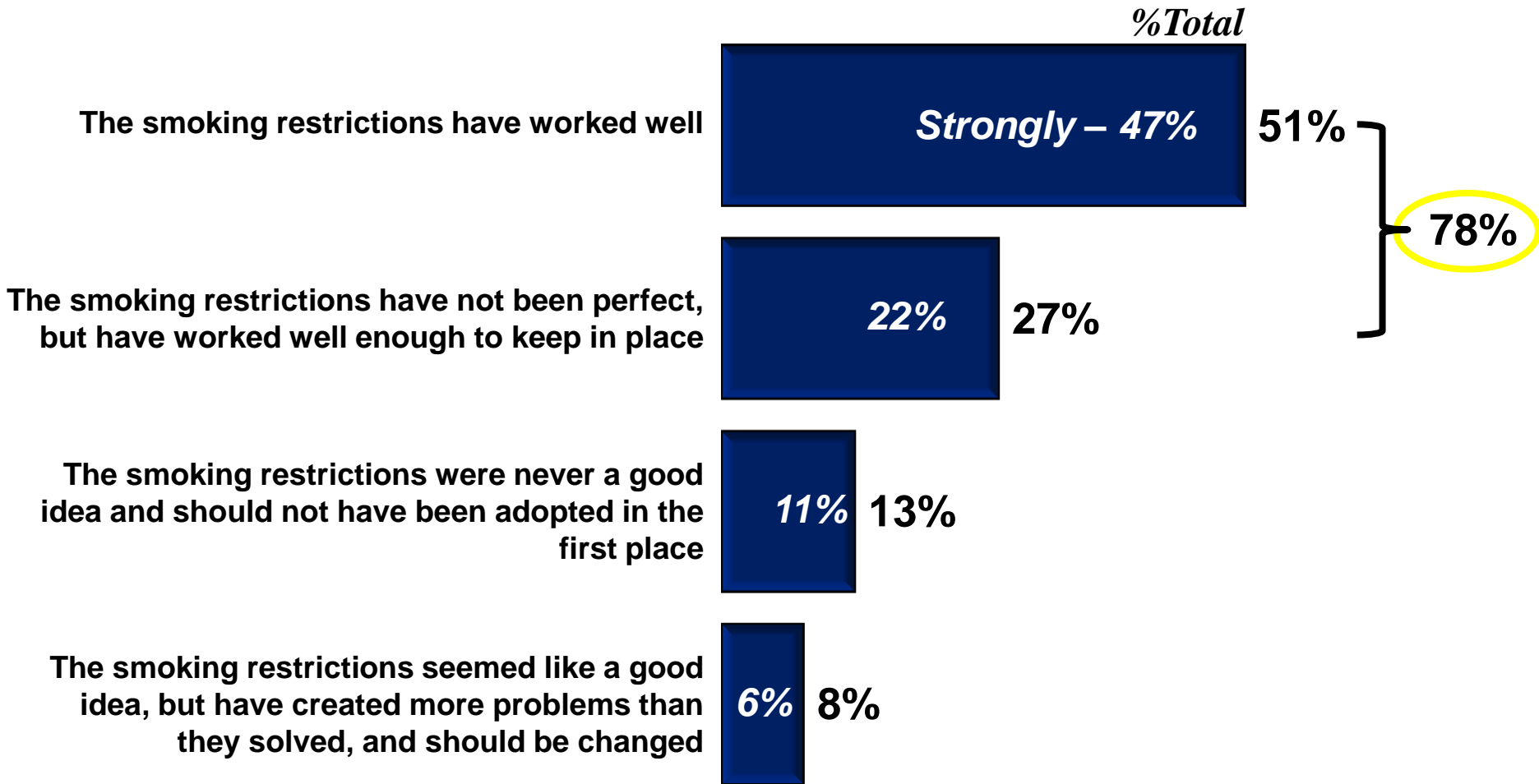
The law is popular with non-smokers and more than a quarter of smokers approve of the law.

By Smoking Habits



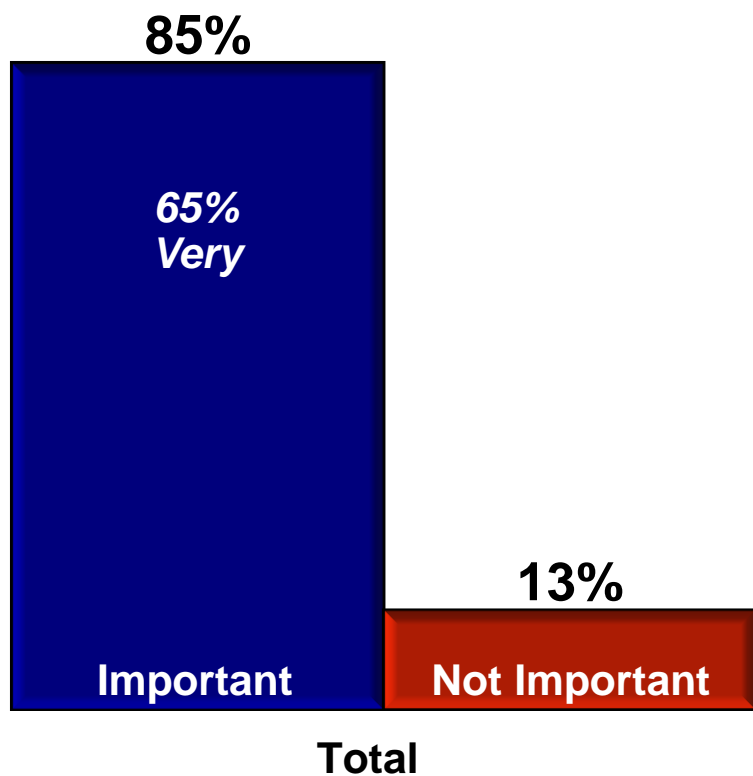
Nearly eight in ten residents says the current law should stay intact.

Which of the following statements about the smoking restrictions that went into effect in July 2010 comes closest to your point of view:

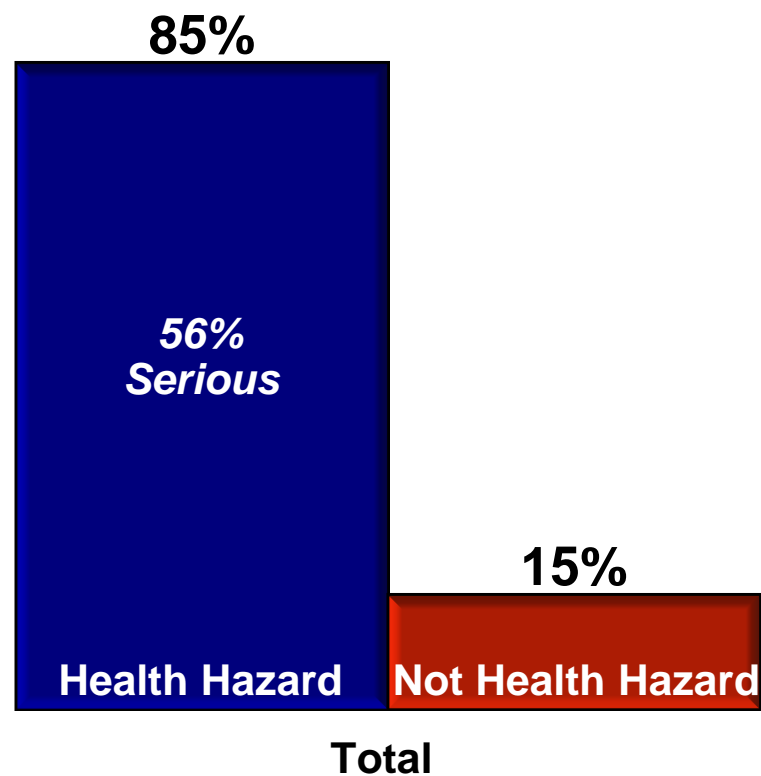


That's not surprising. Secondhand smoke is seen as a serious health problem and voters say it is important to have smoke-free bars and restaurants.

How important is it to you to have a smoke-free environment inside workplaces, including restaurants and bars?



In general, do you feel that exposure to secondhand tobacco smoke is a... Serious health hazard, moderate health hazard, minor health hazard, not a health hazard at all?



Weakening the state's SmokeFree law could have political repercussions.

Now, if a state legislator voted to weaken the state's current Smoke-Free law, would that make you **MORE LIKELY** or **LESS LIKELY** to vote for that legislator for re-election?

23%

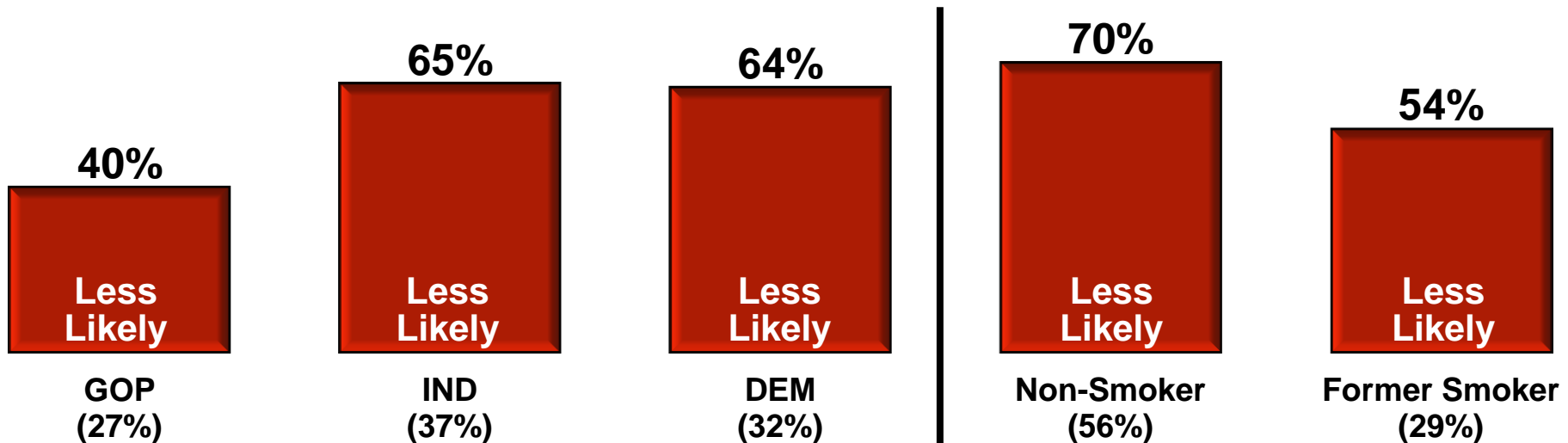
More Likely

...or...

58%

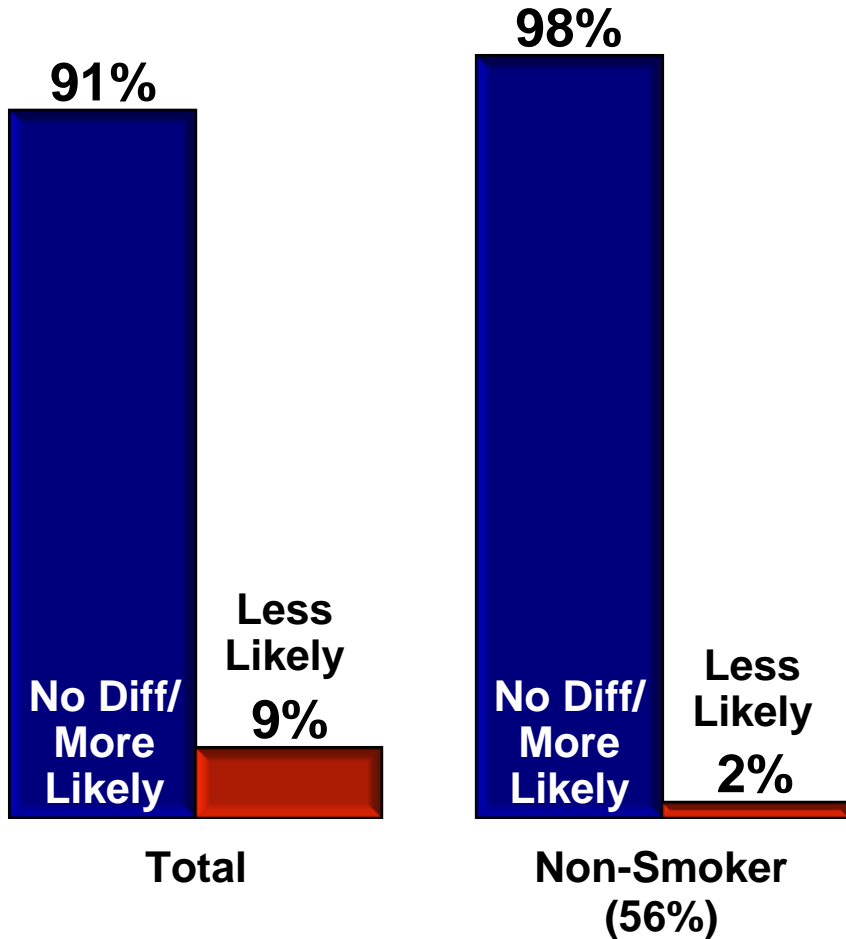
Less Likely

% Less Likely By Party & Smoking Habits

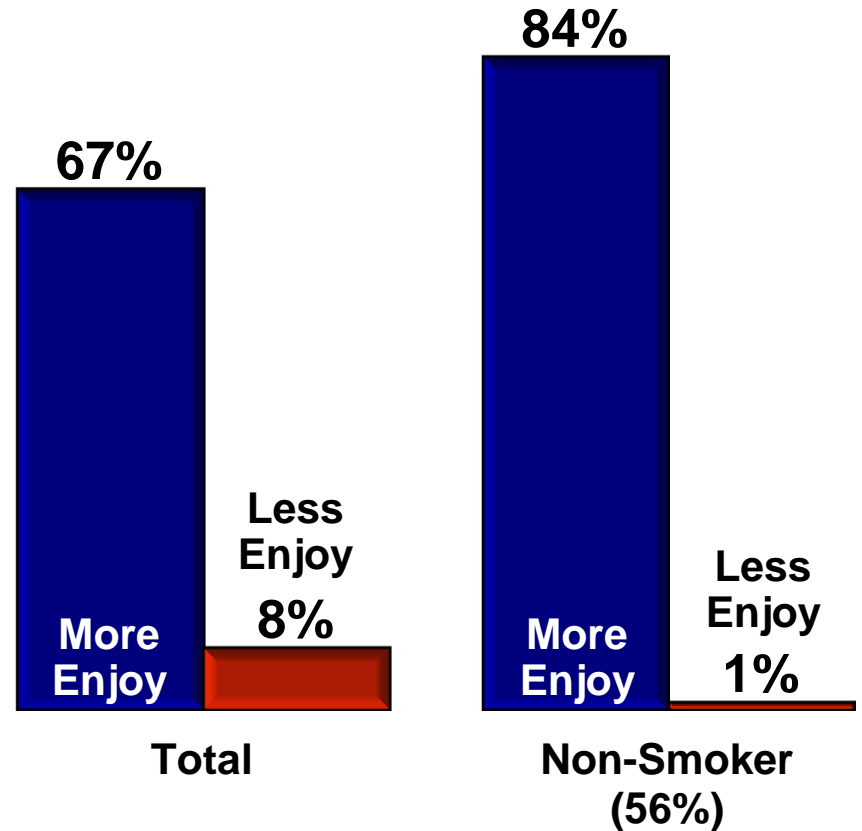


The SmokeFree law has made dining out more enjoyable and more than four-in-ten are more likely to go out.

As a result of restaurants and bars becoming smoke-free, would you say that you are more likely to go out to restaurants and bars, less likely to go out, or has it made no difference?



Since smoking has been prohibited in restaurants and bars would you say that going out has become a more enjoyable experience, a less enjoyable experience, or has it made no difference to you?



By a wide margin, voters say it is more important to protect the rights of customers and workers to breathe clean air. Even a plurality of smokers agree.

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

78%

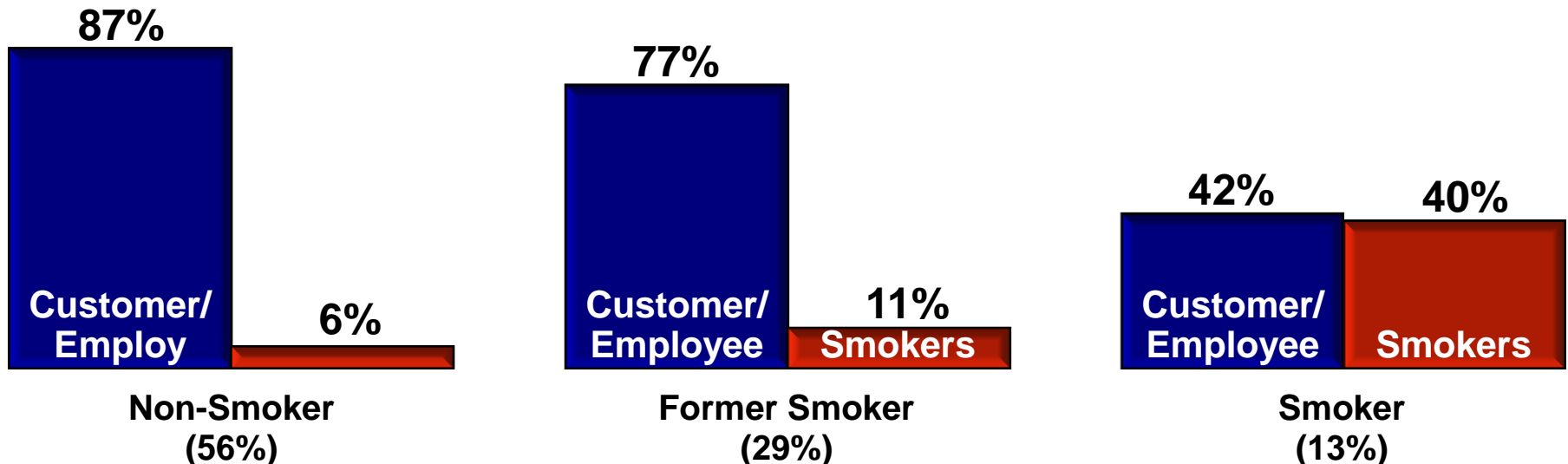
The rights of customers and employees to breathe clean air in restaurants, bars and other indoor public places

...or...

12%

The rights of smokers to smoke inside restaurants, bars and other indoor public places

By Smoking Habits



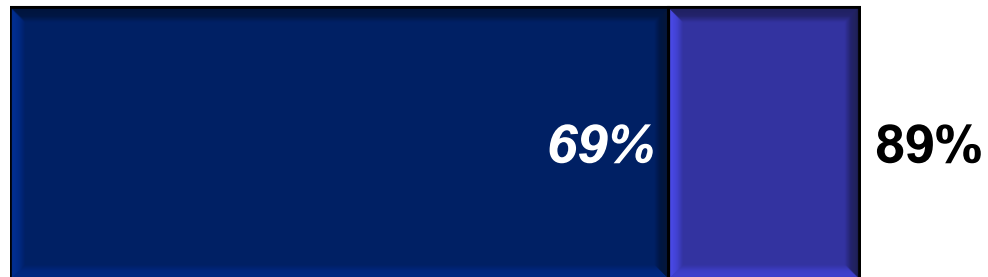
There is near consensus on the benefits of the smoke-free law.

Now I'm going to read a series of statements. After I read each one, please tell me whether you personally agree or disagree with that statement.

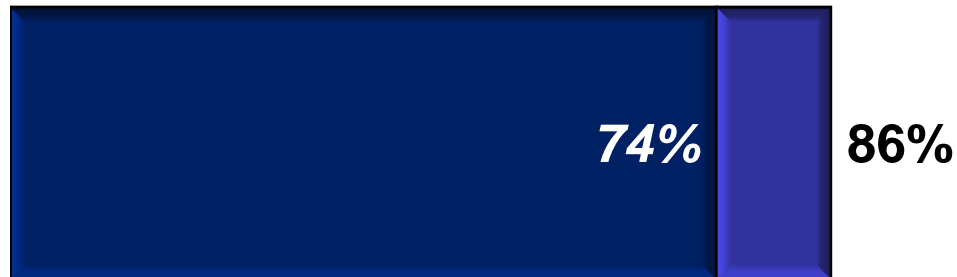
% Strongly Agree

% Total Agree

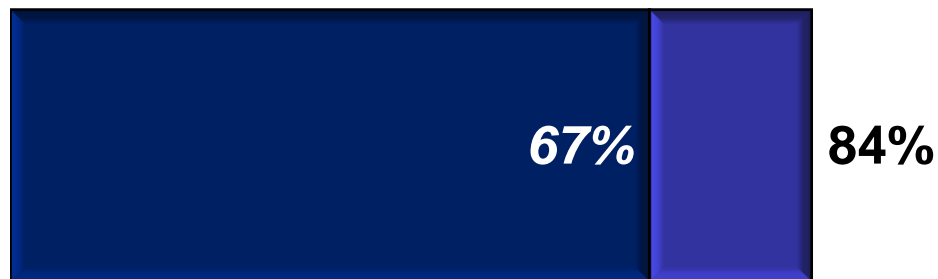
Restaurants and bars are healthier for customers and employees now that they are smoke-free.



It has been really nice to go out and enjoy restaurants and bars without smelling like cigarette smoke when you get home.



All workers should be protected from exposure to secondhand smoke in the workplace.



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

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