

MAKE IT HAPPEN!

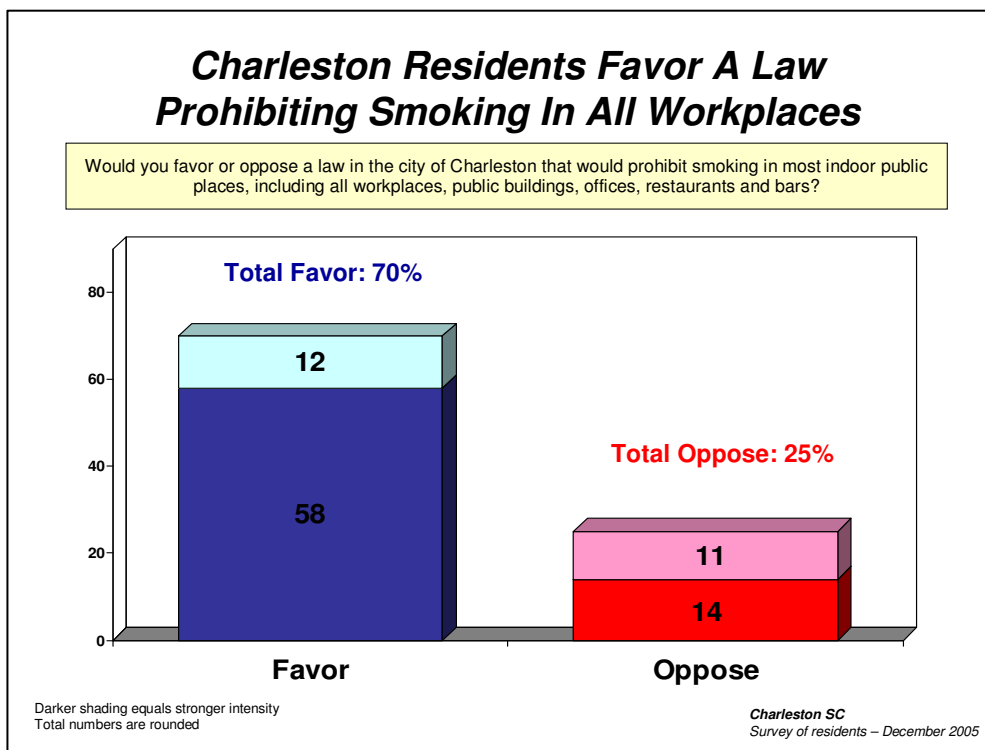
Smoke Free Lowcountry

City of Charleston Survey Results December 2005

This memo summarizes the results from a recently completed survey of Charleston residents. The University of South Carolina's Institute for Public Service and Policy Research conducted 618 telephone interviews among a random sample of residents of the City of Charleston (age 18 or older). Data were collected between November 10 and December 14, 2005. The margin of error for the sample as a whole is plus or minus 3.9 percentage points at the 95% level of confidence. For sub-groups of the population, the margin of error is higher. All total numbers are rounded.

Results of the December 2005 survey indicate that there is strong support for a law prohibiting smoking inside all workplaces in the city of Charleston, including offices, restaurants and bars. Overwhelming majorities are concerned about the health effects of secondhand smoke, believe all of Charleston's workers should be protected from it, and would find restaurants and bars healthier and more enjoyable if they were smoke free.

Support For a Smoke Free Workplace Law



By nearly a three-to-one margin (70 percent to 25 percent), Charleston residents would support a city law prohibiting smoking inside all workplaces, including restaurants and bars. This support comes from a broad-based coalition of residents, including large majorities of men and women, young and old, and residents of all education and income levels.

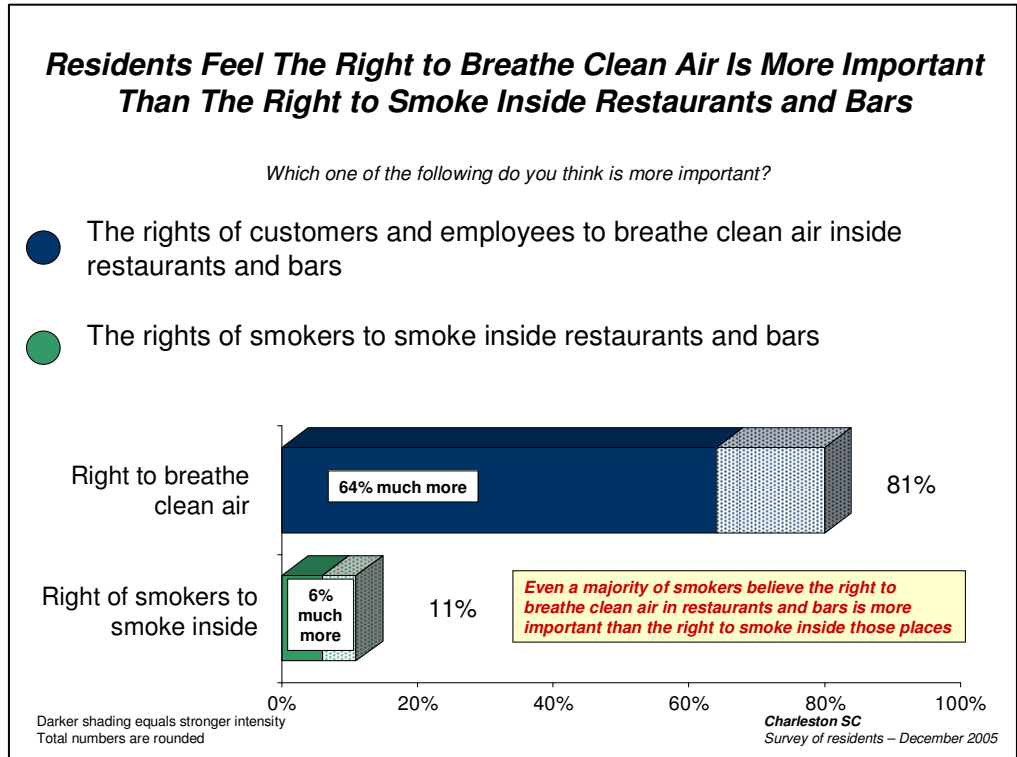
Additionally, a 72 percent majority of residents favor giving local

South Carolina communities the option of passing their own laws to restrict smoking in public places, even if those laws may be stronger than the state law.

Residents Recognize the Benefits of Smoke-Free Public Places and Workplaces

Eight out of ten Charleston residents believe that exposure to secondhand smoke is a serious (61 percent) or moderate (23 percent) health hazard. Eighty-seven (87) percent of residents agree that all Charleston workers should be protected from exposure to secondhand smoke in the workplace.

These concerns translate to the very strong belief among residents (by a margin of 81 percent to 11 percent) that the right of customers and employees to breathe clean air in restaurants and bars is more important than the right of smokers to smoke in these places. Even a majority of smokers believe the right of people to breathe clean air in restaurants and bars is more important than their right to smoke in those places.



Patrons of restaurants and bars in Charleston indicated that these establishments would be healthier and more enjoyable if they were smoke free. More than eight out of ten Charleston residents (85 percent) believe that these places would be healthier, and 87 percent want to be able to enjoy restaurants and bars in the city without smelling like smoke at the end of the evening.

The poll also found that Charleston residents are more likely to visit restaurants and bars if the smoke free law is enacted. Nearly 90 percent of those surveyed would go out to restaurants and bars either about the same or more often than they do now if Charleston passes a smoke free ordinance. (63 percent would go out about the same, and 24 percent would go out more often).

Impact on Candidate Support

Finally, 44 percent of Charleston residents indicate they would be more likely to vote for a candidate who supported a smoke free workplace law while 40 percent a candidate’s position would not impact their vote. Just 13 percent said they would be less likely to vote for a candidate who supported a smoke free law.