



**PUBLIC OPINION
STRATEGIES**

MEMORANDUM

TO: INTERESTED PARTIES

FROM: GLEN BOLGER

RE: KANSAS STATEWIDE SURVEY KEY FINDINGS

DATE: JANUARY 24, 2011

Methodology

Public Opinion Strategies is pleased to present the key findings from a survey of 500 likely voters in Kansas. The survey was conducted January 11-12, 2011 and has a margin of error of +4.38% in 95 out of 100 cases.

Key Findings

1. Voters strongly favor the state's recently passed smoke-free law.

Voters overwhelmingly favor the new smoke-free law. Fully 77% of voters say they favor the law with well over half (62%) saying they strongly favor it. Just 21% oppose the law.

Support is strong across party lines and in each of the state's major media markets. Even a majority of smokers support the law.

	Total Favor	Total Oppose
Republicans (46%)	77%	21%
Independents (20%)	69%	30%
Democrats (29%)	85%	13%
Kansas City DMA (37%)	81%	18%
Topeka DMA (16%)	80%	17%
Wichita DMA (40%)	75%	22%
Smokers (18%)	54%	44%
Non-Smokers (81%)	82%	16%

2. *Support for the law is driven by voters' belief in the importance of smoke-free workplaces and the dangers of secondhand smoke.*

Fully 85% of voters say that having a smoke-free environment inside workplaces, including restaurants and bars, is important. Two-thirds (67%) say it is very important and just 14% say it is not important.

A similar number (84%) of voters view exposure to secondhand smoke as a health hazard. A significant majority (60%) say it is a serious health hazard, and just 15% say it is not a health hazard.

In both cases, even a large percentage of smokers agree that a smoke-free work environment is important (69% important/30% not important) and that secondhand smoke is a health hazard (73% health hazard/25% not health hazard).

3. *Voters say going to bars and restaurants is more enjoyable since the smoke-free law was passed.*

A significant majority (60%) of voters say that going to bars and restaurants is more enjoyable since the law passed and half (50%) say it is much more enjoyable. Only 5% say going out is less enjoyable, and 34% say it has made no difference to them.

4. *There is no support for repealing the smoke-free law.*

When asked if they would be more or less likely to support a candidate who wanted to repeal the smoke-free law, only 19% said they would be more likely to support the candidate, while 59% said they would be less likely. A majority of Republicans (17% more likely/61% less likely) and Democrats (19% more likely/67% less likely) would be less likely to support a candidate who backs repeal of the smoke-free law.

The Bottom Line

Kansas voters strongly support the state's smoke-free law. Voters appreciate that the law creates smoke-free workplaces and like that it protects them from exposure to secondhand smoke. As a result, voters say it is now more enjoyable to go to bars and restaurants than it was before the law was passed. From a political standpoint, there is nothing to be gained (and plenty to be lost) from supporting the repeal of a law that voters overwhelmingly support.