

What Kentuckians Think about Smoke-Free Policies



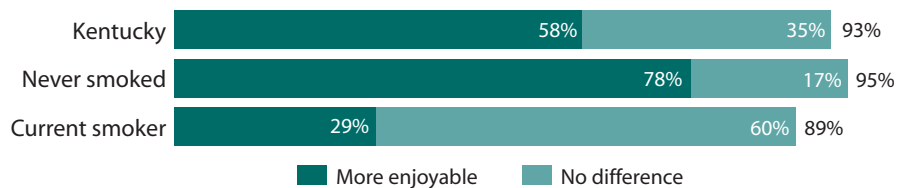
Results From The Health Foundation of Greater Cincinnati and the Foundation for a Healthy Kentucky

While 18% of U.S. adults are current smokers,¹ the Kentucky Health Issues Poll found that 35% of Kentucky adults are current smokers.² Kentucky has one of the highest smoking rates in the country.

Smoking is costly, not only to the health of those exposed to cigarette smoke, but also to the community. In 2004, the Centers for Disease Control and Prevention (CDC) estimated that the total economic cost was \$5.07 for each pack of cigarettes sold in Kentucky. This includes direct medical costs of \$2.09 per pack and lost productivity costs of \$2.98 per pack.³

Because of the significant health risks of smoking, the Kentucky legislature is considering a law, the Smokefree Kentucky Act, which will prohibit smoking in all public places and places of employment. While Kentucky adults are split on a statewide smoke-free law, the majority supports smoke-

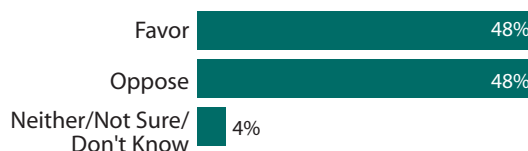
Do you think eating in a smoke-free restaurant makes your experience more enjoyable, less enjoyable, or that it doesn't make much difference? (Graph presents only the percentage of respondents who indicated it make their experience more enjoyable or made no difference.)



Do you favor or oppose schools adopting smoke-free campus policies in your community? (Graph presents only the percentage of respondents who indicated they favored this.)



Do you favor or oppose a statewide, smoke-free law in Kentucky?



free schools and says smoke-free restaurants are more enjoyable.

Majority Says Smoke-Free Restaurants Are More Enjoyable; Smokers Say it Doesn't Make Much Difference

Almost 6 out of 10 Kentucky adults (58%) reported that eating in a smoke-free restaurant is more enjoyable. The majority of Kentuckians in all demographic groups tracked by the Poll reported

that smoke-free policies made their restaurant experience more enjoyable.

Almost 8 out of 10 Kentucky adults who have never smoked (78%) said that smoke-free restaurants are more enjoyable, compared to only 3 out of 10 Kentucky adults who are current smokers (29%).

While only 1 out of 10 current smokers (11%) said that smoke-

(continued on back)

¹ National data are from the 2009 Behavioral Risk Factor Surveillance System (BRFSS), available at www.cdc.gov/brfss/.

² The BRFSS estimate of adult smokers in Kentucky in 2009 was 26%, lower than what the Kentucky Health Issues Poll found.

³ Centers for Disease Control and Prevention. *Sustaining State Programs for Tobacco Control: Data Highlights 2006*, available at: http://www.cdc.gov/tobacco/data_statistics/state_data/data_highlights/2006/.

free restaurants are less enjoyable, the majority of smokers (60%) said that smoke-free restaurants do not make a difference in how much they enjoy their experience.

Strong Support for Smoke-Free Schools

Over 8 out of 10 of all Kentucky adults (86%) favored schools adopting smoke-free campus policies.⁴ These policies prohibit the use of tobacco by students, staff, parents, or guests while on school property or at school-sponsored events.

Large majorities of Kentucky adults in all groups tracked by the *Poll* favored schools adopting smoke-free campus policies, including 3 out of 4 Kentucky adults who smoke.

Kentuckians Split on Statewide Smoke-Free Law in Kentucky

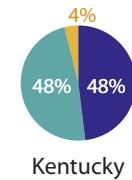
Kentucky adults are split on a statewide smoke-free law, with 48% favoring it and 48% opposing it.⁵ As education level and income increase, so does support for a law.

About 7 out of 10 adults who have never smoked (69%) supported a law, compared to less than 2 out of 10 current smokers (17%). There was some geographical variation, with a majority of adults in the Louisville (58%) and Lexington (50%) areas supporting a smoke-free law. Less than half of adults in Eastern Kentucky (46%), Western Kentucky (45%), and Northern Kentucky (40%) supported a smoke-free law.

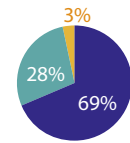
⁴ Before respondents were asked if they favored that schools adopt smoke-free campus policies, they were told: "Research indicates that the younger a person is when they first try tobacco, the more susceptible they are to becoming addicted. To help keep kids from smoking, some school systems are adopting smoke-free campus policies that would prohibit the use of tobacco by students, staff, parents or guests while they are on school grounds or at school-sponsored activities, such as field trips and sporting events."

⁵ The remaining 4% responded that they didn't have an opinion or weren't sure or didn't know whether they favored or opposed a smoke-free law.

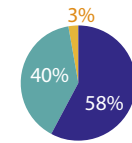
Do you favor or oppose a statewide, smoke-free law in Kentucky? (Percentages may not add to 100 due to rounding.)



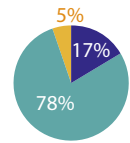
Smoking Status



Never smoked

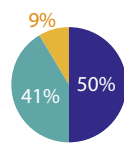


Previous smoker

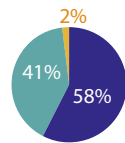


Current smoker

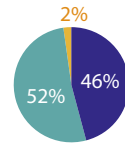
Geographical Region



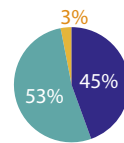
Lexington Area



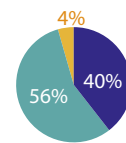
Louisville Area



Eastern Kentucky



Western Kentucky



Northern Kentucky

■ Favor
 ■ Oppose
 ■ Neither/Don't Know Not Sure

