



## Grant County Voters and Businesses **STRONGLY SUPPORT** Smoke-Free Public Places

### GRANT COUNTY VOTERS WANT SMOKE-FREE WORKPLACES

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- **Six in 10 Grant County voters favor smoke-free environments**, according to an August 2014 survey.
- Nearly **two in three Grant County voters believe smoking should NEVER be allowed in workplaces**.
- Voters who consider themselves **liberal or conservative showed no difference in their support of smoke-free laws**.

### EVERYONE HAS A RIGHT TO WORK IN A HEALTHY, SMOKE-FREE ENVIRONMENT

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- Nine in ten Northern Kentucky residents say that **secondhand smoke harms their health**.
- Secondhand smoke is the leading contributor of harmful chemicals employees breathe at work. Exposure to secondhand smoke **increases the risk of developing lung cancer by 20 to 30 percent**.
- Non-smoking venues in Grant County have significantly better air quality than smoking venues. Eliminating secondhand smoke can improve indoor air quality and reduce rates of lung cancer and heart disease, both of which are high in Kentucky.
- **More than half of Northern Kentucky employers said they want to strengthen the tobacco policy at their workplace**. While customers can choose the places they patronize, employees often cannot. Due to factors such as compensation or flexible scheduling, finding a new job in a smoke-free environment is often not an option.

### SMOKE-FREE IS GOOD FOR BUSINESS

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- Smoke-free environments can **boost Kentucky businesses' bottom lines** by reducing maintenance expenses, insurance premiums, labor costs and absenteeism, and increasing employee productivity.
- Economic experts believe **smoke-free laws could help Northern Kentucky become an economic hotspot**. One in four Grant County residents would go to restaurants more often if they were smoke-free.

# Grant County Voters and Businesses **SUPPORT** Smoke-Free Places

## Grant County voters overwhelmingly believe secondhand smoke is very harmful to their health.

Nearly nine in 10 voters say secondhand smoke is very or somewhat harmful to one's health.

There's strong evidence that voters' concerns about secondhand smoke are warranted. **Air quality in smoke-free buildings in Grant County is much healthier than those that are not smoke-free.** A 2014 study of 100 percent smoke-free hospitality locations found air quality was better than EPA outdoor air standards, and significantly better than buildings that weren't smoke-free.

It follows that almost **two thirds of Grant County residents say that smoking indoors should never be allowed at workplaces or restaurants.**

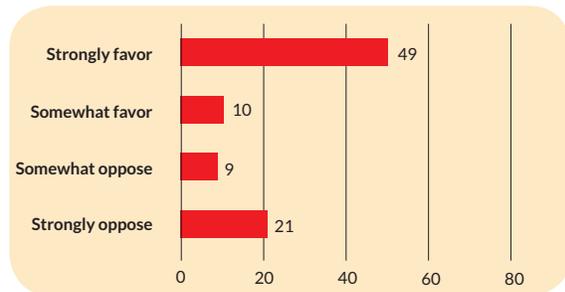
**At workplaces, do you think smoking indoors should be...?**



## Voters in Kentucky strongly favor smoke-free workplaces and public spaces.

Nearly six in 10 Grant County voters and the majority of businesses polled favor smoke-free legislation.

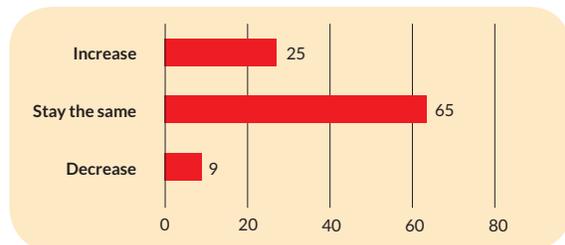
**How strongly would you favor or oppose the same kind of smoke-free law in Kentucky as there is in other states?**



## Grant County voters are voting with their wallets.

In fact, if there was a smoke-free law, one in four Grant County residents say they would go to restaurants more often.

**If all restaurants in Kentucky were smoke-free, would your frequency of going there...?**



## Grant County residents and businesses believe smoke-free workplaces are good for Grant County.

- There is strong support for a smoke-free law.
- The vast majority of residents and businesses want such a law.
- A smoke-free law will be good for Grant County and Northern Kentucky businesses and public spaces.

For more information, visit [www.nkyhealth.org/smokefree.aspx](http://www.nkyhealth.org/smokefree.aspx) and [www.smokefreekentucky.com](http://www.smokefreekentucky.com).

### Local Data Referenced

- John Fox Marketing, Northern Kentucky Health Department. "Public Opinion Poll on Secondhand Smoke In Boone, Campbell, Grant, and Kenton Counties." November 2014.
- Pyles, M.K. & Hahn, E.J. "Economic effects of Ohio's smoke-free law on Kentucky and Ohio border counties." Tobacco Control, 20, 73-76. 2010.
- Johns Hopkins School of Public Health, Northern Kentucky Health Department. "Clearing the air: measuring secondhand smoke in Kentucky." 2014.
- Northern Kentucky Health Department. "Tobacco-Free NKY Worksite Survey." September 2014.

All data except for air quality data is from the Public Opinion Poll on Secondhand Smoke In Boone, Campbell, Grant, and Kenton Counties. The study included 800 completed telephone interviews (200 per county) conducted July 21 through August 12, 2014, among a random sample of households from lists of registered voters in each of four Kentucky counties (Boone, Campbell, Grant, Kenton). The total sample error range is plus or minus 3.5% at the 95% confidence level (the standard level of the research industry). The county sample (n=200) error range is plus or minus 6.9%. Air quality data is from a 2014 study by the Johns Hopkins School of Public Health.