



Boone County Voters and Businesses STRONGLY SUPPORT Smoke-Free Public Places

BOONE COUNTY VOTERS WANT SMOKE-FREE WORKPLACES

- **Seven in 10 Boone County voters favor smoke-free environments**, according to an August 2014 survey.
- Three in four 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**.

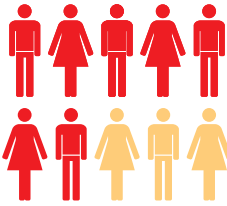
SMOKE-FREE IS GOOD FOR BUSINESS

- 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 three Northern Kentucky residents would go to Kentucky restaurants more often if they were smoke-free.
- A 2009 economic impact study of Ohio's smoke-free law showed **no economic benefit for bordering Kentucky counties to allow smoking**.

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

- 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 Boone 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.

Boone County Voters and Businesses **SUPPORT** Smoke-Free Places



Voters in Kentucky strongly favor smoke-free work places and public spaces.

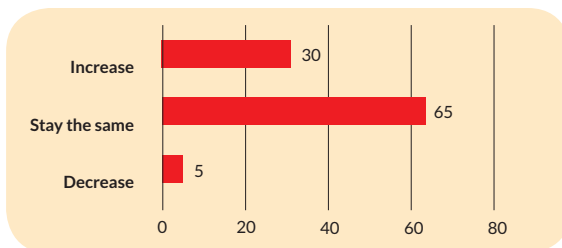
Seven in 10 Boone County voters and the majority of businesses polled favor smoke-free legislation.

Boone County voters are voting with their wallets.

In fact, one in four Boone County voters go to Ohio at least some of the time for smoke-free restaurants and bars because they prefer smoke-free environments.

On the other hand, if there was a smoke-free law, nearly one in three Boone County residents say they would go to Kentucky restaurants more often.

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

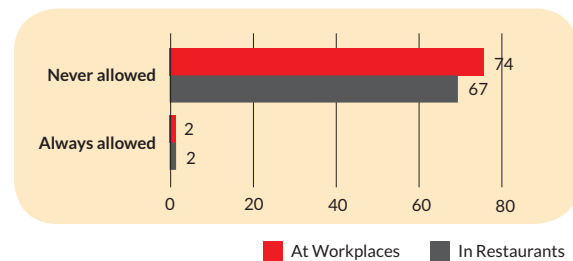


Boone County voters overwhelmingly believe secondhand smoke is harmful to their health.

95% of voters say that secondhand smoke is very or somewhat harmful to one's health.

It follows that three in four Boone County residents say that smoking indoors should never be allowed at workplaces.

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



There's strong evidence that voters' concerns about secondhand smoke are warranted. Air quality in smoke-free buildings in Boone County is much healthier than those that are not smoke-free.

A 2014 study of 100 percent smoke-free Boone County hospitality locations found air quality was better than EPA outdoor air standards, and significantly better than buildings that weren't smoke-free.

Boone County residents and businesses believe smoke-free workplaces are good for Boone 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 Boone County and Northern Kentucky businesses and public spaces.

For more information, visit www.nkyhealth.org/smokefree.aspx and 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, 73-7. 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 Worksites 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%.