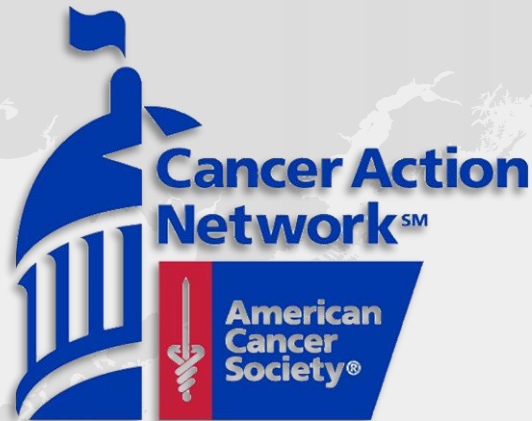


Alaskan Opinions Regarding Statewide Smoke-Free Workplace Law

survey conducted for:



by:



Methodology

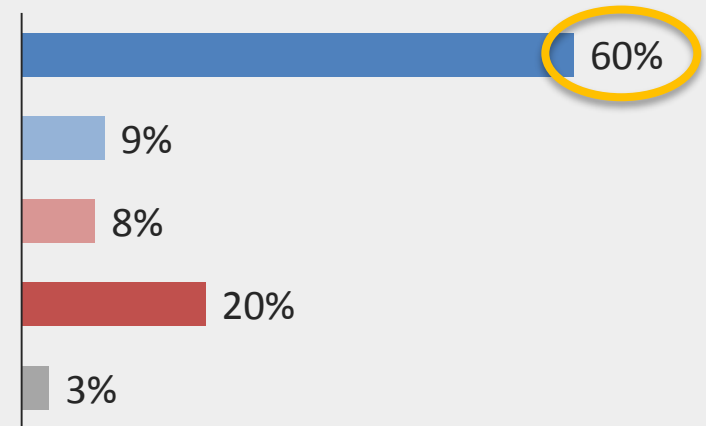
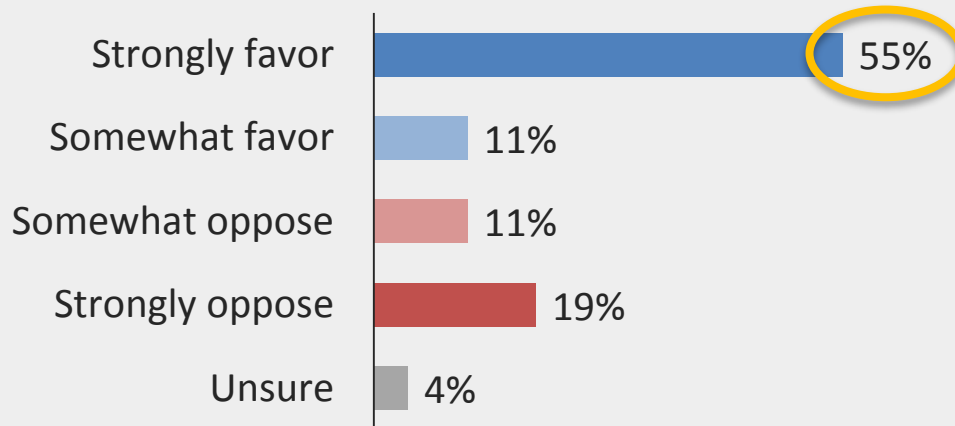
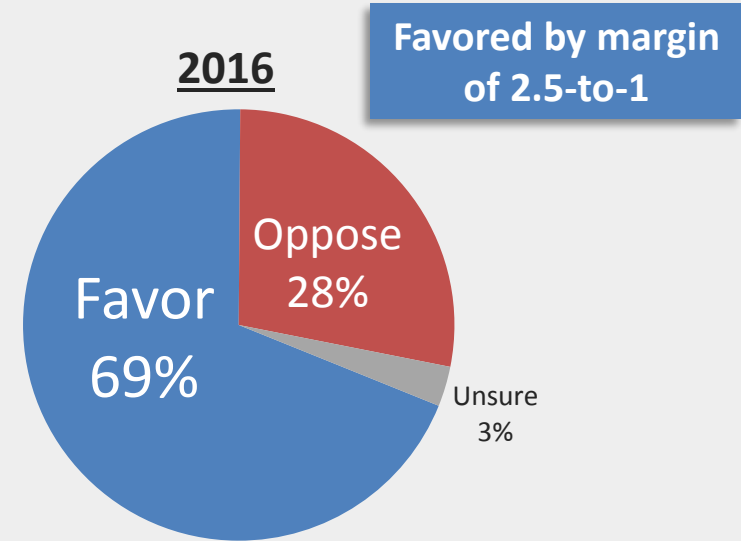
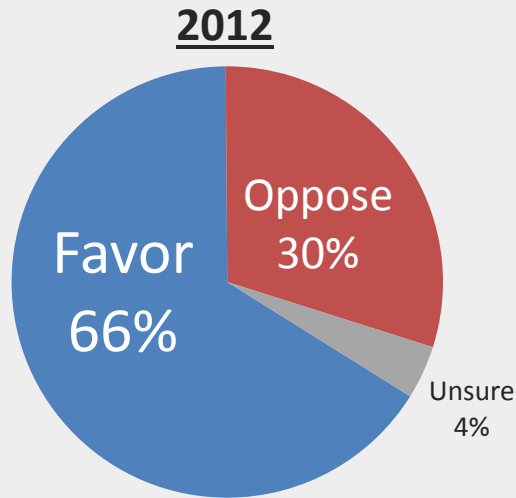
- Fielded: December 30, 2015 to January 7, 2016
- Sample:
 - Statewide
 - n=800 Registered Alaska Voters
 - Interview quotas by location, age and gender
- Interview Method:
 - 75% landline, 25% cell phone
 - Live interviewers
- Weighting:
 - Based on most recent Alaska voter statistics
 - Highly representative sample in terms of age, gender, education, income, political registration and geographic location
- Margin of Error:
 - $\pm 3.46\%$ at 95% confidence interval for total sample



Detailed Findings

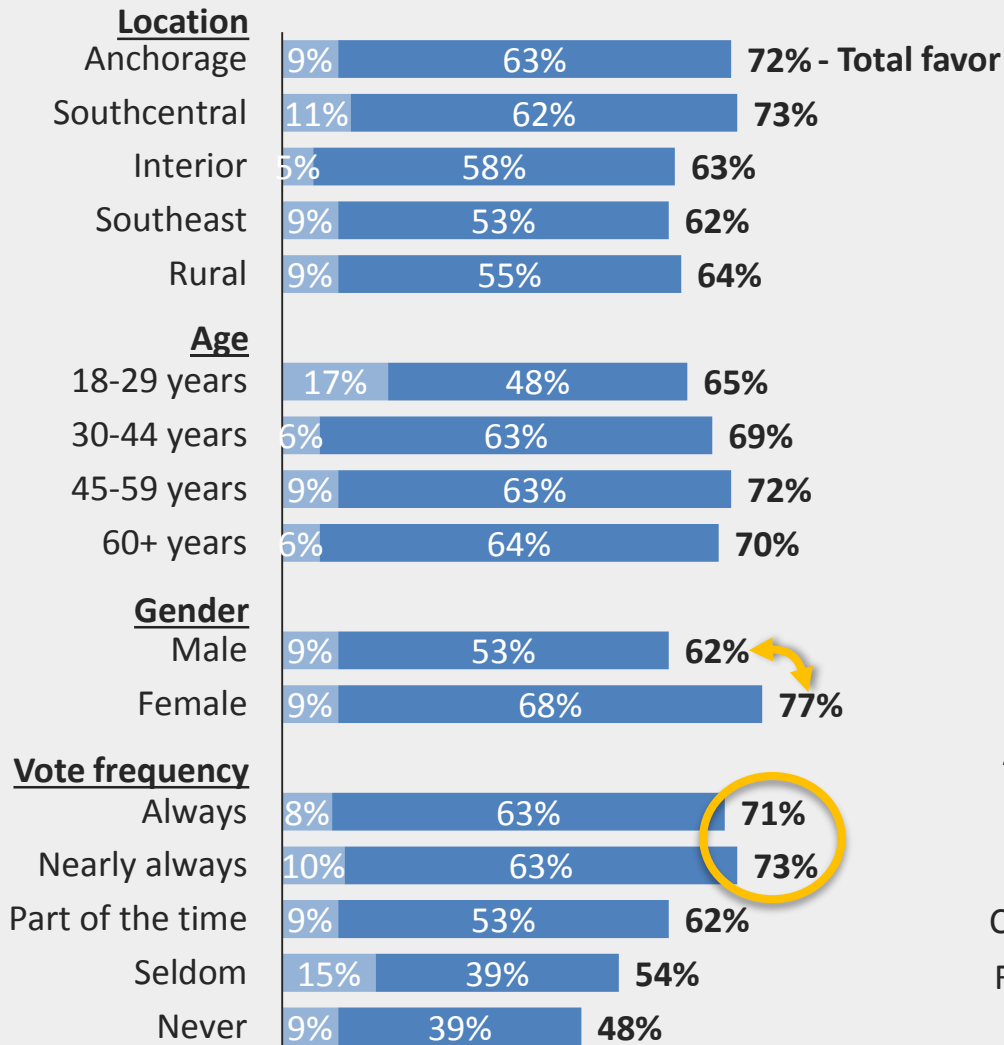
Statewide Smoke-Free Workplace Law

As you may know, there is currently no statewide law in Alaska that prohibits smoking indoors in public places, only local ordinances in some parts of the state. Would you favor or oppose a statewide law in Alaska that would prohibit smoking indoors in public places, including workplaces, public buildings, offices, restaurants and bars?

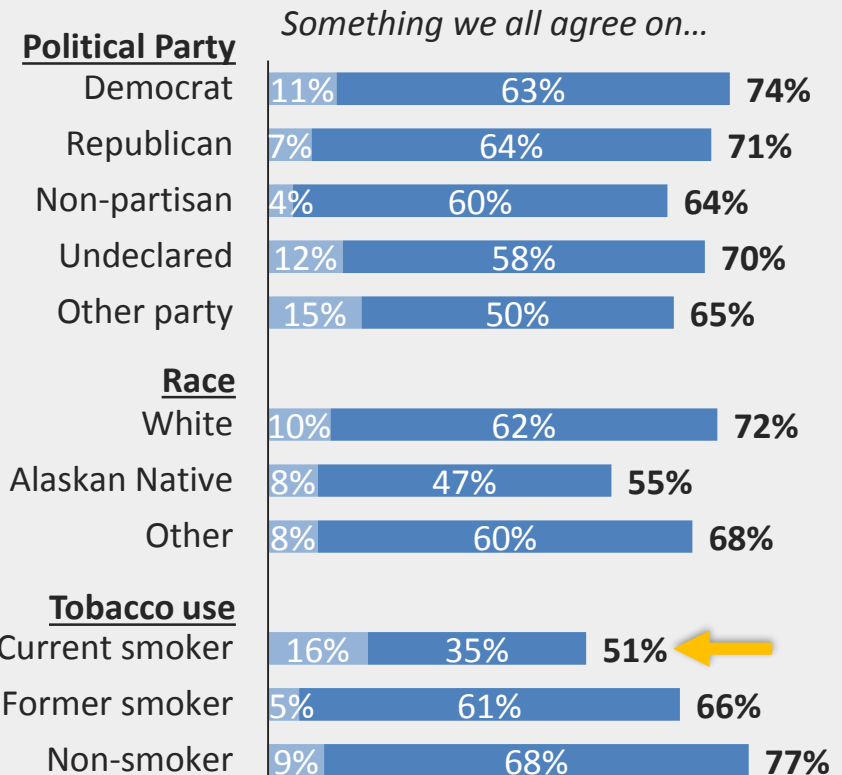


Statewide Smoke-Free Law, cont'd

■ Somewhat favor ■ Strongly favor



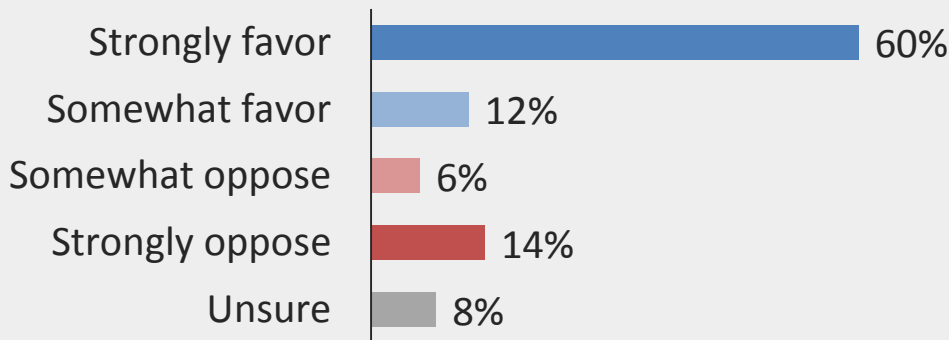
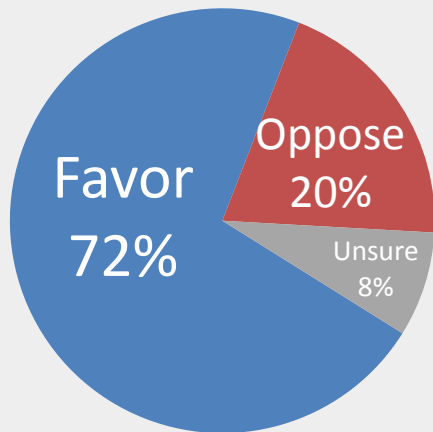
There is broad support for a statewide smoke-free workplace law, and in most demographic subgroups the majority of Alaskans “strongly favor” it.



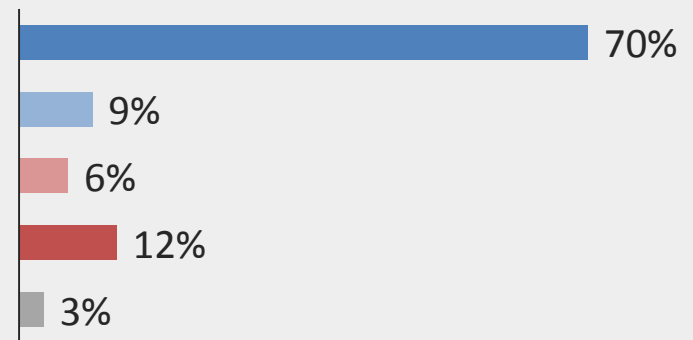
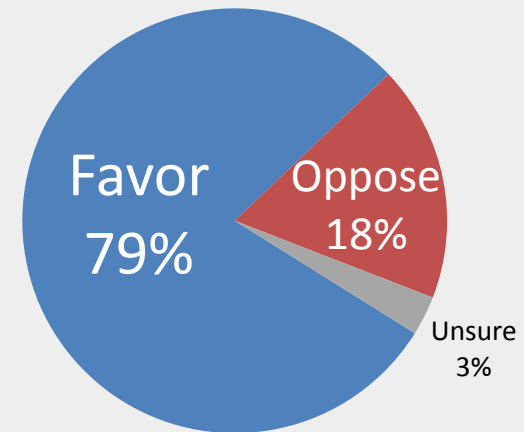
E-Cigarettes and Marijuana in Smoke-Free Law?

If Alaska passes a law prohibiting smoking indoors in public places, including workplaces, public buildings, offices, restaurants and bars, would you favor or oppose including electronic cigarettes, or e-cigarettes, in that law, so that the use of electronic cigarettes would not be allowed inside places that are smoke-free? ...What about the smoking of marijuana?

E-Cigarettes in Smoke-Free Law

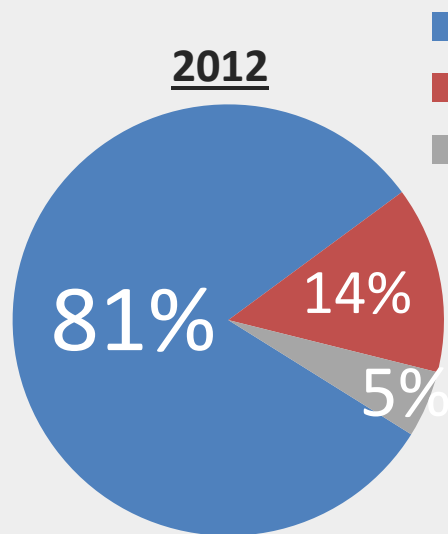


Marijuana in Smoke-Free Law

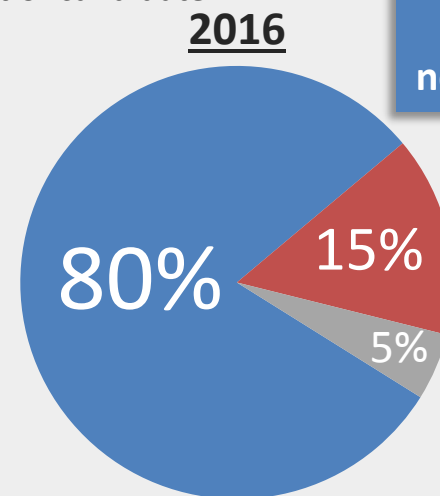


Smoke-free issue affect your vote?

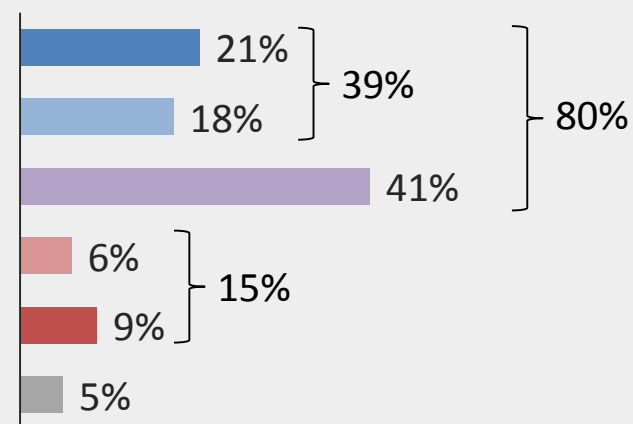
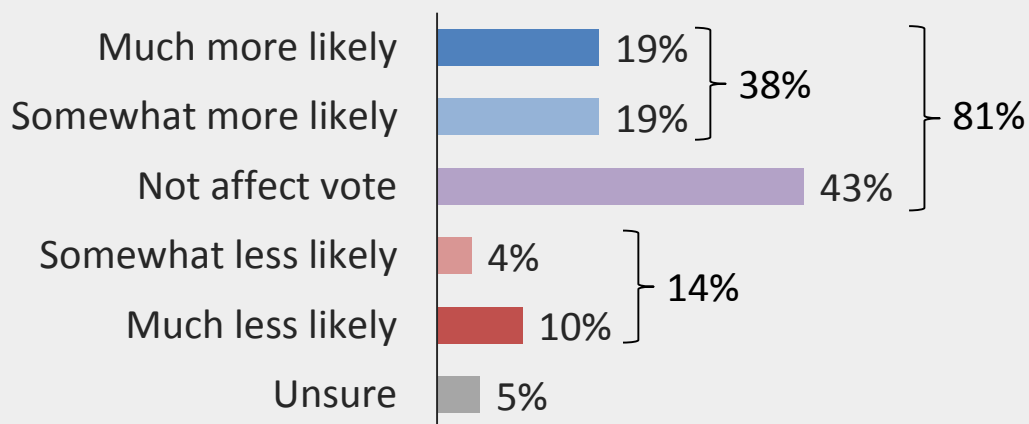
Would you be more likely or less likely to vote for a candidate who supports a law that would prohibit smoking indoors in public places and workplaces in Alaska, or would their opinion on this issue not affect your vote?



- More likely/no affect to support of candidate
- Less likely to support candidate
- Unsure

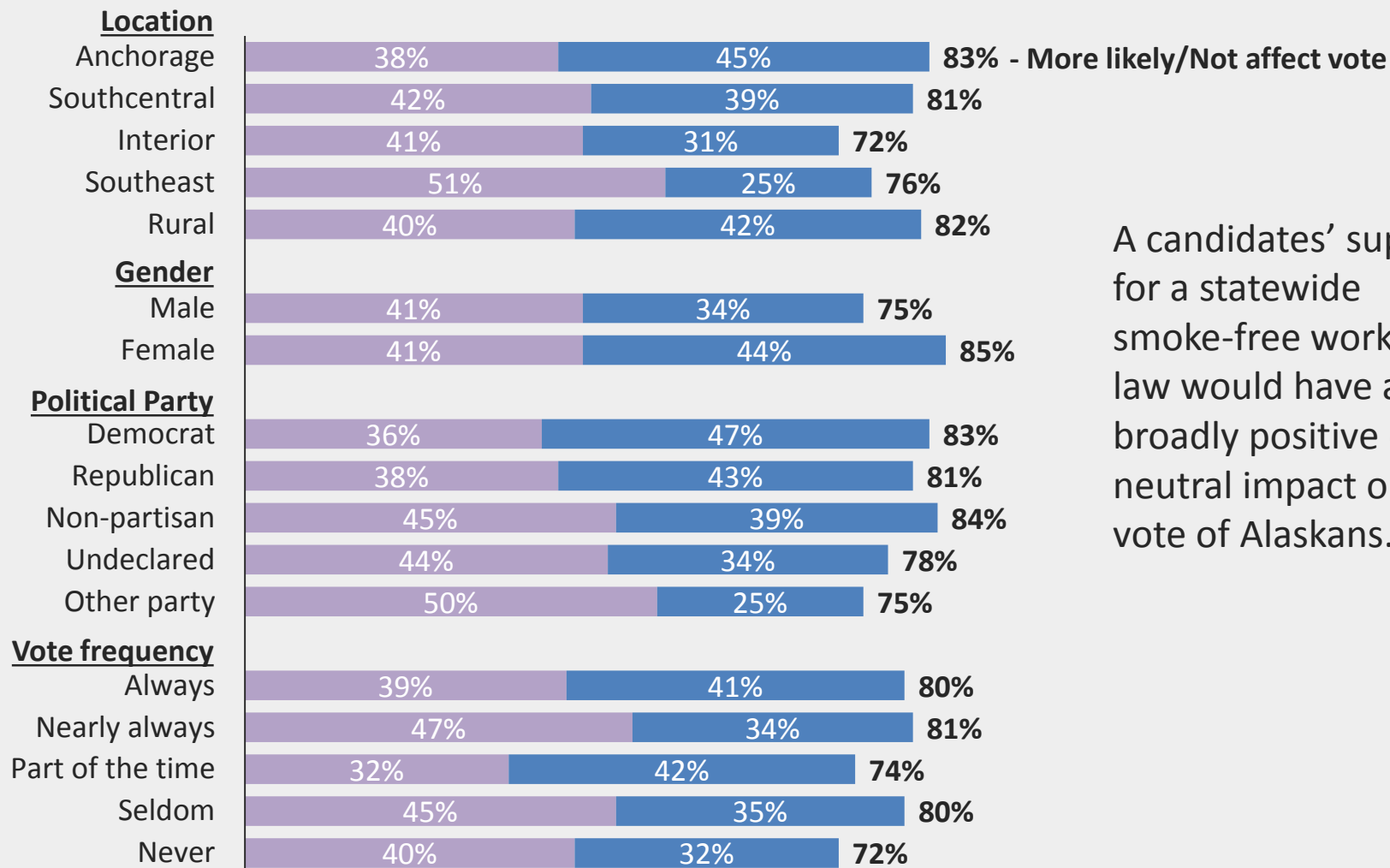


**Over 5-to-1
positive or
neutral impact**



Smoke-free issue affect your vote? cont'd

■ Would not affect vote ■ More likely to support

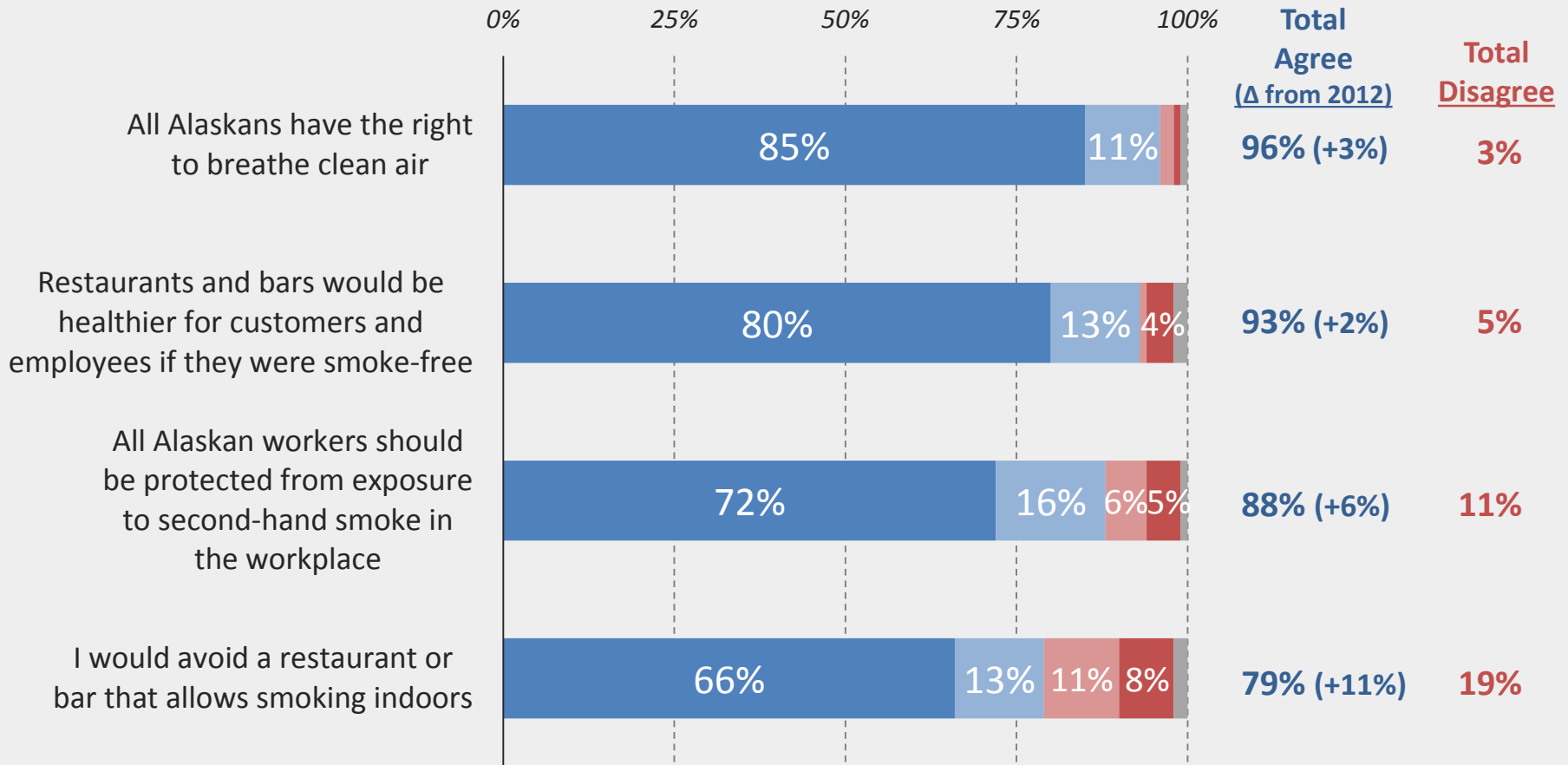


A candidates' support for a statewide smoke-free workplace law would have a broadly positive or neutral impact on the vote of Alaskans.

Messaging

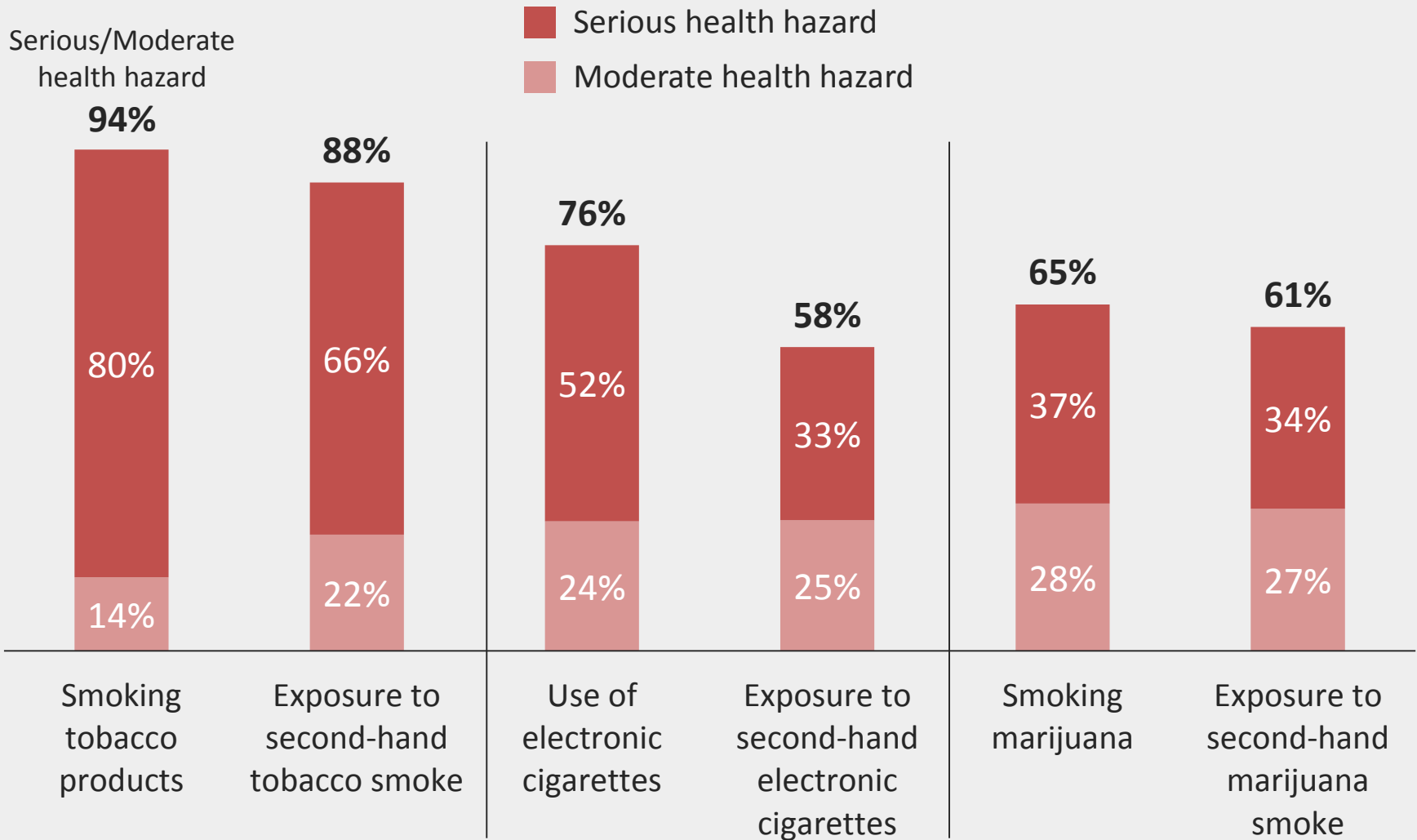
Please tell me whether you personally agree or disagree with each of the following statements...

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Unsure



Perceived Risk

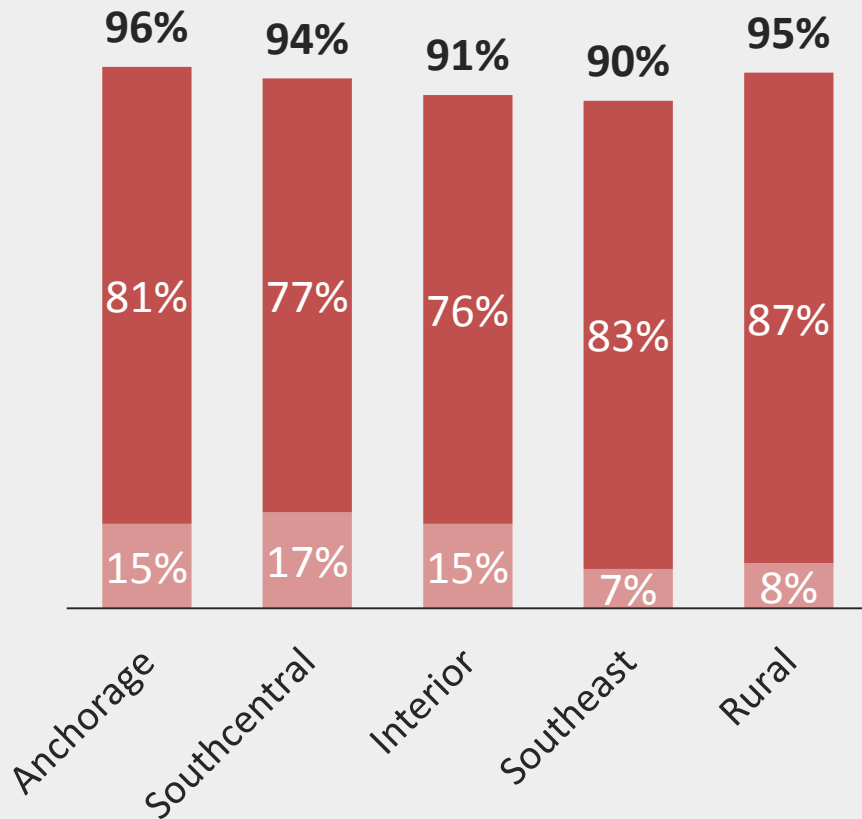
Please tell me whether you feel each of the following is a serious, moderate, or minor health hazard, or no health hazard at all.



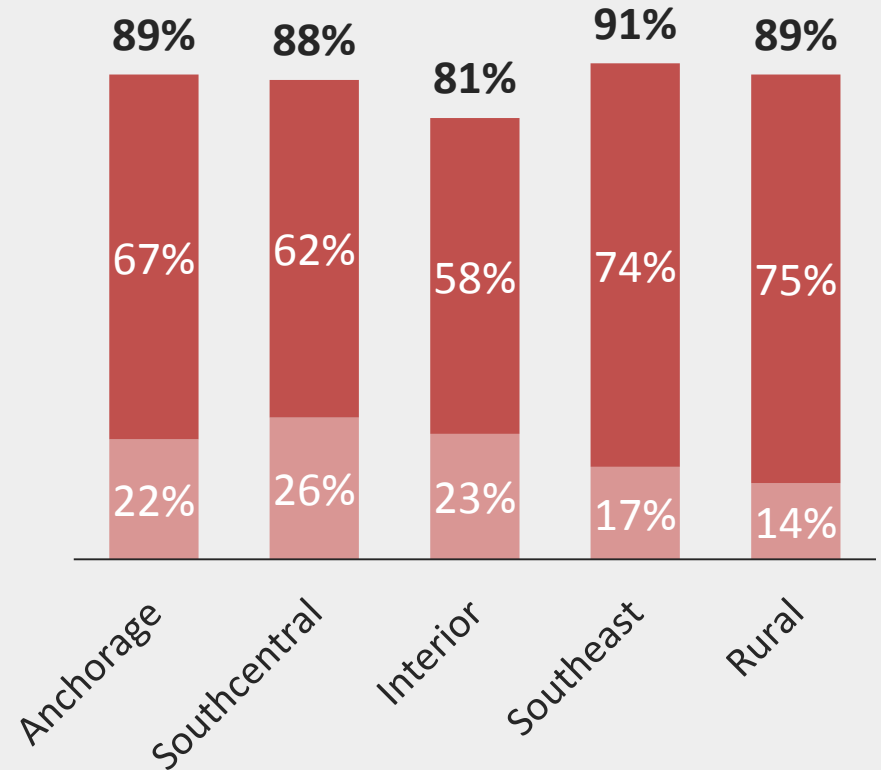
Perceived Risk by Location

- Serious health hazard
- Moderate health hazard

Smoking tobacco products



Exposure to second-hand tobacco smoke



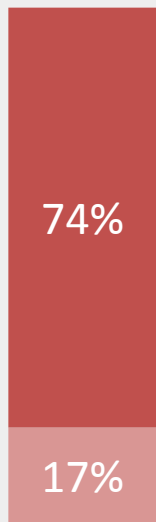
Tracking Perceived Risk

- Serious health hazard
- Moderate health hazard

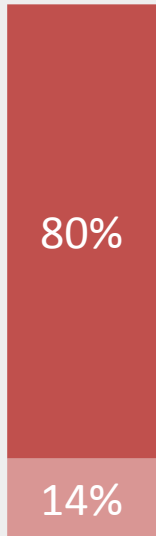
Smoking tobacco products

Serious/Moderate health hazard

91%



94%

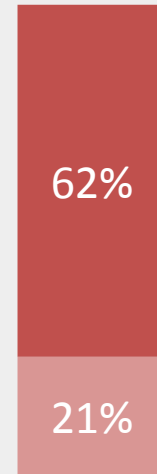


2012

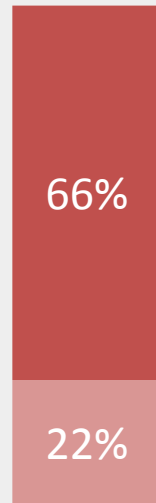
2016

Exposure to second-hand tobacco smoke

83%



88%



2012

2016

Takeaway

- Alaskan views are in strong alignment with the priorities of the American Cancer Society Cancer Action Network.
 - Across all measures that can be tracked, opinions have become even more favorable.
- A large majority of Alaskans (69%) support a statewide smoke-free workplace law.
 - Support is strong and consistent across all demographic subgroups, including location, age and political party. Even a slight majority of smokers (51%) support the law.
 - Similarly large percentages support including e-cigarettes (72%) and marijuana (79%) in a smoke-free workplace law.
- Thirty-nine percent (39%) of Alaskans say they would be more likely to vote for a candidate who supports a smoke-free workplace law. Fully four-out-of-five Alaskans (80%) say a candidates' support for the law would have a positive or neutral impact on their vote.
- The percentage of Alaskans who report smoking and exposure to second-hand smoke as a serious or moderate health hazard is near absolute (94% and 88%, respectively), and perceived risk has increased slightly since the last measurement.
 - A large majority also view the smoking and second-hand exposure of e-cigarettes and marijuana as a serious or moderate health hazard.