

2019 Tennessee Tobacco & Vape Policy Poll



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PUBLIC OPINION
STRATEGIES



Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Tennessee. The survey was completed February 7-10, 2019, among 600 registered voters, with 300 cell phone respondents, and has a margin of error of $\pm 4.0\%$.



**PUBLIC OPINION
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Political Environment

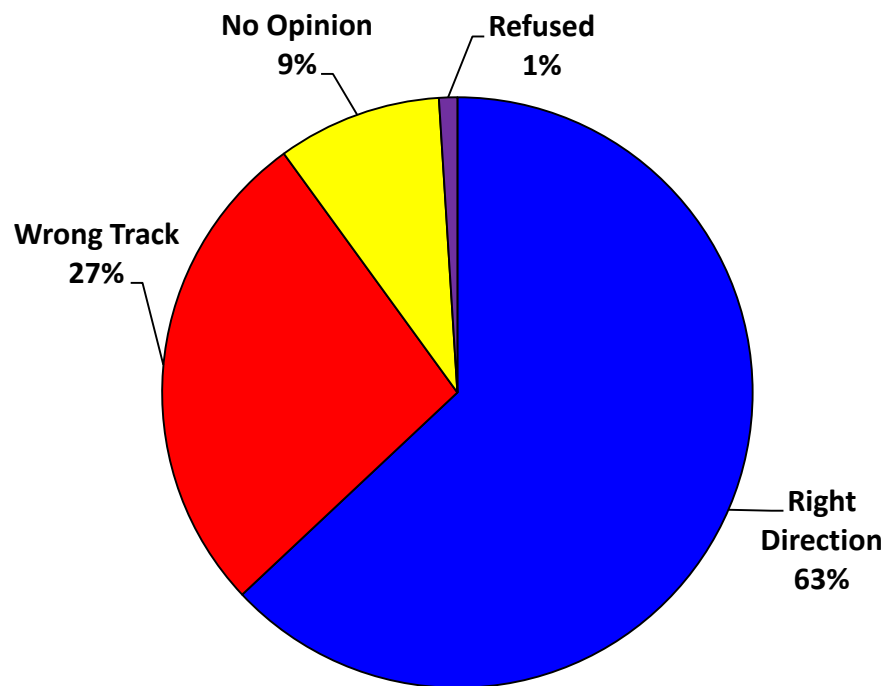


PUBLIC OPINION
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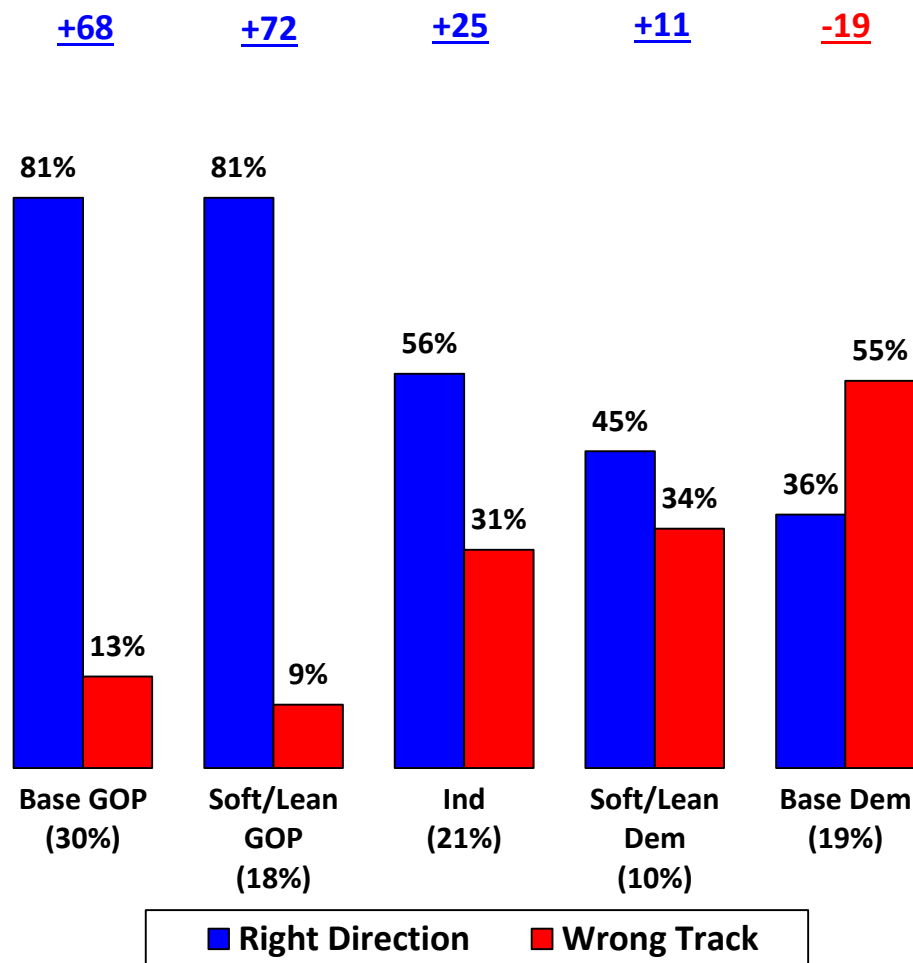
GOPers, Inds, and a plurality of soft Dems say things in Tennessee are heading in the right direction, while base Dems disagree.

"Would you say that things in Tennessee are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

Overall



By Party





Smoking/Vaping Concern



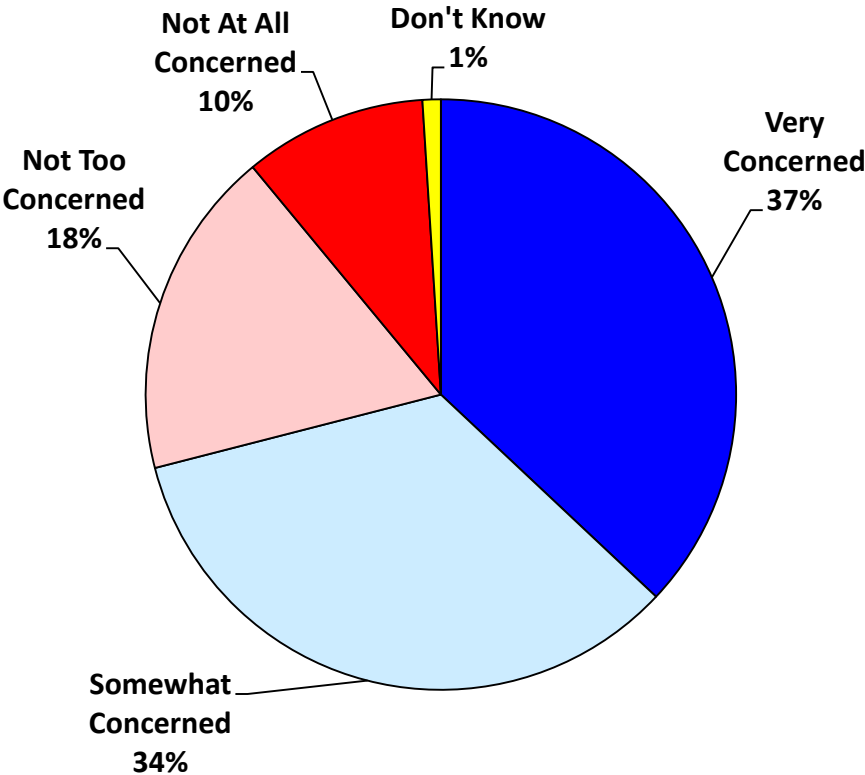
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Seven out of ten Tennessee voters say they are concerned about smoking and other tobacco use among young people.

“How concerned are you about smoking and other tobacco use among young people in Tennessee?”

Overall

Total Concerned	70%*
Total Not Concerned	28%



*Denotes Rounding

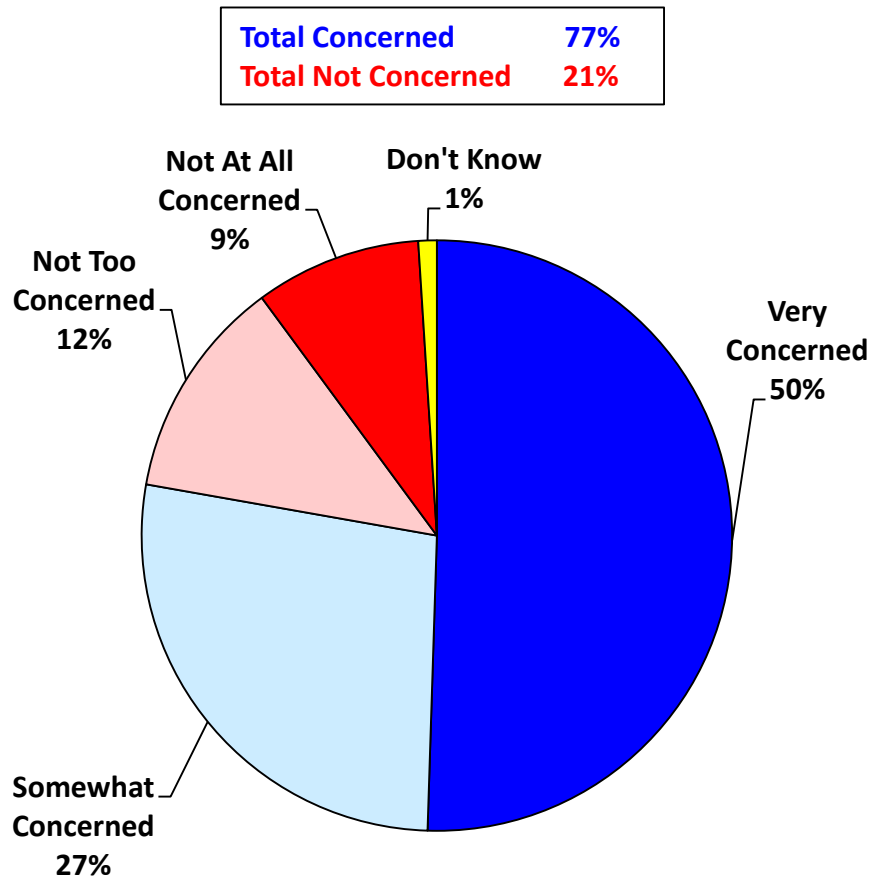
Top Groups – Very Concerned (37%)

Someone Else in Household is Veteran	51%
Age 65+	50%
Base Dems	48%
Women 45+	47%
Chattanooga DMA	46%
Dem Men	46%
GOP Women	44%
African Americans	43%
Memphis DMA	42%
Veteran Household	42%
Dems	42%
Non-Smokers	41%
Women w/o Degrees	41%
Very Conservative Voters	41%
Men 45+	41%
Total Minority Voters	41%

Half of voters say they are very concerned about vaping and the use of e-cigarettes among young people.

"How concerned are you about vaping and the use of e-cigarettes like JUUL among young people in Tennessee?"

Overall



Top Groups – Very Concerned (50%)

GOP Women	64%
Chattanooga DMA	63%
Age 65+	63%
Women 45+	63%
Someone Else in Household is Veteran	62%
Women w/o Degrees	59%
Base Dems	58%
African Americans	57%
Memphis DMA	57%
Women	56%
Total Minority Voters	55%
Moms	55%
Dem Men	54%
Women w/ Degrees	54%
Base GOPers	54%

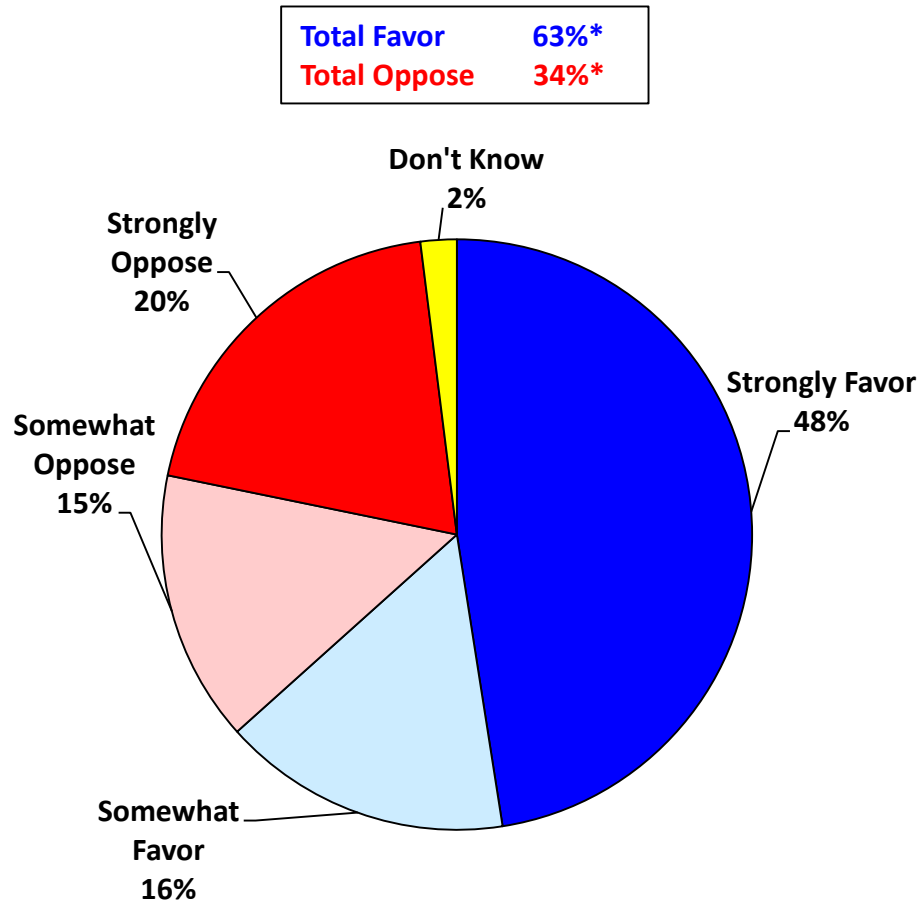
Tobacco 21



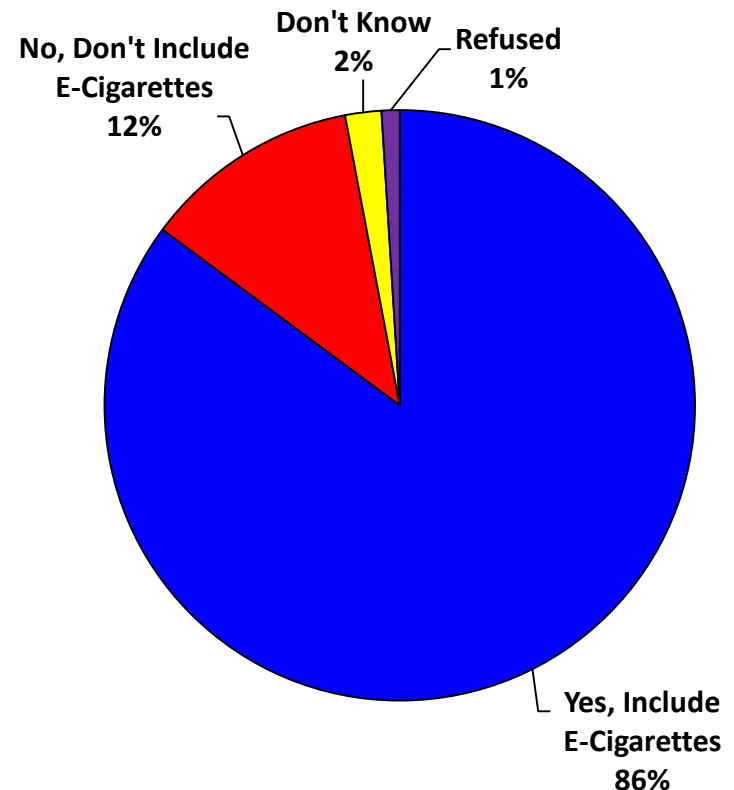
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STRATEGIES

Nearly two-thirds of voters favor raising the minimum age to buy tobacco to 21, and an overwhelming majority say e-cigarettes should be included in that law.

"Would you favor or oppose raising the minimum age for the sale of cigarettes and other tobacco products in Tennessee from age eighteen to age twenty-one?"

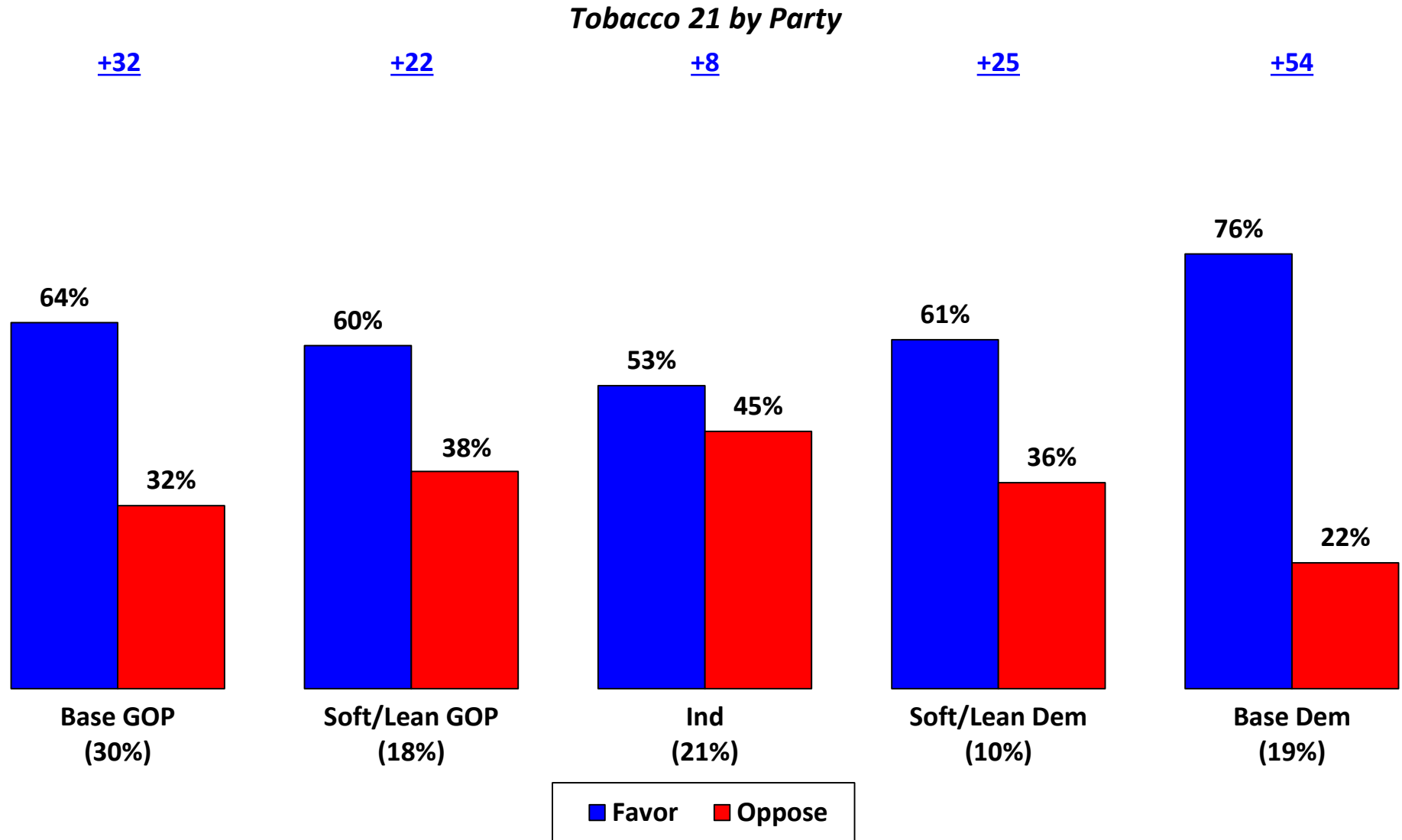


"Still thinking about this, if the state passes a law to raise the age for the sale of cigarettes and other tobacco products from age eighteen to age twenty-one, do you think that vaping products and electronic cigarettes like JUUL should be included in that law or not?"



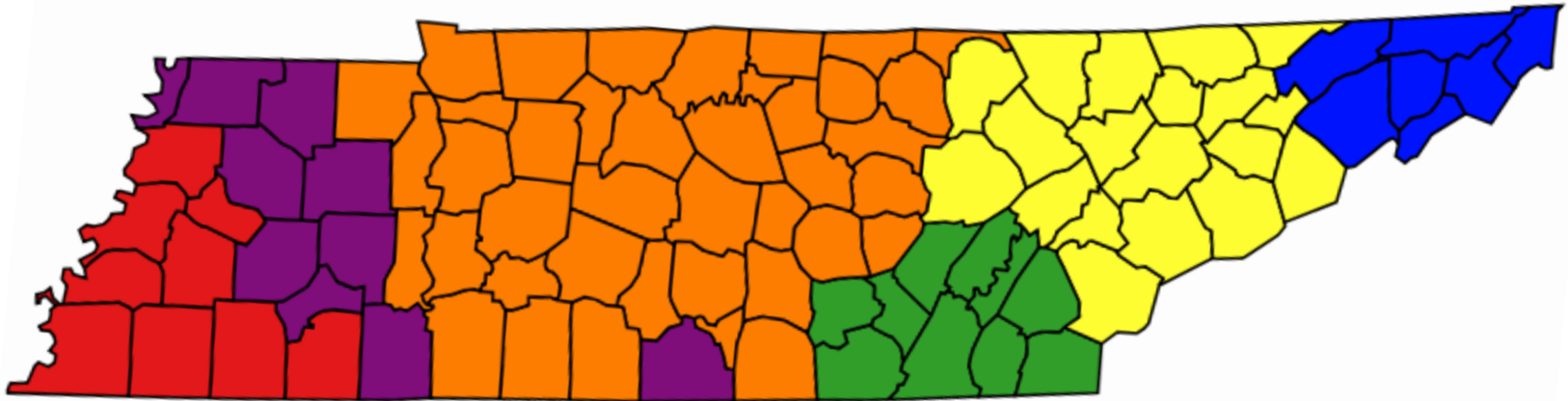
**Denotes Rounding*

Support for raising the minimum age to buy tobacco to 21 is bipartisan, with base Dems and base GOPers leading the way.



Voters across the state back raising the minimum age to buy tobacco to 21.

Tobacco 21 by Media Market



Memphis (18%)

<u>Favor</u>	<u>Oppose</u>
67%	31%

Nashville (40%)

<u>Favor</u>	<u>Oppose</u>
62%	35%

Knoxville (20%)

<u>Favor</u>	<u>Oppose</u>
61%	36%

Other (5%)

<u>Favor</u>	<u>Oppose</u>
66%	34%

Chattanooga (10%)

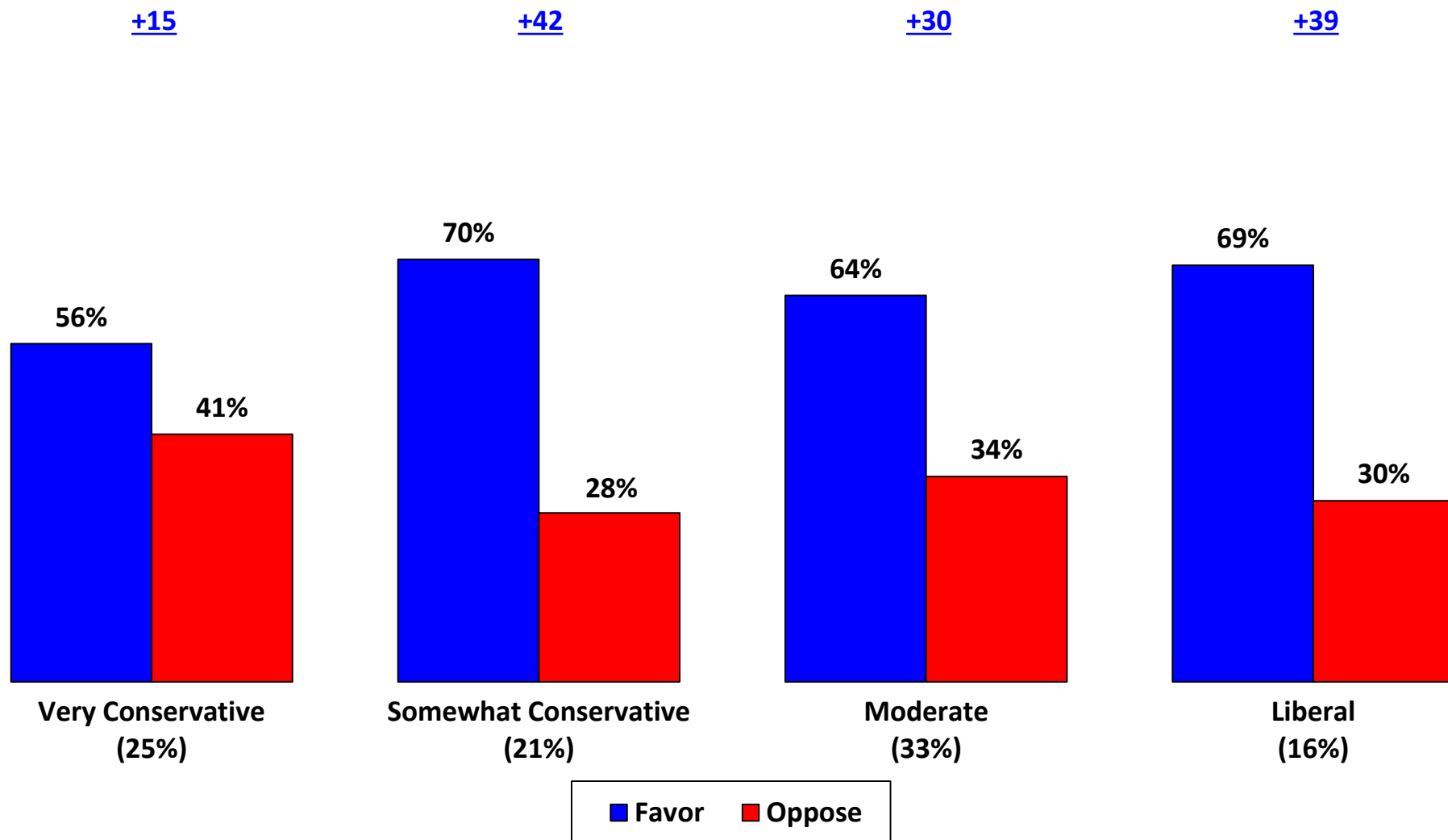
<u>Favor</u>	<u>Oppose</u>
66%	33%

Tri-Cities (8%)

<u>Favor</u>	<u>Oppose</u>
66%	34%

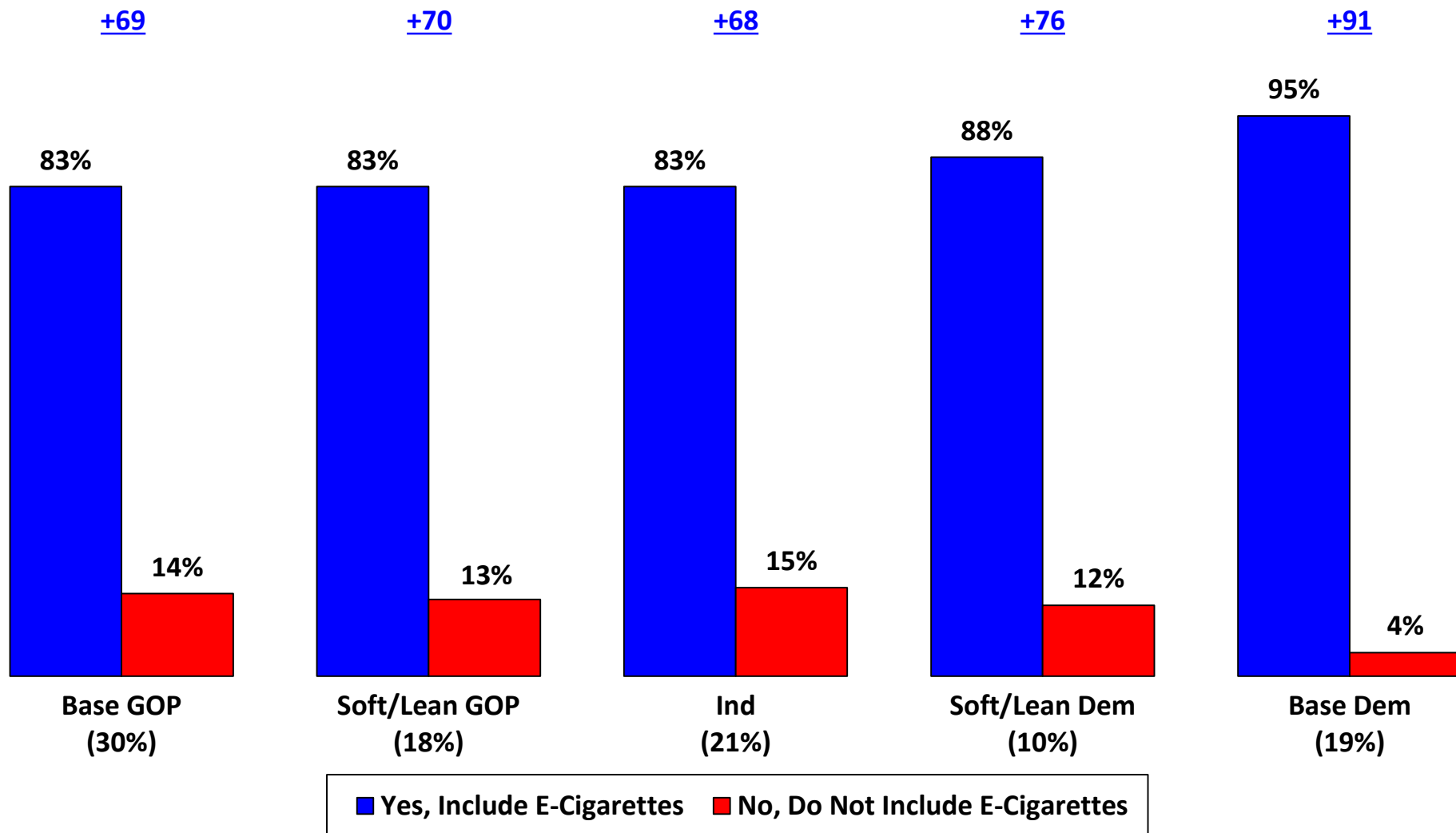
Voters across ideological lines support raising the minimum age to buy tobacco to 21.

Tobacco 21 by Ideology



Voters across party lines overwhelmingly support including e-cigarettes in a law that raises the minimum tobacco purchasing age to 21.

Include E-Cigs In Tobacco 21 by Party



Smoke-Free Workplaces



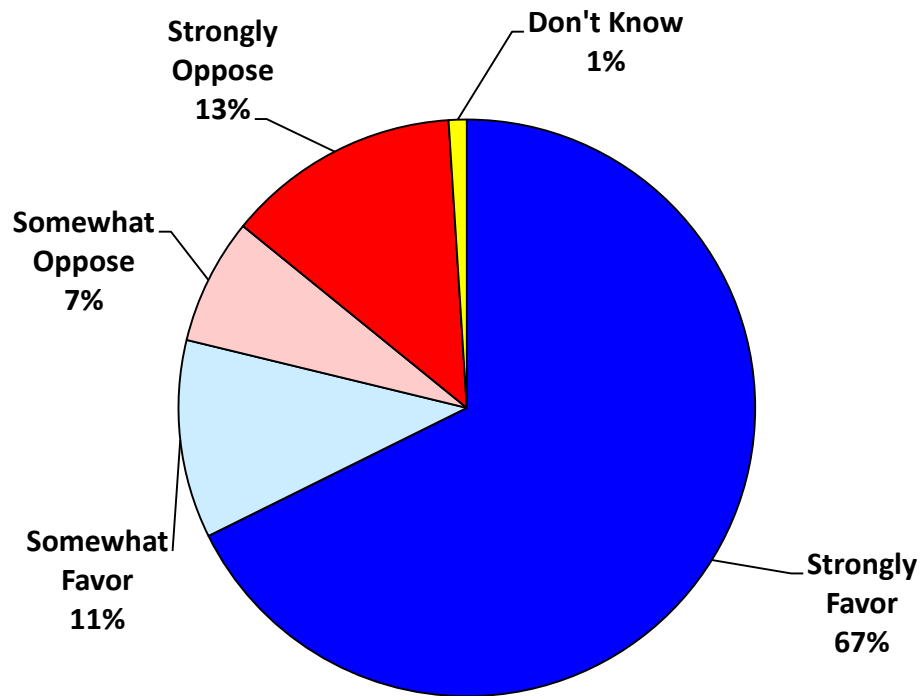
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Two-thirds of voters strongly favor a state law that would make all indoor public places smoke-free.

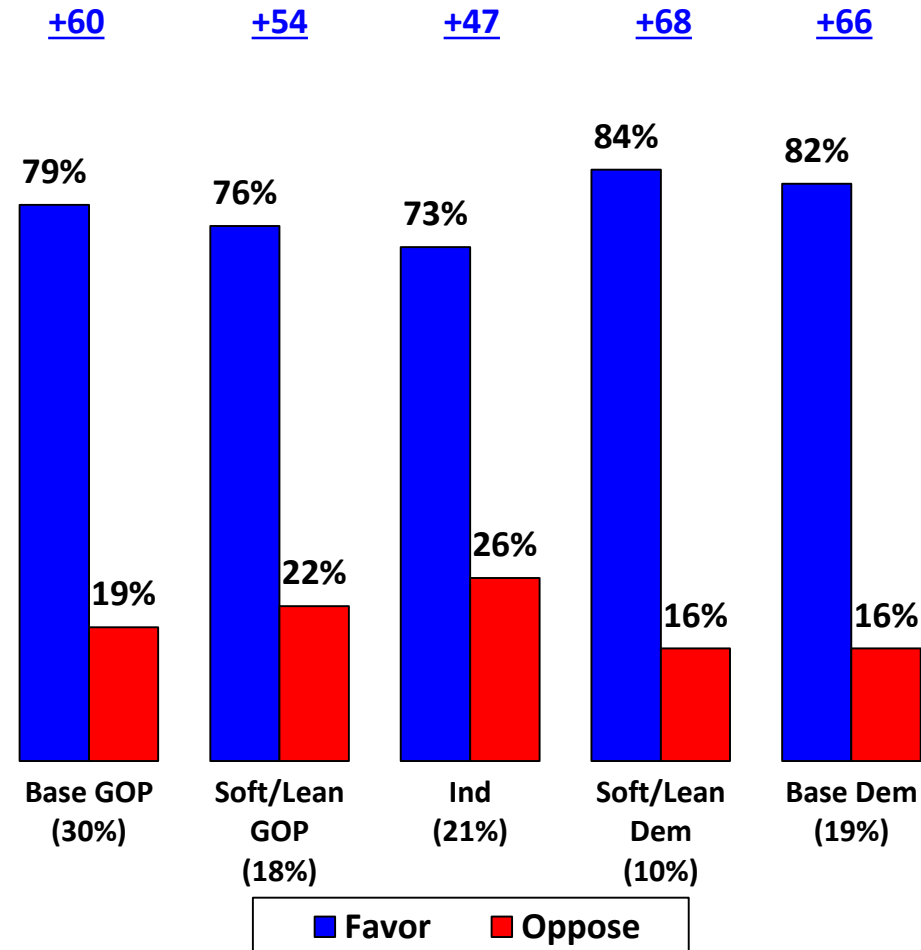
"Would you favor or oppose a state law that would make all indoor public places smoke-free by prohibiting smoking inside all workplaces, public buildings, offices, bars and restaurants?"

Overall

Total Favor	78%
Total Oppose	20%

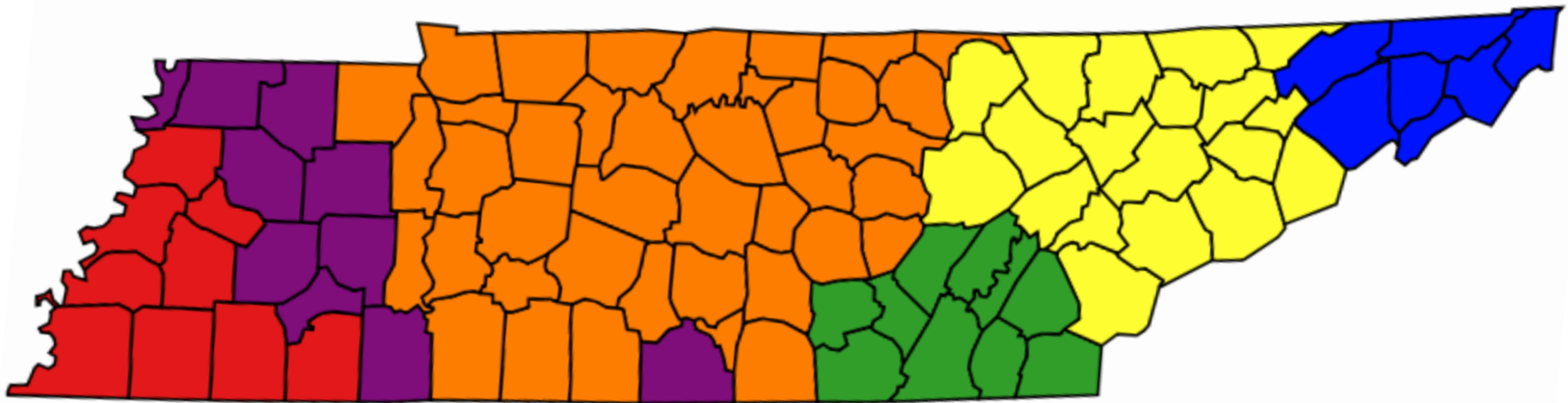


By Party



There is very strong support for a smoke-free workplace law across the state.

Smoke-Free Workplaces by Media Market



Memphis (18%)

<u>Favor</u>	<u>Oppose</u>
82%	17%

Nashville (40%)

<u>Favor</u>	<u>Oppose</u>
79%	19%

Knoxville (20%)

<u>Favor</u>	<u>Oppose</u>
74%	23%

Other (5%)

<u>Favor</u>	<u>Oppose</u>
79%	18%

Chattanooga (10%)

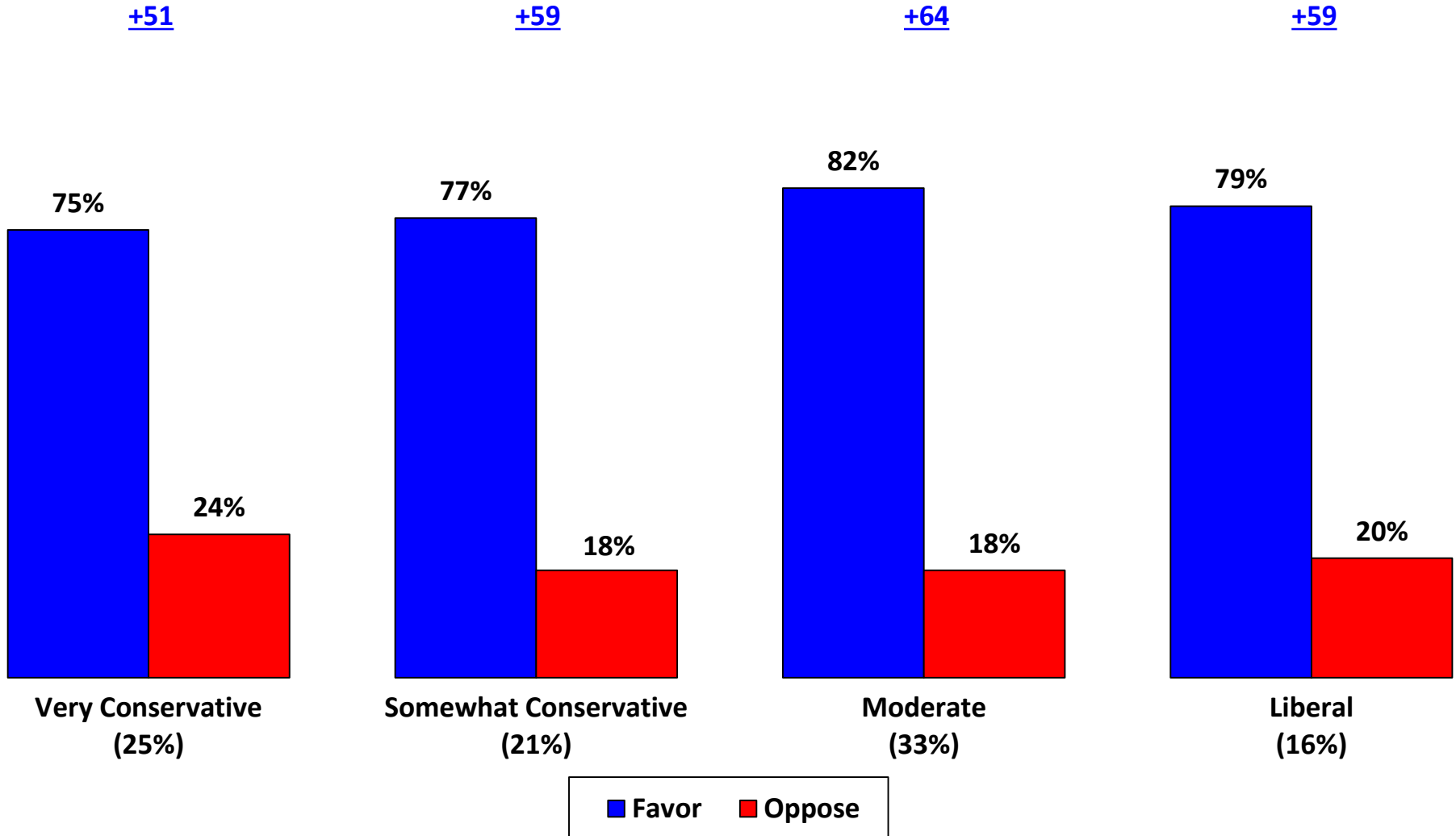
<u>Favor</u>	<u>Oppose</u>
79%	21%

Tri-Cities (8%)

<u>Favor</u>	<u>Oppose</u>
76%	20%

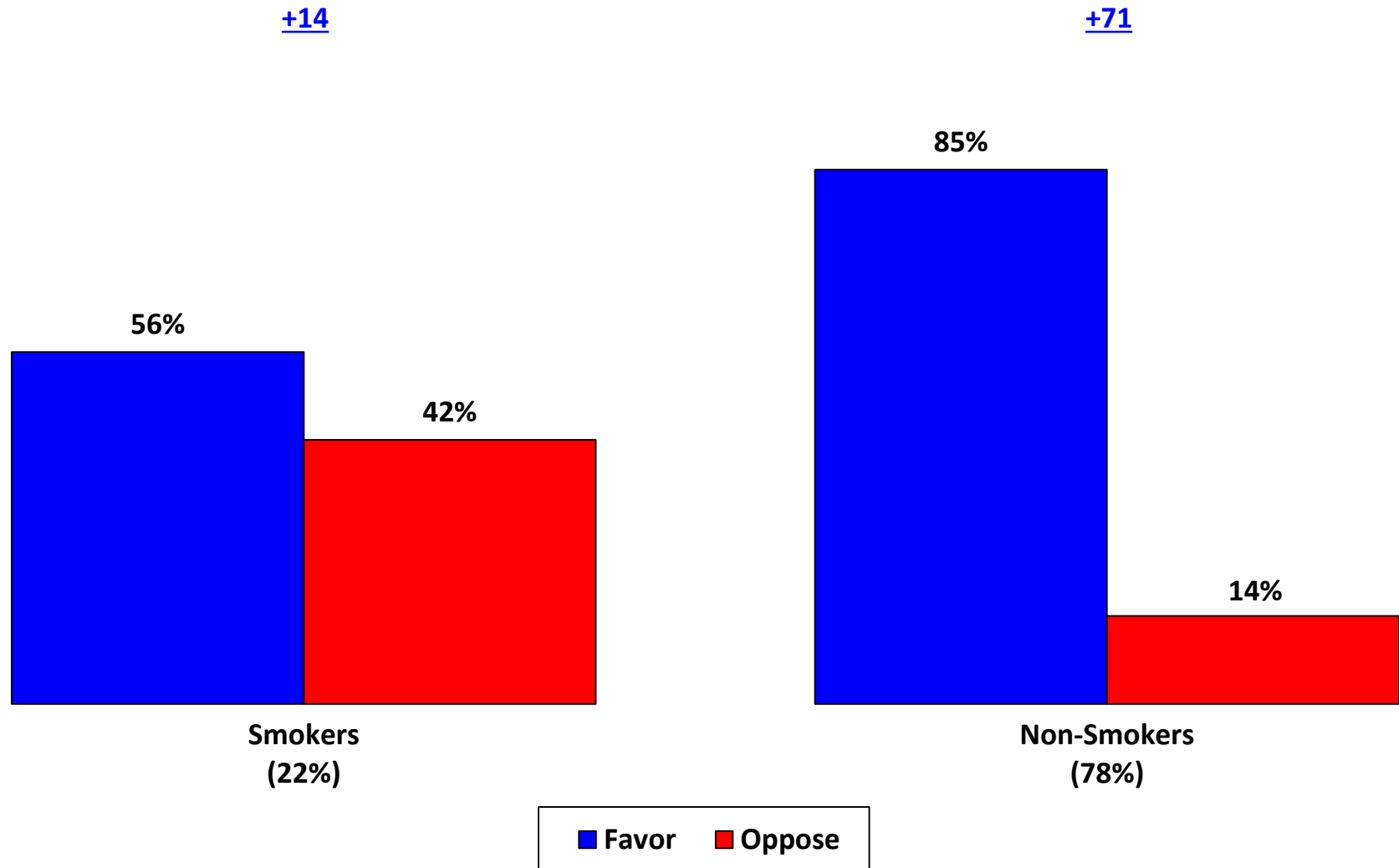
Over three-quarters of voters across ideological lines would support a smoke-free workplace law.

Smoke-Free Workplaces by Ideology



Even a majority of smokers back smoke-free.

Smoke-Free Workplaces by Smokers



Over three-quarters of Tennessee voters say the rights of customers and employees to breathe smoke-free air trumps the rights of smokers to smoke.

“Please tell me which of the following you think is more important...”

78%

The rights of customers and employees to breathe clean, smoke-free air inside restaurants, bars and other workplaces

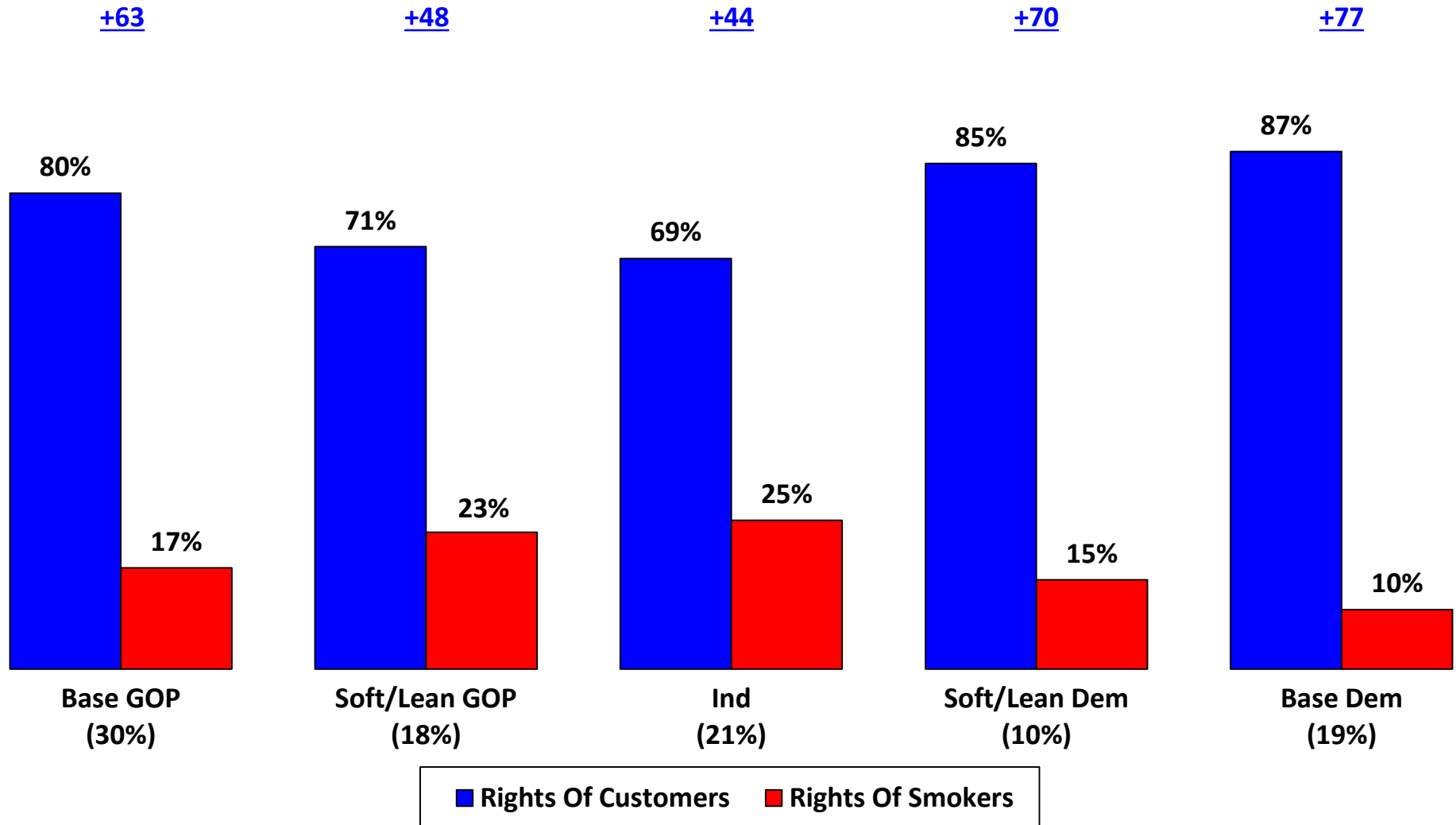
...or...

18%

The right of smokers to smoke and owners to allow smoking inside restaurants, bars and other workplaces

Voters across party lines say the rights of customers are more important than the rights of smokers.

Rights More Important by Party





Dedicated Tobacco Prevention Funding

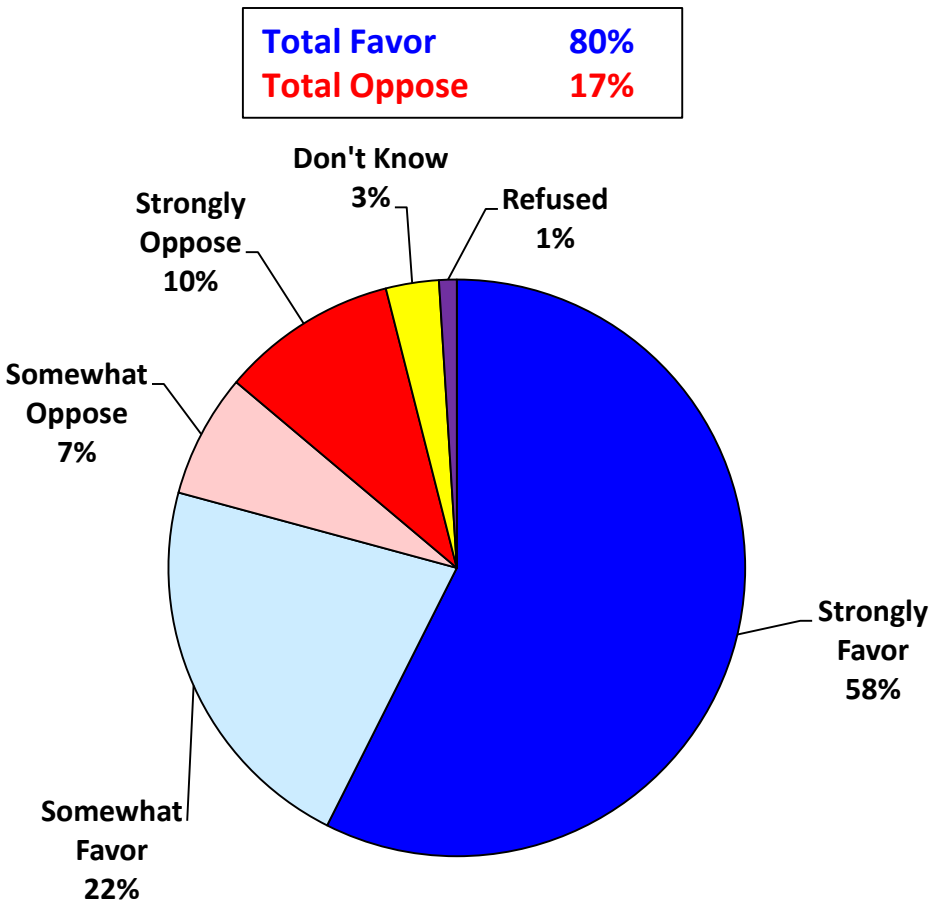


PUBLIC OPINION
STRATEGIES

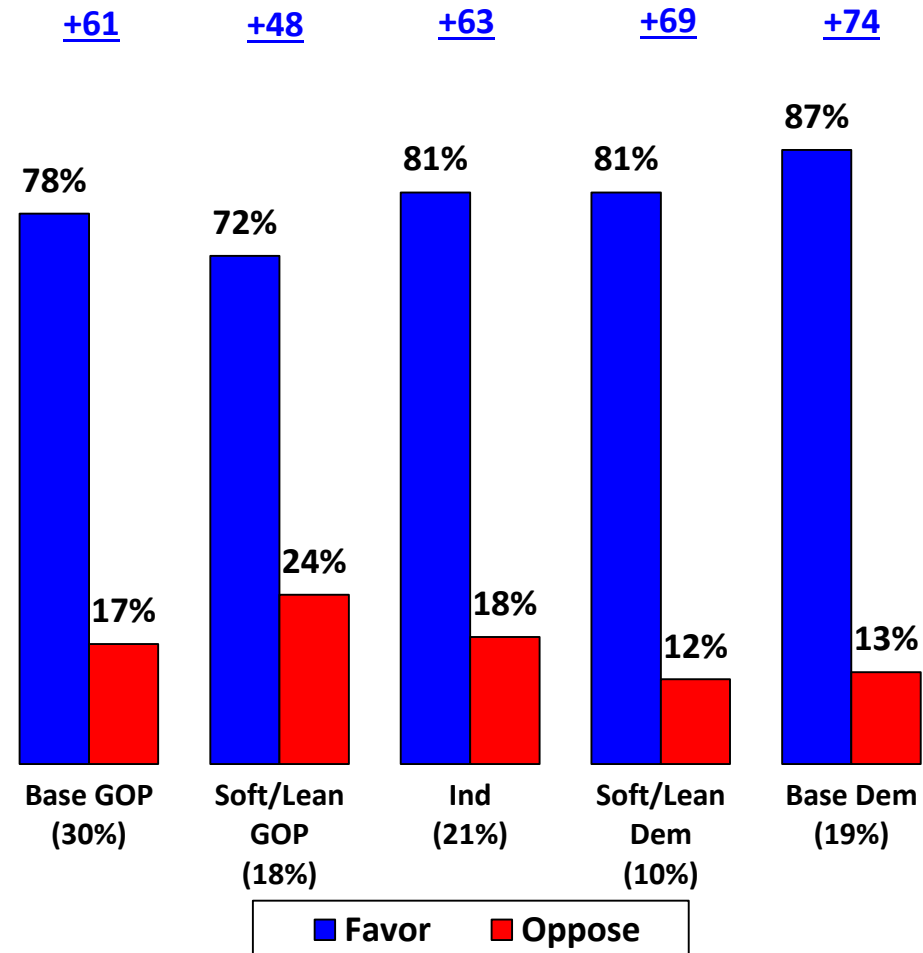
A majority of voters strongly favor dedicating at least four million dollars of the state's tobacco revenue funds to prevention programs.

"Each year, Tennessee receives about four hundred million dollars in tobacco revenue. Currently, none of this money is used to fund a tobacco prevention program to prevent kids from smoking and help adults who want to quit. Would you favor or oppose dedicating at least four million dollars of the state's funds to tobacco prevention programs?"

Overall



By Party



The Bottom Line



PUBLIC OPINION
STRATEGIES

The Bottom Line

A strong majority of Tennesseans favor raising the minimum age for tobacco sales to 21, with an overwhelming majority saying e-cigarettes should be included in the law. Support for Tobacco 21 crosses partisan, demographic, and geographic lines.

Voters in Tennessee are concerned about smoking and other tobacco use among young people in the state. Seven-in-ten voters say they are concerned about tobacco use among young people, with 37% saying they are very concerned. Tennesseans are even more concerned about vaping and the use of e-cigarettes among young people in the state (77% concerned), with half of voters saying they are very concerned.

When asked if they would favor or oppose raising the minimum age for tobacco sales to 21, 63% say they would favor raising the minimum age, with just 34% opposing. Intensity is strong, with 48% of voters saying they strongly favor the age increase. Key findings among subgroups include:

- By party, base Dems and base GOPers drive support, with 76% and 64% in favor, respectively. Soft GOPers and Dems are also largely supportive with support around 60%. A majority of Independents also favor the move, with 53% in favor.
- Voters across the state's media markets support raising the minimum age to 21.

The Bottom Line

- Women drive support, with 68% of younger women (age 18-44) and 69% of older women (age 45+) supporting. Younger men are slightly more divided (51% favor/47% oppose), while 64% of older men favor the change.
- Voters across ideological lines support the increase. While very conservatives are the least supportive, with 56% in favor, 64% of moderates favor the change. Support hovers near 70% for somewhat conservatives and liberals.
- Fully, 86% of voters say that e-cigarettes should be included if the state passes a law to raise the age for tobacco sales to 21.

On other tobacco issues that were tested in the survey, smoke-free workplaces are strongly supported by voters, with 78% in favor and just 20% opposed. Support is well over 70% across party lines. Even a majority of smokers back smoke-free workplace legislation, with 56% in favor. More than three-quarters of voters say the rights of customers and employees to breathe smoke-free air is more important than the rights of smokers to smoke and owners to allow smoking. Eight-in-ten voters favor dedicating the state's tobacco revenue funds to tobacco prevention programs.

In sum, support for Tobacco 21 is broad and deep in Tennessee, crossing party, ideological, and demographic lines. Voters in the state strongly support smoke-free workplaces. Tennesseans overwhelmingly back dedicated tobacco prevention funding.



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