

KENTUCKY STATEWIDE
Interview Schedule

CONFIDENTIAL

Field Dates: December 12-14, 2010

Project #: 101772

N =500 Likely Voters

Margin of Error = \pm 4.38%

** Denotes result less than 0.5%.*

^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.

A. Are you registered to vote at this address?

100% YES

B. Are you, or is anyone in your household, employed by a newspaper, television or radio station, or a political party, or by a candidate for political office?

100% NO

C. Are you, or is anyone in your household, employed by an advertising agency, a market research firm, or a media firm?

100% NO

D. While I know it is a long way off, how likely would you say you are to vote in the November elections in 2011 for Governor, Attorney General, state legislature, and other offices? Are you...
(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

84% VERY LIKELY
16% SOMEWHAT LIKELY

D1. In what year were you born?

4%	18 - 24
11%	25 - 34
25%	35 - 44
21%	45 - 54
19%	55 - 64
19%	65 AND ABOVE
1%	REFUSED

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

35%	RIGHT DIRECTION
53%	WRONG TRACK
10%	NO OPINION (DO NOT READ)
2%	REFUSED (DO NOT READ)

3. Would you favor or oppose a state law in Kentucky that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants, and bars?

(IF FAVOR/OPOSE) And, do you **STRONGLY (favor/oppose)** or just **SOMEWHAT (favor/oppose)** this law?

44% STRONGLY FAVOR
15% SOMEWHAT FAVOR
14% SOMEWHAT OPOSE
25% STRONGLY OPOSE

2% DON'T KNOW (DO NOT READ)
– REFUSED (DO NOT READ)

59% TOTAL FAVOR
39% TOTAL OPOSE

4. In general, do you feel that exposure to second-hand smoke is **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?

48% SERIOUS HEALTH HAZARD
28% MODERATE HEALTH HAZARD
17% MINOR HEALTH HAZARD
5% NOT A HEALTH HAZARD

2% DON'T KNOW (DO NOT READ)
– REFUSED (DO NOT READ)

76% TOTAL HAZARD
22% TOTAL NOT HAZARD

5. Now I'm going to read you some statements about two candidates for state office, After I read each one, please tell me for whom you would vote (**ROTATE**)

Candidate X supports a law that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants and bars.

...while...

Candidate Y opposes a law that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants and bars.

(PROMPT) For which of these candidates would you vote?

(IF X/Y, ASK) Would you be MUCH more likely or SOMEWHAT more likely to vote for that candidate?

34%	MUCH MORE LIKELY X/SUPPORTS LAW
21%	SOMEWHAT MORE LIKELY X/SUPPORTS LAW
16%	SOMEWHAT MORE LIKELY Y/OPPOSES LAW
20%	MUCH MORE LIKELY Y/OPPOSES LAW
6%	NO DIFFERENCE (DO NOT READ)
2%	REFUSED (DO NOT READ)
55%	TOTAL MORE LIKELY
36%	TOTAL LESS LIKELY

6. Please indicate which ONE of the following you think is more important: **(ROTATE)**

The rights of employees and customers to breathe clean air in restaurants and bars

...OR...

The rights of smokers to smoke and owners to allow smoking inside restaurants and bars

(IF RESPONSE, ASK) Is that much more important or only somewhat more important?

53% RIGHTS OF EMPLOYEES/CUSTOMERS MUCH MORE IMPORTANT
15% RIGHTS OF EMPLOYEES/CUSTOMERS SOMEWHAT MORE IMPORTANT
12% RIGHTS OF SMOKERS/OWNERS SOMEWHAT MORE IMPORTANT
16% RIGHT OF SMOKERS/OWNERS MUCH MORE IMPORTANT

3% DON'T KNOW (DO NOT READ)
1% REFUSED (DO NOT READ)

67%[^] TOTAL EMPLOYEES/CUSTOMERS MORE IMPORTANT
28% TOTAL SMOKERS/OWNERS MORE IMPORTANT

Thinking some more about this issue...

7. Currently, local communities in Kentucky are allowed to pass their own laws to restrict smoking in public places and workplaces. Regardless of whether or not Kentucky passes a state law, do you agree or disagree that local communities should continue to have the option of passing additional restrictions on smoking in public places and workplaces?

(IF AGREE/DISAGREE:) And do you **STRONGLY** (AGREE/DISAGREE) or just **SOMEWHAT** (AGREE/DISAGREE)?

50% STRONGLY AGREE
26% SOMEWHAT AGREE
6% SOMEWHAT DISAGREE
16% STRONGLY DISAGREE

1% DON'T KNOW (DO NOT READ)
* REFUSED (DO NOT READ)

76% TOTAL AGREE
22% TOTAL DISAGREE

Thinking now about you...

S1. Which of the following describes your use of cigarettes ... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** I currently smoke cigarettes regularly, I smoke cigarettes only occasionally, I USED to smoke but no longer do, or I have never been a cigarette smoker.

16% I currently smoke cigarettes regularly
6% I smoke cigarettes only occasionally
32% I used to smoke but no longer do
45% I have never been a cigarette smoker

– DON'T KNOW (**DO NOT READ**)
* REFUSED (**DO NOT READ**)

22% TOTAL CURRENTLY SMOKE
78% TOTAL USED TO SMOKE/NEVER SMOKE

(ASK S2 IF S1:3-6) (N=390) (RESULTS SHOWN OFF OF TOTAL BASE)

S2. And do you never smoke, or do you sometimes smoke on occasion, even just a puff?

75% NEVER SMOKE
3% SOMETIMES SMOKE ON OCCASION

– DON'T KNOW (**DO NOT READ**)
* REFUSED (**DO NOT READ**)

25% TOTAL SMOKERS

S3. Do you currently grow tobacco or own land where tobacco is grown?

1% Yes, grow tobacco (on someone else's land)
5% Yes, own land where tobacco is grown
94% No

* DON'T KNOW (DO NOT READ)
- REFUSED (DO NOT READ)

6% TOTAL YES

Now, I just have a few more questions for statistical purposes only.

D2. What is the last grade you completed in school? (**DO NOT READ**)

3% SOME GRADE SCHOOL (GRADES 1-8)
7% SOME HIGH SCHOOL (GRADES 9-11)
32% GRADUATED HIGH SCHOOL (GRADE 12)
3% TECHNICAL/VOCATIONAL SCHOOL
20% SOME COLLEGE
21% GRADUATED COLLEGE
14% GRADUATE/PROFESSIONAL SCHOOL

* REFUSED

42% HIGH SCHOOL OR LESS
23% SOME COLLEGE
35% COLLEGE+

D3. Despite how you may feel now, are you registered to vote as...(ROTATE)

a Republican,
a Democrat,
or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK) Would you call yourself a STRONG
(Republican/Democrat) or a NOT-SO-STRONG (Republican/Democrat)?

(IF SOMETHING ELSE, ASK) Do you think of yourself as closer to the...(ROTATE)
the Republican Party ...or... the Democratic Party?

21%	STRONG REPUBLICAN
12%	NOT-SO-STRONG REPUBLICAN
3%	LEAN TO REPUBLICANS
4%	SOMETHING ELSE/INDEPENDENT
6%	LEAN TO DEMOCRATS
26%	NOT-SO-STRONG DEMOCRAT
25%	STRONG DEMOCRAT
1%	DON'T KNOW (DO NOT READ)
2%	REFUSED (DO NOT READ)
33%	TOTAL REPUBLICAN
12% ^	TOTAL LEAN/INDEPENDENT
51%	TOTAL DEMOCRAT

D4. Generally speaking, do you consider yourself to be **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

conservative,
moderate
...or...
liberal on most issues?

(IF CONSERVATIVE/LIBERAL, ASK:) And would you say you are VERY (CONSERVATIVE/LIBERAL), or just SOMEWHAT (CONSERVATIVE/LIBERAL)?

21% VERY CONSERVATIVE
22% SOMEWHAT CONSERVATIVE

38% MODERATE

10% SOMEWHAT LIBERAL
6% VERY LIBERAL

3% DON'T KNOW **(DO NOT READ)**
1% REFUSED **(DO NOT READ)**

42%[^] TOTAL CONSERVATIVE
15%[^] TOTAL LIBERAL

D5. And, do you have a favorable or unfavorable opinion of the Tea Party Movement, or do you not really know enough about it to have an opinion?

(IF FAVORABLE/UNFAVORABLE, ASK:) Would that be STRONGLY (favorable/unfavorable) or just SOMEWHAT (favorable/unfavorable)?

15% STRONGLY FAVORABLE
11% SOMEWHAT FAVORABLE
8% SOMEWHAT UNFAVORABLE
17% STRONGLY UNFAVORABLE

49% NO OPINION/DON'T KNOW

1% REFUSED **(DO NOT READ)**

26% TOTAL FAVORABLE
24%[^] TOTAL UNFAVORABLE

D6. What is your main racial or ethnic heritage? Is it...
**(READ LIST SLOWLY BEFORE ACCEPTING ANSWER, THEN ACCEPT ONE
RESPONSE ONLY.)**

- 91% CAUCASIAN OR WHITE
 - 7% AFRICAN-AMERICAN OR BLACK
 - * HISPANIC
 - ASIAN

 - 1% OTHER (SPECIFY: _____)(DO NOT READ)
 - 1% REFUSED (DO NOT READ)
-

D7. Gender **(BY OBSERVATION)**

- 48% MALE
 - 52% FEMALE
-