

American Cancer Society - New Jersey Issues Poll

TargetSmart Research Solutions
October 2021



Survey Methodology

TargetSmart designed this multi-modal survey administered via live phone calls and email-solicited online interviews.

The survey reached 813 adults, age 18 or older, who indicated that they were registered to vote in New Jersey. The overall margin of error is +/- 4.0% and as weighted the survey sample is representative of all registered voters in the state of New Jersey.

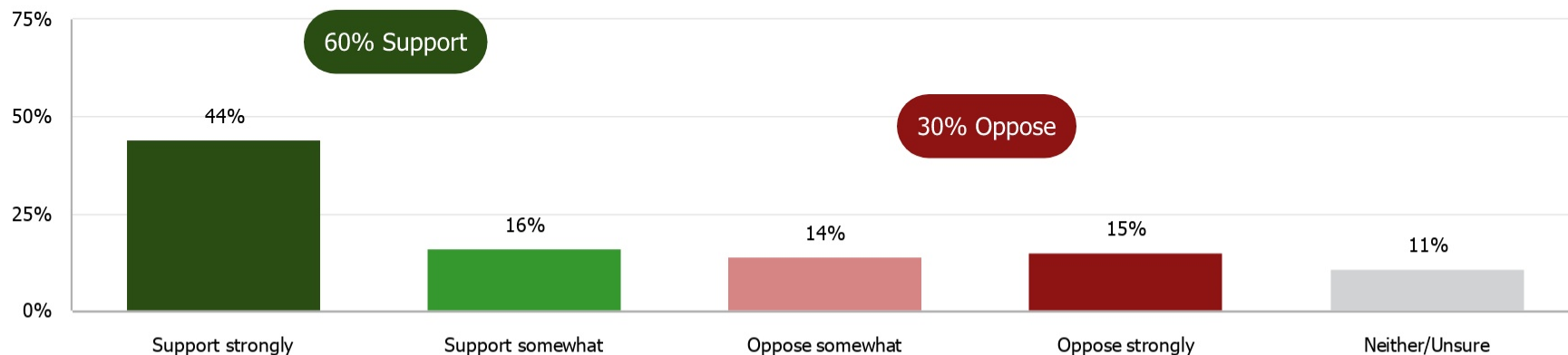
The survey was conducted from October 14 to 19, 2021.



6-in-10 support permanently prohibiting indoor smoking in NJ casinos

Smoke-free Casino Support

Support +30

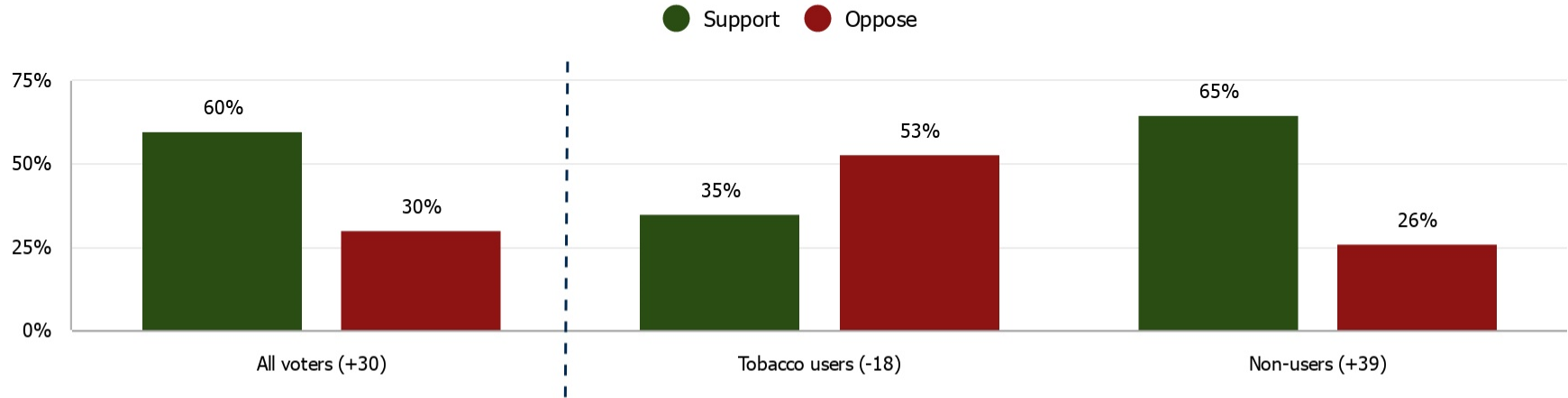


Q.10 And do you support or oppose permanently prohibiting indoor smoking at all casinos in New Jersey?



A slim majority of tobacco users oppose permanently prohibiting smoking at NJ casinos

Smoke-free Casino Support by Whether Use Tobacco Products



Q.10 And do you support or oppose permanently prohibiting indoor smoking at all casinos in New Jersey?



Voters of all partisan stripes support smoke-free casinos, but Democrats most broadly supportive

Smoke-free Casino Support by Key Demographics

	Support	Oppose	Support - Oppose
All voters	60%	30%	+30
ID Democrat	70%	24%	+46
ID independent	58%	24%	+33
ID Republican	49%	38%	+10
Murphy voters	70%	26%	+44
Ciattarelli voters	49%	35%	+14
Central Jersey	63%	30%	+33
North Jersey	61%	28%	+33
South Jersey	49%	36%	+13



College educated women are the most broadly supportive of smoke-free casinos

Smoke-free Casino Support by Key Demographics

	Support	Oppose	Support - Oppose
All voters	60%	30%	+30
Men	58%	34%	+24
Women	62%	26%	+36
White	63%	26%	+37
People of color	56%	37%	+18
Age 18-49	55%	35%	+20
Age 50+	64%	25%	+39
College	63%	25%	+38
Non-college	56%	35%	+22
Non-college men	55%	36%	+19
College men	61%	31%	+30
Non-college women	58%	33%	+25
College women	66%	21%	+45



Respondents back supporters of smoke-free casinos

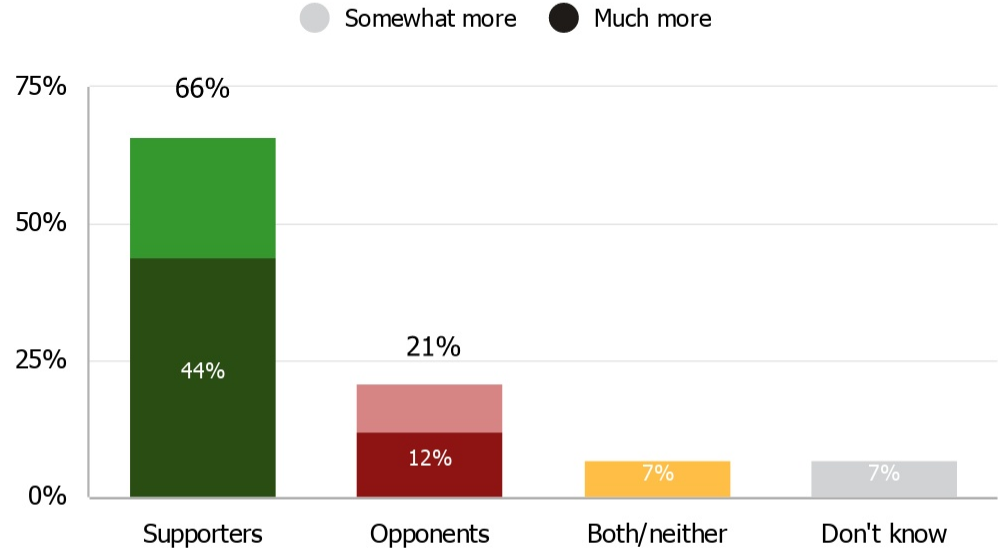
Q.11 Supporters of prohibiting indoor smoking at NJ casinos say more than 22,000 casino employees in NJ are exposed to dangerous secondhand smoke each day at their workplace. For nearly a year during the pandemic, a temporary ban on smoking in casinos meant that casino workers and patrons could breathe fresh air while working in and gaming at NJ's casinos. During this time NJ casinos thrived, even while smoking was prohibited.

Opponents of prohibiting indoor smoking at NJ casinos say it will hurt the casino industry in NJ which has already been battered by closures and a massive number of layoffs. They say banning smoking will lead to fewer customers and fewer jobs at a time when the economy is already hurting. Banning smoking now while the NJ economy is just recovering is irresponsible and will mean fewer NJ citizens have access to family-supporting jobs.

OK, even if neither one is exactly right, do you agree more with the supporters or opponents of prohibiting indoor smoking in NJ?

Prohibit Indoor Smoking Supporters/Opponents

Supporters +45



Just shy of 6-in-10 South Jersey voters side with supporters of smoke-free casinos

Prohibit Indoor Smoking Paired Statement by Key Demographics

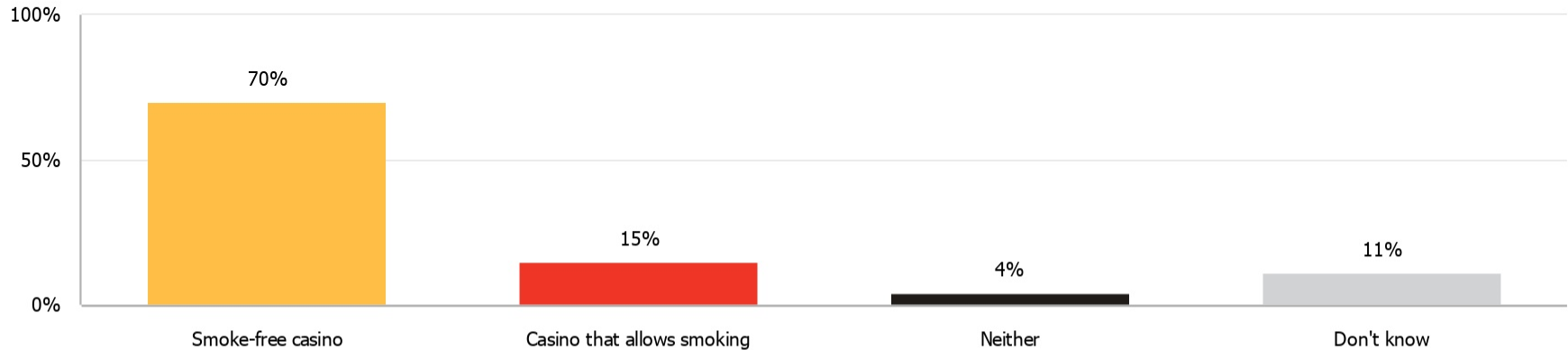
	Supporters	Opponents	Supporters - Opponents
All voters	66%	21%	+45
Men	67%	22%	+45
Women	65%	21%	+45
Age 18-49	66%	25%	+41
Age 50+	65%	18%	+47
Murphy voters	75%	16%	+59
Ciattarelli voters	57%	26%	+31
Central Jersey	68%	19%	+49
North Jersey	66%	22%	+45
South Jersey	57%	27%	+30



Respondents would overwhelmingly prefer visiting a smoke-free casino to one that allows smoking

Type of Casino You Prefer to Visit

Prefer smoke-free casino +55



Q.13 Would you personally prefer to visit a smoke-free casino OR a casino that allows smoking?



All demographic groups would prefer visiting smoke-free casinos

Type of Casino Preference by Key Demographics

	Smoke-free casino	Casino that allows smoking	Smoke-free - Allows smoking
All voters	70%	15%	+ 55
Men	72%	14%	+ 58
Women	68%	16%	+ 52
White	69%	14%	+ 54
People of color	74%	17%	+ 56
Age 18-49	70%	18%	+ 52
Age 50+	70%	13%	+ 57
College	76%	10%	+ 66
Non-college	64%	22%	+ 42
Non-college men	71%	15%	+ 55
College men	74%	13%	+ 61
Non-college women	56%	29%	+ 27
College women	77%	7%	+ 70



Majorities of Republicans, Ciattarelli supporters, and South Jersey residents prefer visiting smoke-free casinos

Type of Casino Preference by Key Demographics

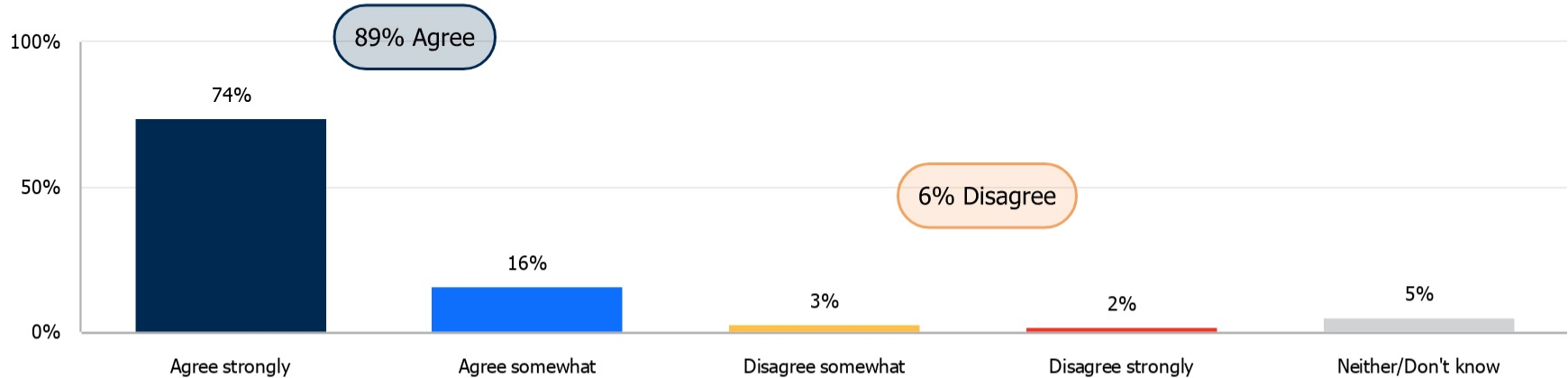
	Smoke-free casino	Casino that allows smoking	Smoke-free - Allows smoking
All voters	70%	15%	+55
ID Democrat	81%	10%	+71
ID independent	74%	9%	+65
ID Republican	57%	22%	+35
Murphy voters	79%	11%	+69
Ciattarelli voters	56%	22%	+34
Central Jersey	68%	19%	+49
North Jersey	79%	10%	+68
South Jersey	56%	18%	+38



Almost 9-in-10 agree that casino workers have the right to breathe clean, smoke-free air

Employees Have the Right to Clean Air

Agree +84



Q.14 And do you agree or disagree that everyone, including casino workers, have the right to breathe clean, smoke-free air?



Questions?