

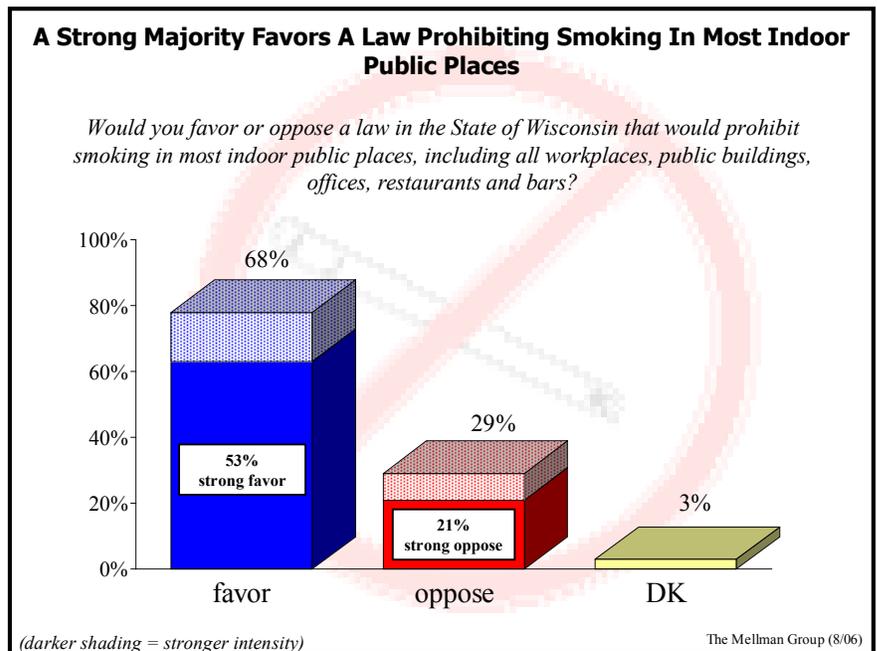


TO: American Cancer Society – Wisconsin
FROM: The Mellman Group, Inc.
RE: Smoke-Free Laws In Wisconsin
DATE: August 3, 2006

The Mellman Group conducted a statewide survey of 667 registered voters in Wisconsin, which included an over-sample of 210 voters in the City of Milwaukee. This produced a properly weighted statewide sample of 500. The poll was conducted by telephone June 24-27, 2006, and used a registration-based sample. The margin of error for this survey is +/-4.4% statewide and +/- 6.8% in the City of Milwaukee, at the 95% level of confidence. The margin of error is larger for subgroups

Wisconsin Voters Strongly Support A Law To Prohibit Smoking In Most Indoor Public Places

Our recently completed poll shows strong support among Wisconsin voters for a statewide law that would “prohibit smoking in most indoor public places, including workplaces, public buildings, offices, restaurants and bars.” More than two-thirds (68%) favor the law, while only 29% oppose it. Moreover, support for the law is more intense than opposition. More than half (53%) say they *strongly* support the law, while only 21% say they *strongly* oppose it.

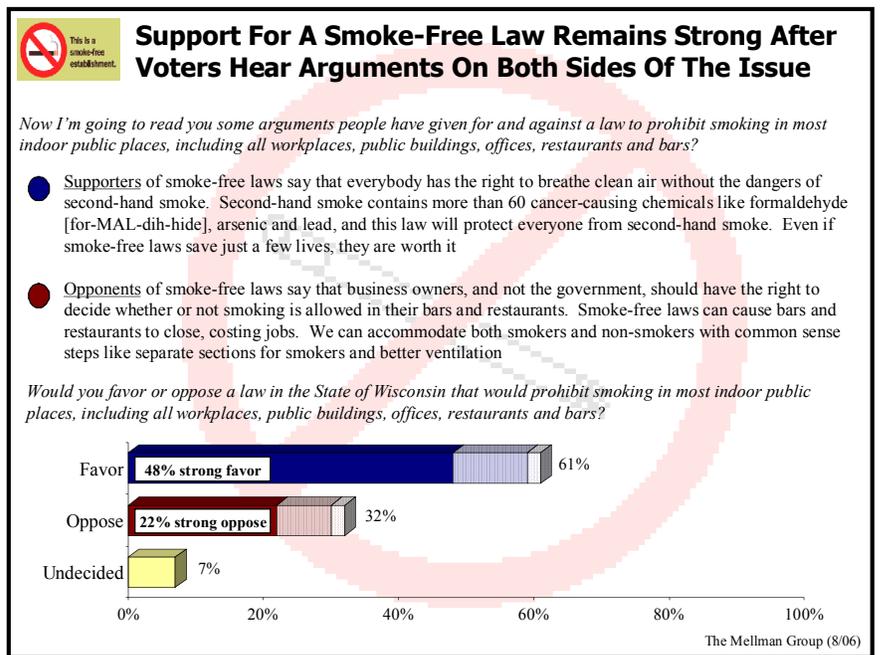


As the chart at right indicates, support for a clean indoor air law stretches across party lines, demographic groups, and is strong in all parts of the state. Democrats, independents and Republicans support the law by similar margins. Support is also very strong across gender, age, racial, and education groups. Indeed, the law garners exceptionally strong support among women, in South-Central Wisconsin, college graduates, voters under 40, and non-white voters.

In fact, only current smokers oppose the law (40% favor, 55% oppose), but this group makes up only 19% of the electorate (including those who initially claim to be non- or former-smokers but admit to smoking “occasionally”). Their opposition is dwarfed by strong support among the much larger number of non-smokers, including former smokers (66% favor, 32%), and those who have never smoked (78% favor, 18% oppose).

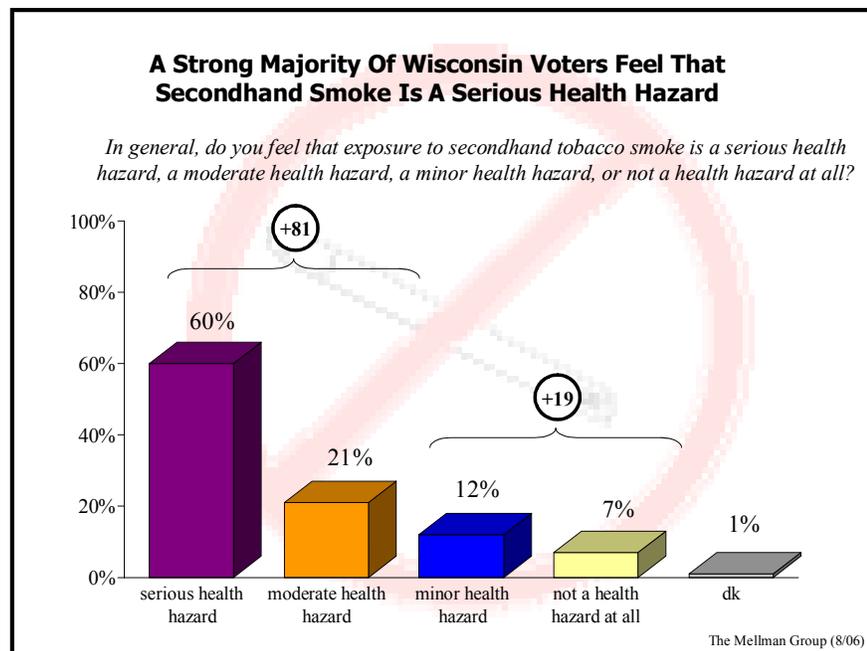
% Favor/Oppose Smoke-Free Law		
	Favor	Oppose
Men	61%	37%
Women	74%	21%
Democrat	70%	28%
Independent	67%	28%
Republican	67%	31%
18-39	73%	25%
40-59	67%	30%
60+	67%	29%
Milwaukee Co.	63%	35%
Southeastern WI	67%	31%
South-Central WI	78%	18%
Northeast WI	64%	33%
North-Central WI	65%	29%
Western WI	69%	30%
White	68%	29%
Non-White	72%	25%
HS or Less	64%	30%
Some College	65%	31%
College Grad+	73%	27%

Support for a smoke-free law remains strong even after voters hear arguments on both sides of the issue. After voters heard a supporter argument focusing on the right to breathe clean air and the cancer causing chemicals in secondhand smoke, matched against an opposition argument focusing on the rights of business owners, the potential negative economic impact of the law, and accommodation of both smokers and non-smokers, voters continue to favor the law by nearly a 2 to 1 margin (61% favor, 32% oppose), with nearly half (48%) continuing to *strongly* support the law.



Voters Prefer A Candidate That Supports A Smoke-Free Law

The wide-spread support of a smoke-free law is further evident in the fact that Wisconsin voters say a candidate's position on this law will influence their votes. When asked how a candidate's position on the law would affect their vote, 59% of Wisconsin voters say they would be more likely to vote for a candidate who supports the state law that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants and bars," while only 26% say they prefer a candidate who opposes the law. Once again, intensity favors the candidate who supports the law, as nearly half (48%) say they would be *much* more likely to vote for a supporter of the law, while only 15% say they would be *much* more likely to vote for an opponent of the law.



Strong Support For A Smoke-Free Law Stems From Concern About Health And The Priority Accorded The Rights Of Non-Smokers

Strong support for the smoke-free law can be attributed to underlying concerns about the danger of secondhand smoke, the widespread belief that secondhand smoke is annoying, and a priority on the rights of customers and employees over those of smokers. Altogether, more than 8 in 10 (81%) Wisconsin voters believe second hand smoke is a health hazard, with 60% believing it is a

“serious health hazard,” and another 21% considering it a “moderate health hazard.” Conversely, just 12% view secondhand smoke as a “minor health hazard” and 7% believe it is “not a health hazard at all.”

In addition to considering secondhand smoke a health hazard, Wisconsin voters also believe it is an annoyance. Seventy-two percent (72%) of voters say that secondhand smoke bothers them, with nearly half (47%) saying it bothers them “a great deal,” and 25% saying it bothers them “some.” By contrast, just 13% say that secondhand smoke bothers them “not too much” and 14% say it bothers them “not at all.”

When asked to judge whose rights have greater weight—customers and employees or smokers—three-quarters (75%) say “the rights of customers and employees to breathe clean air in restaurants and bars” are more important, while only 18% say “the right of smokers to smoke inside restaurants and bars” takes precedence. Even a plurality of current and occasional smokers (47%) believe the right to breathe clean air is more important than their right to smoke in restaurants and bars (42%).

<i>% agreeing/disagreeing with statement</i>	Agree	Disagree
Restaurants and bars would be healthier for customers and employees if they were smoke-free	83%	14%
It would be really nice to go out and enjoy restaurants and bars in Wisconsin without smelling like cigarette smoke when you get home	81%	16%
All Wisconsin workers should be protected from exposure to secondhand smoke in the workplace	81%	17%

Finally, when read several statements about smoking in public places, Wisconsin voters overwhelmingly agree that restaurants would be healthier if they were smoke-free, that it would be nice to go out to restaurants and bars without smelling like smoke, and that all Wisconsin workers should be protected from secondhand smoke.

Organizations That Support Smoke-Free Laws Are More Popular Than Organizations That Oppose Them

Proponents of smoke-free laws, like the American Cancer Society and the Campaign for Tobacco-Free Kids, are exceedingly popular in Wisconsin, with more than 70% having a favorable opinion of those organizations, and less than 10% having an unfavorable opinion. While the Tavern League of Wisconsin is not unpopular, it is significantly less popular than groups on the other side of the smoke-free issue. Tobacco companies continue to be extremely unpopular, with more than two-thirds (68%) having an unfavorable view of them.

