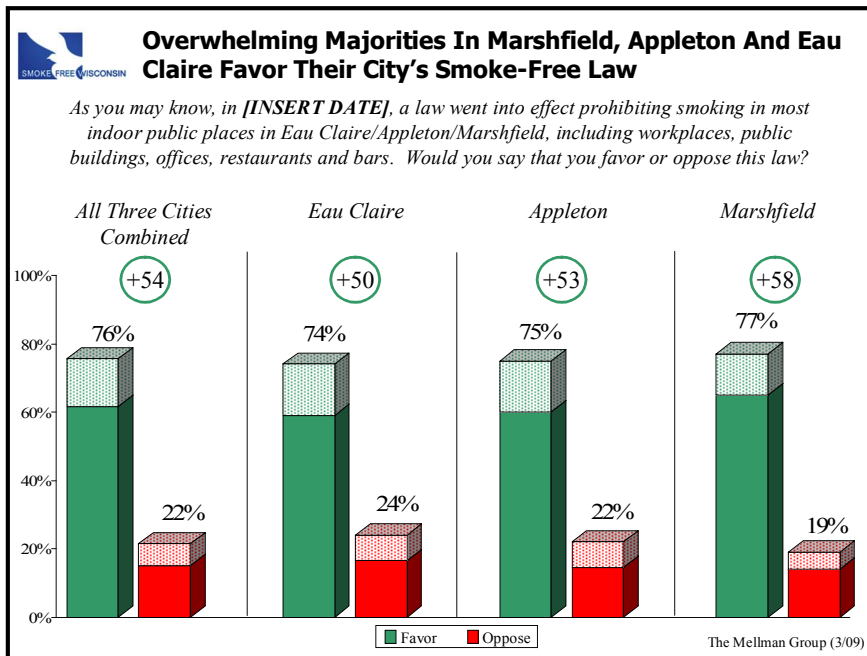


TO: Smoke Free Wisconsin
FROM: The Mellman Group, Inc.
RE: Surveys In Smoke-Free Communities In Wisconsin
DATE: April 3, 2009

The Mellman Group conducted citywide surveys of 400 registered voters in Marshfield and 400 likely voters in Appleton and Eau Claire. The polls were conducted by telephone February 23-25 in Appleton and Eau Claire, and March 21-24, 2009 in Marshfield, using registration-based samples. The margin of error for each survey is +/-4.9%, at the 95% level of confidence. The margin of error is larger for subgroups.



Voters In Smoke-Free Cities Overwhelmingly Support Their Smoke-Free Laws

In April 2008, we conducted a statewide survey of likely voters in Wisconsin, in partnership with Republican polling firm Public Opinion Strategies, showing that 69% favor a statewide smoke-free law that prohibits smoking in most indoor public places, including all workplaces, public buildings, offices restaurants and bars, and that only 28% oppose such a law.

This year, instead of conducting another statewide survey, we measured support for already

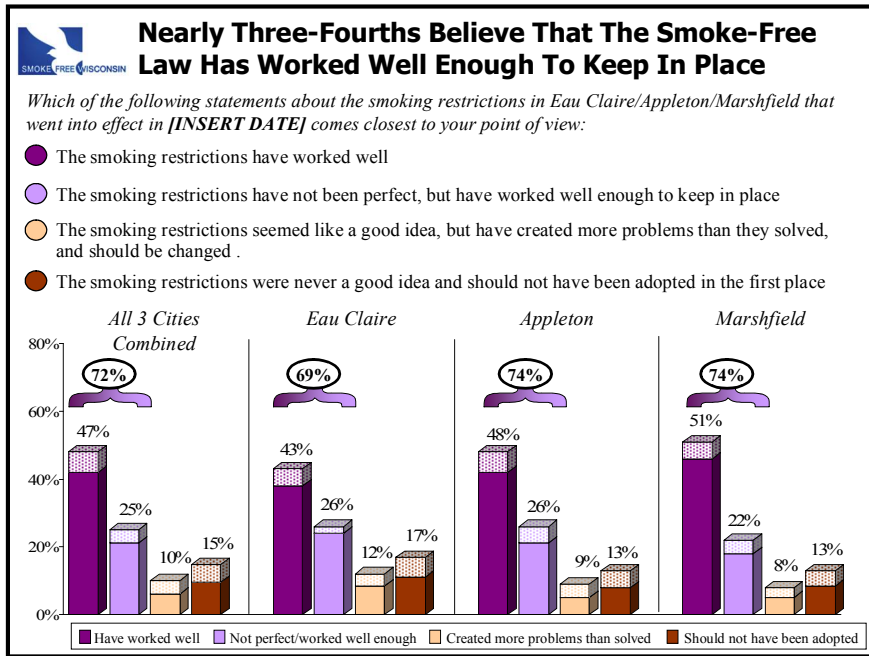
existing smoke-free laws in Appleton, Marshfield and Eau Claire, which have each implemented comprehensive smoking restrictions in the last four years. We found that support for the smoke-free laws in these three cities is actually stronger than support for a statewide smoke-free law. Indeed, 74% of voters in Eau Claire, 75% of voters in Appleton and 77% of voters in Marshfield all favor their cities prohibition on smoking in indoor public places. This suggests that, contrary to the doomsday predictions put forth by some opponents of these laws, smoking restrictions have been enthusiastically embraced in cities that have implemented them.

% Favor/Oppose Smoke-Free Law (Appleton, Marshfield & Eau Claire Combined)		
	Favor	Oppose
Total	76%	22%
Men	74%	23%
Women	77%	20%
Democrat	76%	21%
Independent	75%	22%
Republican	76%	22%
18-39	77%	21%
40-59	73%	23%
60+	77%	20%
Current/Occas Smoker	48%	48%
Former Smoker	79%	19%
Never Smoked	85%	12%
HS or Less	68%	28%
Some College	74%	24%
College Grad+	81%	16%

In order to gain a better understanding of support for smoke-free laws across demographic subgroups, we combined the results for all three cities into one data set. Support for the smoke-free law is especially strong among those who go out to restaurants and bars most frequently. Among those who go out once a week or more, 78% favor the law, while only 19% oppose it. A similar number of those who go out a few times a month (77% favor, 20% oppose) favor the law. Indeed, only among those who go out less than once a month or never is support a bit less robust (61% favor, 32% oppose), though even among these voters, a sizable majority favor their city's smoke-free law.

As the chart at left indicates, support for the smoke-free law crosses party lines and demographic groups. Democrats, Independents and Republicans favor the law by nearly identical margins, suggesting that there is little, if any, partisan polarization around this issue. Support is also very strong across gender, age, and education groups.

Surprisingly, even those who say they are current or occasional smokers (21% of our sample) are evenly split on the law, with 48% of this group supporting it and 48% opposing it. However, the smoking restrictions garner overwhelming support among the much larger number of non-smokers, including former smokers (79% favor, 19% oppose), and those who have never smoked (85% favor, 12% oppose).



Most Believe The Smoke Free Law Has Worked Well Enough To Keep It In Place

More than 7 in 10 voters in the three cities where smoke-free laws have been implemented believe that the smoking restrictions have worked well and should be kept in place, while only 25% believe that the law should either be changed or should have not been adopted in the first place. Just under half (47%) believe that the restrictions have worked well, and another 25% believe that, while the restrictions have not been perfect, they have worked well enough to keep in place. By contrast, only 15% believe that the smoke-free law should never have been

adopted in the first place. Seventy-two percent (72%) of Democrats, 71% of independents, and 75% of Republicans believe the law has worked well, or at least well enough to keep in place. Likewise over three-fourths (76%) of those who go out to restaurants weekly or more have a positive reaction to the smoking restrictions.

Support for keeping the smoking restrictions in place is consistently strong in each of the three cities, with 69% of Eau Claire voters, 74% of Appleton voters and 74% of Marshfield voters believing that the smoking restrictions have either worked well, or despite imperfections, have worked well enough to keep in place.

The Positive Reaction To These Smoke-Free Laws Is Rooted In The Perceived Danger Posed By Secondhand Smoke And The Belief That The Right To Clean Air Trumps Smokers' Rights

Overwhelming support for these smoke-free laws is a function of concern about the dangers of secondhand smoke and the priority accorded to the rights of customers and employees over those of smokers. Overall, 83% of voters in the three cities believe secondhand smoke is at least a “moderate” health hazard, with a sizable majority (62%) saying it constitutes a “serious health hazard.” Only 14% believe secondhand smoke to be a “minor health hazard” or “not a health hazard at all.” Eighty-three percent (83%) of Eau Claire voters, 83% of Appleton voters and 84% of Marshfield voters consider secondhand smoke to be a serious or moderate health hazard.



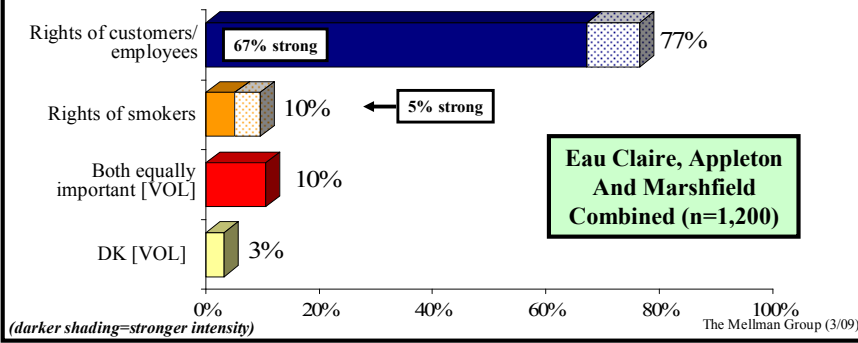
Voters In The Smoke-Free Cities Believe The Right Of Customers And Employees To Breathe Clean Air Trumps The Right Of Smokers To Smoke

Please indicate which one of the following you think is more important:

● The rights of customers and employees to breathe clean air in restaurants, bars and other indoor public places

OR

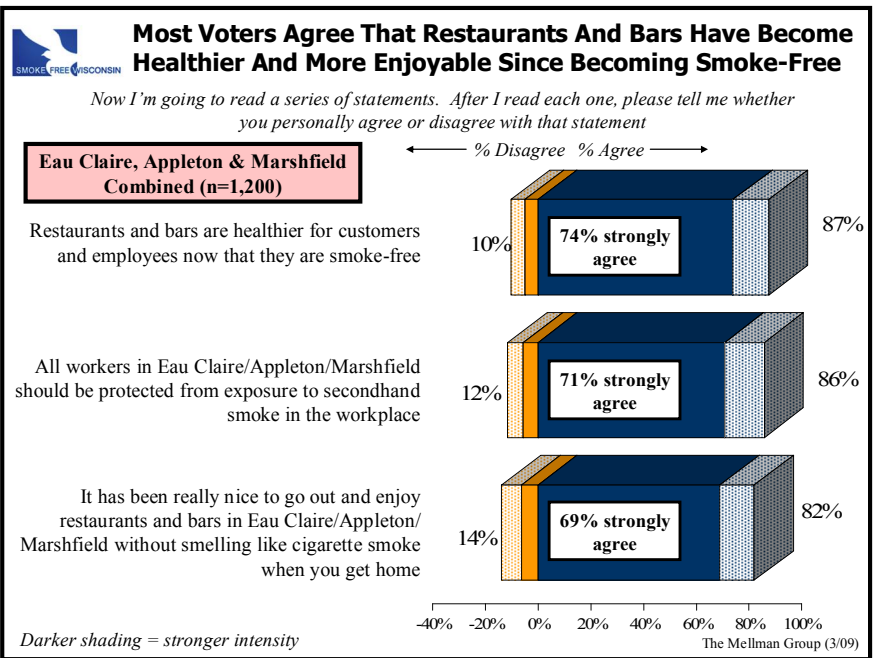
● The rights of smokers to smoke inside restaurants, bars and other indoor public places



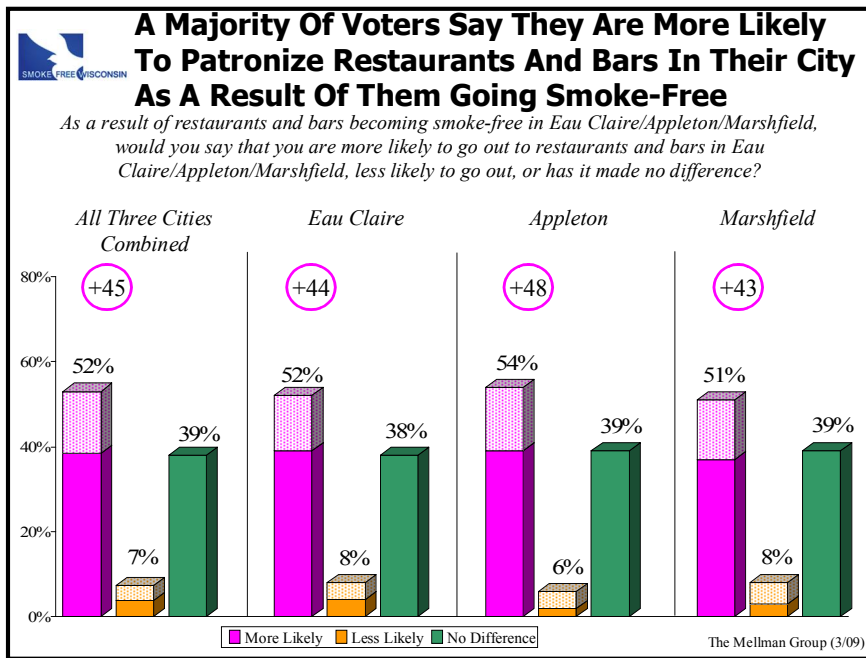
Voters in these cities attach greater priority to the right to breathe clean air in restaurants and bars over the right of smokers to smoke inside those establishments. Seventy-seven percent (77%) say “the rights of customers and employees to breathe clean air in restaurants, bars and other indoor public places” takes precedence, while only 10% attach higher priority to “the rights of smokers to smoke inside restaurants and bars.” Even a majority of smokers (51%) agree that the rights of customers and employees to breathe clean air in restaurants trump their right to smoke in restaurants and bars. More than three-quarters of the voters in all three cities believe that the right to smoke-free air trumps the right of smokers to smoke.

Voters In The Smoke-Free Cities Strongly Agree With The Rationale Behind A Smoke-Free Law

Voters in Eau Claire, Appleton and Marshfield are strongly on board with the rationale behind passing the cities’ smoke-free laws. When read several statements about smoking in public places, voters in these cities overwhelmingly agree that all workers should be protected from exposure to secondhand smoke, that restaurants and bars are healthier now that they are smoke-free, and that it has been nice going out to restaurants and bars in their respective cities without smelling like cigarette smoke. The reaction to these statements is consistent across all three cities, with over 80% of the voters in each agreeing with each of the three statements



Evidence Suggests That Voters In Eau Claire, Appleton And Marshfield Are More Likely To Go To Restaurants And Bars As A Result Of The Smoke-Free Law



Contrary to the opinions expressed by some opponents of these laws, there is evidence that residents of Eau Claire, Appleton and Marshfield are more likely patronize restaurants and bars in their city as a result of them becoming smoke-free. More than half (52%) of the cities' voters say they are more likely to go out to restaurants and bars since they have become smoke-free, compared to 7% who say they are less likely to go out, and 39% who say it has made no difference. An even larger majority of those who have never smoked (66%) say they are more likely to go out as a result of the smoke-free law. Strikingly, a sizable majority of smokers (73%) say that the smoke-free

law has made them more likely to go out (25%), or made no difference to them (48%) – only 24% of smokers say they are less likely to go out. Among those who go out to restaurants weekly or more, 59% say they are more likely to go out, while only 9% say they are less likely to go out. As the chart above illustrates, a majority of voters in all three cities say they are more likely to patronize restaurants in bars – exceeding the number who say they will go out less often by more than a 6 to 1 margin in all three cities.

Likewise, voters in these smoke-free cities believe that going out has become a more enjoyable experience since their city's smoke-free law took effect. Sixty-three percent (63%) say that going out has become more enjoyable since the smoking restrictions took effect, while only 8% say that going out has become less enjoyable. An even larger majority of the most frequent patrons of restaurants and bars says that going out has become more enjoyable (70% more enjoyable, 7% less enjoyable). Sixty-one percent (61%) of Eau Claire voters, 65% of Appleton voters and 63% of Marshfield voters say that patronizing restaurants and bars in their respective city has become more enjoyable since they have become smoke-free.

Statewide surveys conducted in 2006, 2007 and 2008 all show that a roughly two-thirds of the state's voters favor a comprehensive statewide smoke-free law in Wisconsin. Our findings from these three surveys demonstrate that smoke-free laws are even more popular in communities where they are already in effect, with approximately three-quarters of the voters in Appleton, Eau Claire and Marshfield supporting their city's smoke-free law. Moreover, contrary to the scare tactics and unreliable anecdotal evidence employed by opponents of smoke-free laws, the data from these surveys suggest that smoke-free laws have likely had a positive effect on patronage of restaurants and bars, and that most voters prioritize their right to breathe clean air over smokers' right to smoke.