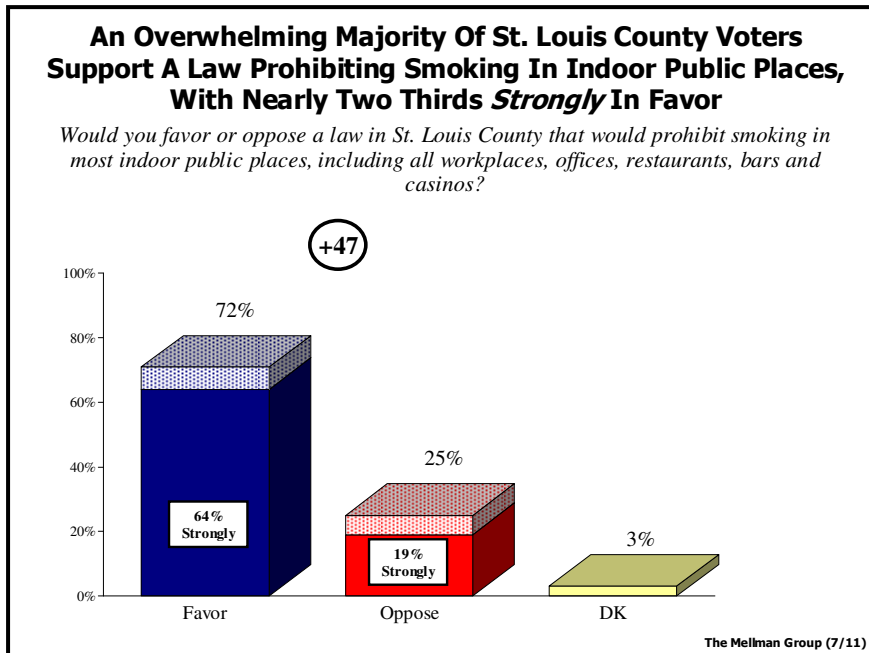


TO: The American Cancer Society
FROM: The Mellman Group, Inc.
RE: A Comprehensive Smoke-Free Law In St. Louis County
DATE: July 6, 2011

The Mellman Group conducted a countywide survey of 400 likely voters in St. Louis County. The poll was conducted by telephone June 23-26, 2011, and used a voter-file-based sample. The margin of error for this survey is +/-4.9% countywide at the 95% level of confidence. The margin of error is larger for subgroups.



An Overwhelming Majority Of St. Louis County Voters Support A Comprehensive Smoke-Free Law That Includes Bars And Casinos

An overwhelming majority of St. Louis County voters supports a law that would “prohibit smoking in most indoor public places, including all workplaces, offices, restaurants, bars and casinos.” More than 7 in 10 voters favor this law, while only a quarter (25%) oppose it. Moreover, nearly two-thirds (64%) *strongly* favors a comprehensive smoke-free law, while only 19% *strongly* oppose it. Support for this law is strong across party and demographic groups.

Indeed, as the chart at right illustrates, support is especially strong among women (78% favor), college-educated voters (77% favor) and voters under 40 (76% favor). Both Democrats and Republicans support the law by identical 48-point margins.

In fact, the only group that opposes this law is the 15% of the electorate made up of current or occasional smokers, among whom 38% favor the law, while 59% oppose it. However, their opposition is dwarfed by overwhelming support among the much larger number of non-smokers (84% of the electorate), including both former smokers (67% favor, 26% oppose) and those who have never smoked (84% favor, 14% oppose).

Moreover, most St. Louis County voters do not believe the current smoke-free law, which exempts some bars and casinos, goes far enough. When voters are informed about the current law and asked whether they would favor or oppose legislation that would extend the county’s smoke-free law to cover ALL indoor workplaces, including bars and casinos, 65% favors such a law, while only 33% opposes it. Once again, extension of the current smoke-free law garners large majorities across demographic and partisan groups.

% Favor/Oppose Smoke-Free Law		
	Favor	Oppose
Men	64%	32%
Women	78%	20%
Democrat	73%	25%
Independent	70%	27%
Republican	72%	24%
18-39	76%	21%
40-59	68%	30%
60+	73%	22%
Non-White	68%	29%
White	72%	24%
Current/Occas Smoker	38%	59%
Former Smoker	67%	26%
Never Smoked	84%	14%
HS or Less	65%	31%
Some College	65%	32%
College Grad+	77%	20%

Most Voters Consider Secondhand Smoke To Be Both Dangerous And Bothersome, And Believe The Right To Breathe Clean Air Trumps Smokers' Rights

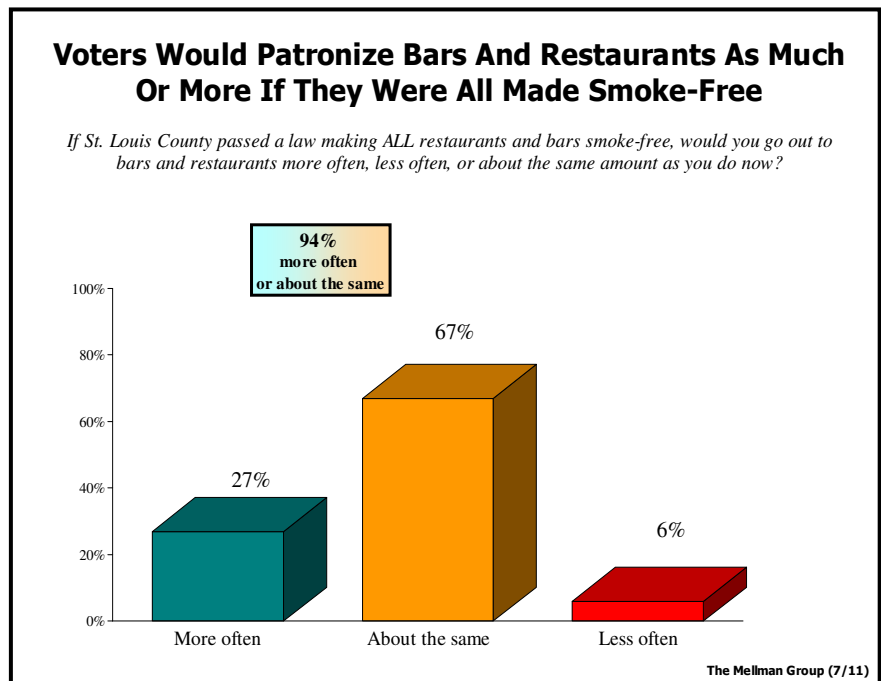
The strong public support for a smoke-free law is a function of concerns about the dangers of secondhand smoke and the priority accorded to the rights of customers/employees over those of smokers. Most St. Louis County voters believe that secondhand smoke is a health hazard. Eighty-four percent (84%) consider secondhand smoke to be at least a “moderate” health hazard, with 55% considering it to be a “serious health hazard.” Only 15% believe secondhand smoke to be a “minor health hazard” or “not a health hazard at all.”

Moreover, over two-thirds (69%) say that exposure to secondhand smoke bothers them at least “a fair amount,” with 49% saying it bothers them “a lot.” Only 30% say that they are bothered “only a little” or “not at all” by secondhand smoke.

St. Louis County voters attach greater priority to the right to breathe clean air in restaurants and bars over the right of smokers to smoke inside those establishments. Eighty-one percent (81%) say “the rights of customers and employees to breathe clean air in restaurants and bars” takes precedence, while only 13% attach higher priority to “the rights of smokers to smoke inside restaurants and bars.” By a 53% to 39% margin, even smokers prioritize the rights of customers and employees to breathe clean air in restaurants and bars over their own right to smoke in these places.

Passage Of A Smoke-Free Law Would Not Hurt Businesses

There is no evidence that a smoke-free law would decrease patronage of restaurants and bars in St. Louis County. In fact, 27% of voters say they would go to bars and restaurants more often if they were smoke-free, while only 6% say they would go out less often, and 67% say they would go out the same amount. A significant number of former smokers (20% more often, 2% less often), those who have never smoked (36% more often, 2% less often), and voters under 40 (32% more often, 8% less often) say they are more likely to go to restaurants and bars if a smoke-free law passes.



St. Louis County Voters Strongly Agree With The Rationale Behind A Smoke-Free Law

St. Louis County voters strongly agree with the rationale behind passing a comprehensive smoke-free law that includes bars and casinos. When read several statements about smoking in public places, voters overwhelmingly agree that restaurants and bars would be healthier if they were smoke-free, that all workers in the county should be protected from secondhand smoke, and that it would be nice to go out to restaurants and bars without smelling like smoke. A large majority also agrees that rather than a law that allows smoking in some eating and drinking establishments and prohibits it in others, there should be a county-wide law that makes ALL bars and restaurants smoke-free.

<i>% agreeing/disagreeing with statement</i>	Agree	Disagree
Restaurants and bars would be healthier for customers and employees if they were smoke-free	89%	10%
All workers in St. Louis County should be protected from exposure to secondhand smoke in the workplace	87%	11%
It would be really nice to go out and enjoy restaurants and bars in St. Louis County without smelling like cigarette smoke when you get home	86%	12%
Currently, the law in St. Louis County allows smoking in some eating and drinking establishments and prohibits it in others. Instead of a confusing law that creates an unlevel playing field, we should have a county-wide law that makes ALL bars and restaurants smoke-free	71%	29%