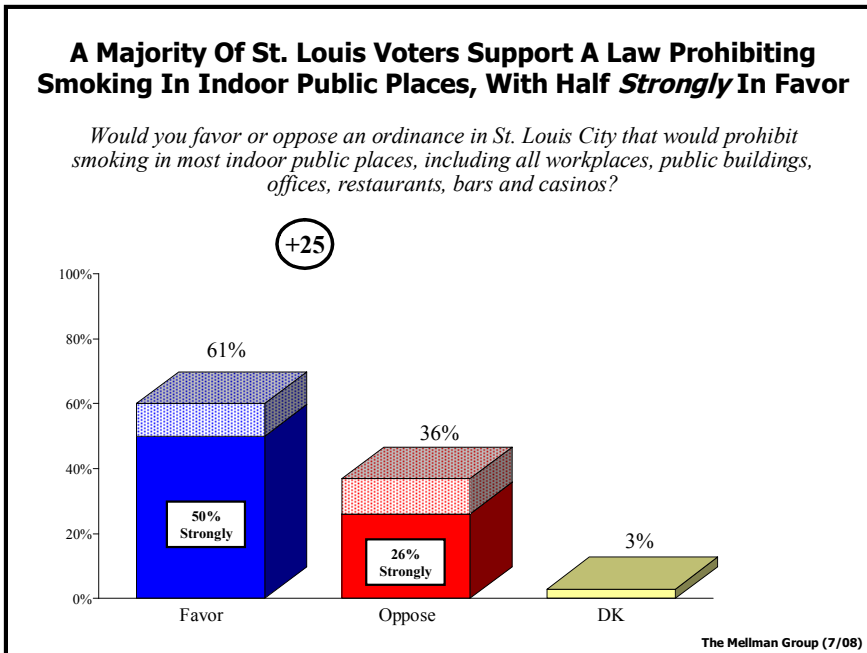


TO: Smoke-Free St. Louis City
FROM: The Mellman Group, Inc.
RE: Smoke-Free Laws In St. Louis
DATE: August 4, 2008

The Mellman Group conducted a citywide survey of 500 registered voters in St. Louis City. The poll was conducted by telephone July 14-17, 2008, and used a voter-file-based sample. The margin of error for this survey is +/-4.4% citywide at the 95% level of confidence. The margin of error is larger for the subgroup.



St. Louis Voters Strongly Support A Law To Prohibit Smoking In Most Indoor Public Places

Our recently completed poll shows that a sizeable majority of voters in St. Louis City support a law that would “prohibit smoking in most indoor public places, including all workplaces, public buildings, offices, restaurants, bars and casinos.” More than 6 in 10 voters (61%) favor the law, while only 36% oppose it. Moreover, support for the law is more intense than opposition. Half of the city’s voters (50%) *strongly* favor a smoke-free law, while only 26% *strongly* oppose it.

As the chart at right indicates, support for a smoke-free law stretches across party lines and demographic groups. African-American voters and white voters support a smoke-free law by almost identical margins. The law also garners majority support across gender, age, education and party. Indeed, the proposed law garners exceptionally strong support among women, college-educated voters and voters under 40.

In fact, the only group that opposes this law is the 31% of the electorate made up of current or occasional smokers, with 32% favoring the law and 66% opposing it. However, smokers’ opposition is dwarfed by overwhelming support among the much larger number of non-smokers (68% of the electorate), including both former smokers (73% favor, 23% oppose) and those who have never smoked (75% favor, 23% oppose).

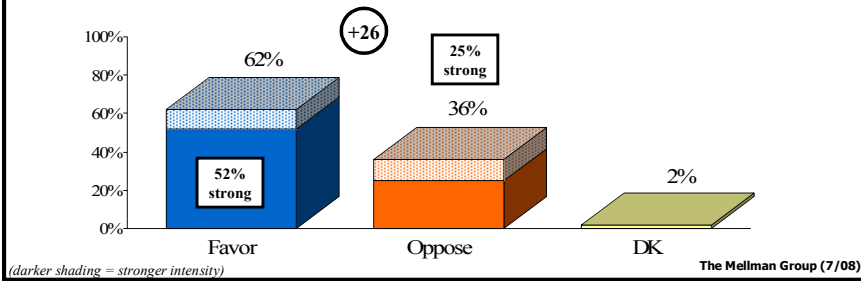
% Favor/Oppose Smoke-Free Law		
	Favor	Oppose
Men	55%	41%
Women	65%	33%
Democrat	58%	39%
Independent	65%	32%
Republican	64%	33%
18-39	64%	32%
40-59	55%	44%
60+	63%	33%
Black	60%	37%
White	61%	37%
Current/Occas Smoker	32%	66%
Former Smoker	73%	23%
Never Smoked	75%	23%
HS or Less	55%	43%
Some College	55%	43%
College Grad+	73%	24%

After Hearing Arguments On Both Sides Of The Issue, St. Louis City Voters Continue To Favor A Smoke-Free Law By A Wide Margin

Now I'm going to read you some arguments people have given for a city ordinance that prohibits smoking in most indoor public places in the St. Louis City:

- Supporters of this ordinance say that everybody has the right to breathe clean air without the dangers of second-hand smoke. Second-hand smoke contains more than 4,000 chemicals, including dangerous cancer-causing substances like formaldehyde and arsenic, and this law will protect everyone from its dangerous health effects.
- Opponents of this ordinance say that business owners, and not the government, should have the right to decide whether or not smoking is allowed in their restaurants, bars, and casinos. Smoke-free laws can cause restaurants, bars, and casinos to close, costing jobs. We can accommodate both smokers and non-smokers with common sense steps like separate sections for smokers and better ventilation

Would you favor or oppose a law in St. Louis City that would prohibit smoking in most indoor public places, including all workplaces, public buildings, offices, restaurants, bars and casinos?



After Hearing Arguments On Both Sides Of The Issue, Voters Continue To Strongly Support A Smoke-Free Law

After hearing arguments on both sides of the issue, voters in St. Louis City continue to favor a smoke-free law by a wide margin. Voters heard a supporter argument that focused on the health hazard of secondhand smoke and the right of everybody to breathe clean air in restaurants, bars and casinos, as well as an opposition argument focusing on the right of business owners to make their own decisions, the possibility of accommodating both smokers and non-smokers, and the

potential for lost jobs if a smoke-free law takes effect. After hearing both of these arguments, 62% favor a smoke-free law (52% strongly favor), while 36% oppose it (25% strongly oppose) – virtually unchanged from our initial margin.

Voters Recognize The Dangers Of Secondhand Smoke 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 City voters believe that secondhand smoke is a health hazard, with 77% considering secondhand smoke is at least a “moderate” health hazard, including 56% who believe that secondhand smoke constitutes a “serious health hazard.” Only 20% believe secondhand smoke to be a “minor health hazard” or “not a health hazard at all.”

St. Louis voters also 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-four percent (74%) say “the rights of customers and employees to breathe clean air in restaurants, bars and casinos” takes precedence, while only 20% attach higher priority to “the rights of smokers to smoke inside restaurants and bars.” By a 50% to 39% margin, even smokers prioritize that the rights of customers and employees to breathe clean air in restaurants, bars and casinos over their own right to smoke in these places.

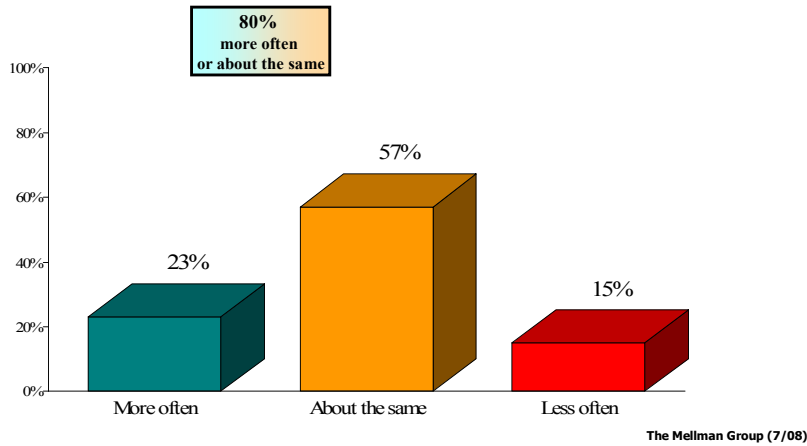
St. Louis Voters Strongly Agree With The Rationale Behind A Smoke-Free Law

St. Louis voters are strongly on board with the rationale behind passing a smoke-free law. When read several statements about smoking in public places, St. Louis voters overwhelmingly agree that restaurants and bars would be healthier if they were smoke-free, that all workers in the city should be protected from second-hand smoke, and that it would be nice to go out to restaurants, bars and casinos without smelling like smoke.

% agreeing/disagreeing with statement	Agree	Disagree
Restaurants, bars and casinos would be healthier for customers and employees if they were smoke-free	82%	16%
All workers in St. Louis City should be protected from exposure to secondhand smoke in the workplace	81%	17%
It would be really nice to go out and enjoy restaurants, bars and casinos in St. Louis City without smelling like cigarette smoke when you get home	76%	22%

More Voters Would Patronize Bars And Restaurants If The St. Louis City Passed A Smoke-Free Law

If the St. Louis City passed an ordinance making all restaurants, bars and casinos smoke-free, would you go out to restaurants, bars and casinos in St. Louis more often, less often, or about the same amount as you do now?



Passage Of A Smoke-Free Law May Have A Positive Effect On Businesses Affected By The Law

Contrary to the opinions expressed by some opponents of this law, there is evidence that a smoke-free law could actually increase patronage of restaurants, bars and casinos in St. Louis City. Twenty-three percent (23%) of voters say they would go to bars and restaurants more often if they were smoke-free, compared to only 15% who claimed they would go out less often, and 57% saying they would go out the same amount. A significant number of former smokers (28% more often, 3% less often) and those who have never

smoked (35% more often, 4% less often), say they are more likely to go to restaurants, bars and casinos if a smoke-free law passes.