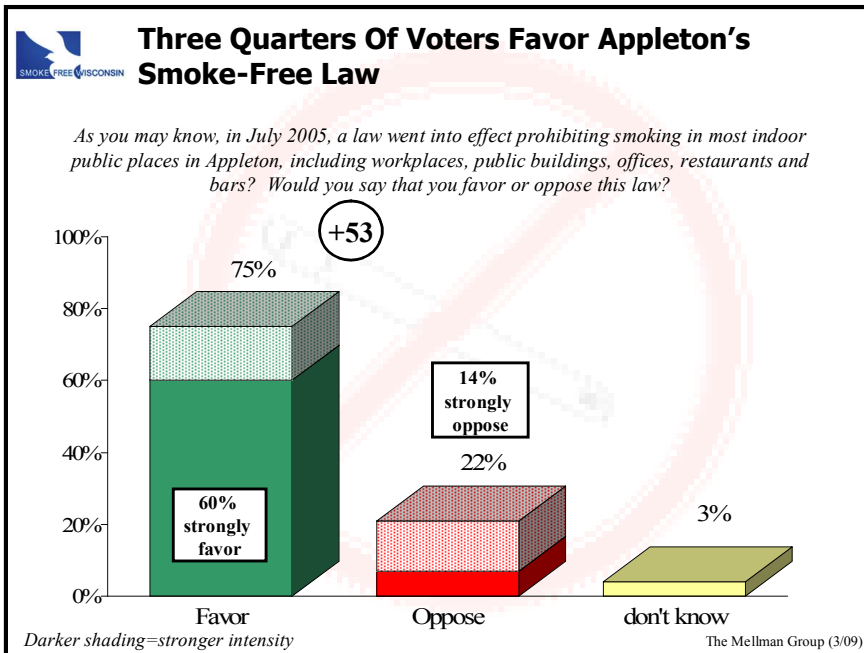


TO: Smoke Free Wisconsin
FROM: The Mellman Group, Inc.
RE: Appleton's Smoke-Free Law
DATE: March 11, 2009

The Mellman Group conducted a citywide survey of 400 likely voters in Appleton. The poll was conducted by telephone February 23-25, 2009, using a registration-based sample. The margin of error for this survey is +/-4.9%, at the 95% level of confidence. The margin of error is larger for subgroups.



Voters In Appleton Overwhelmingly Support The City's Smoke-Free Law

Our recently completed poll shows strong support for Appleton's smoke-free law, which took effect in July 2005. Three-quarters (75%) of the city's voters favor this law, while only 22% oppose it. Moreover, support for the law is more intense than opposition. Six in 10 voters (60%) *strongly* favor the law, while only 14% *strongly* oppose it.

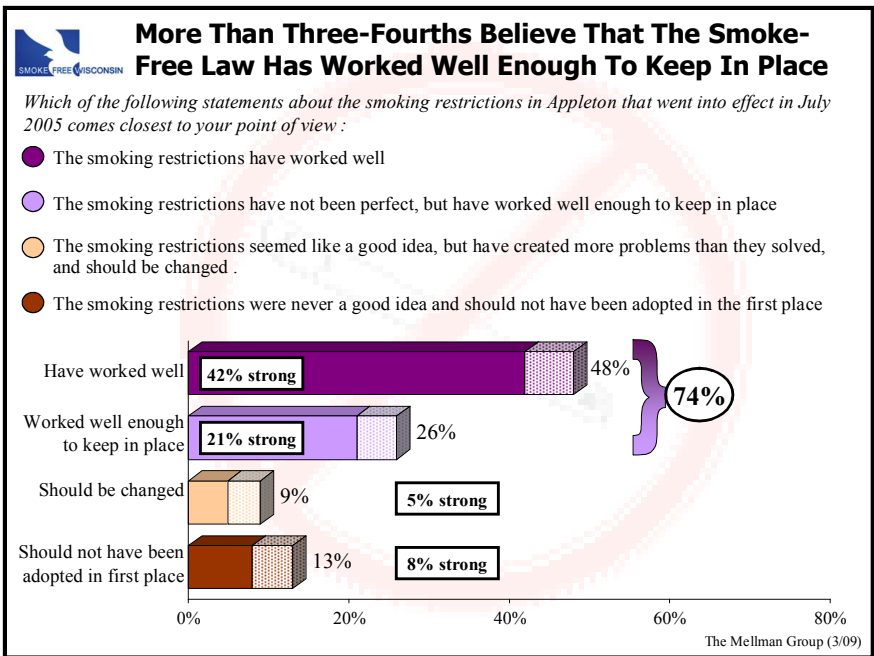
Those who go out to restaurants and bars most often are most likely to support the smoke-free law. Among those who go out once a

week or more, 79% favor the law, while only 19% oppose it. Likewise, over three-quarters (78% favor, 19% oppose) of those who go out a few times a month favor the law. Indeed, only among those who go out less than once a month or never is support a bit less robust (58% favor, 37% oppose), though even among these voters, a sizable majority favor the law.

As the chart at right indicates, support for the smoke-free law crosses party lines and demographic groups. Democrats, Independents and Republicans favor the law by similar margins. Support is also very strong across gender, age, and education groups. Indeed, the law garners exceptionally strong support among those with a college education, non-smokers and women.

In fact, opposition is not even that intense among the 22% of the electorate who say they are current or occasional smokers, with 46% of this group favoring the law and 50% opposing it. Their opposition is dwarfed by overwhelming support among the much larger number of non-smokers, including former smokers (84% favor, 13% oppose), and those who have never smoked (85% favor, 12% oppose).

% Favor/Oppose Smoke-Free Law		
	Favor	Oppose
Men	71%	26%
Women	80%	18%
Democrat	77%	21%
Independent	74%	24%
Republican	77%	20%
18-39	77%	20%
40-59	76%	21%
60+	73%	24%
W. of Meade St.	74%	22%
E. of Meade St.	78%	21%
S. of Fox River	77%	21%
Smoker	46%	50%
Former Smoker	83%	16%
Never Smoked	85%	12%
HS or Less	63%	33%
Some College	77%	21%
College Grad+	83%	14%

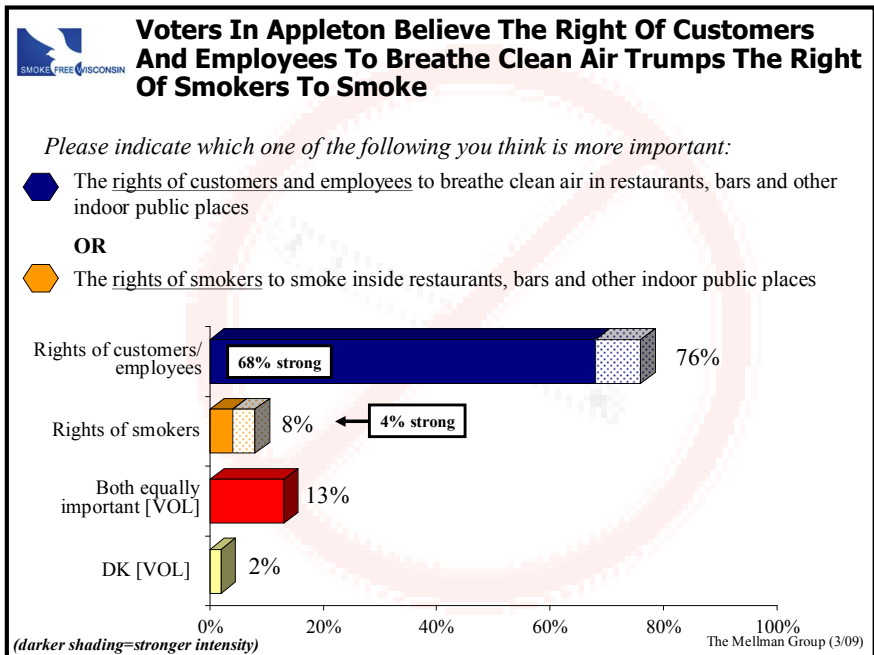


Most Believe The Smoke Free Law Has Worked Well Enough To Keep It In Place

Nearly three in four Appleton voters (74%) believe that the city’s smoking restrictions have worked well and should be kept in place, while only 22% believe that the law should either be changed or should have not been adopted in the first place. Forty-eight percent (48%) believe that the restrictions have worked well, while another 26% believe that, while the restrictions have not been perfect, they have worked well enough to keep in place. By contrast, only 13% believe that the smoke-free law should never have been adopted in the first place.

Seventy-two percent (72%) of Democrats, 72% of independents, and 81% of Republicans believe the law has worked well and should be kept in place. Likewise over three-fourths (77%) of those who go out to restaurants weekly or more favor have a positive reaction to the smoking restrictions.

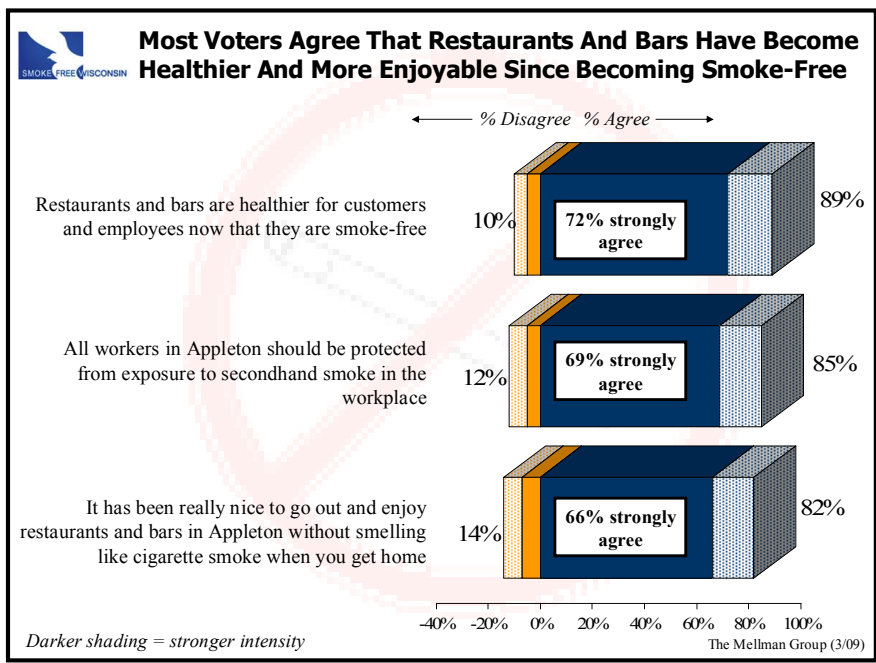
Support For The Smoke-Free Law Is Rooted In The Perceived Danger Posed By Secondhand Smoke And The Belief That The Right To Clean Air Trumps Smokers’ Rights



Overwhelming support for the smoke-free law 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 the city’s voters believe secondhand smoke is at least a “moderate” health hazard, with a clear majority (64%) 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.”

Appleton voters attach greater priority to the right to breathe clean air in restaurants and bars over the right of smokers to smoke inside those

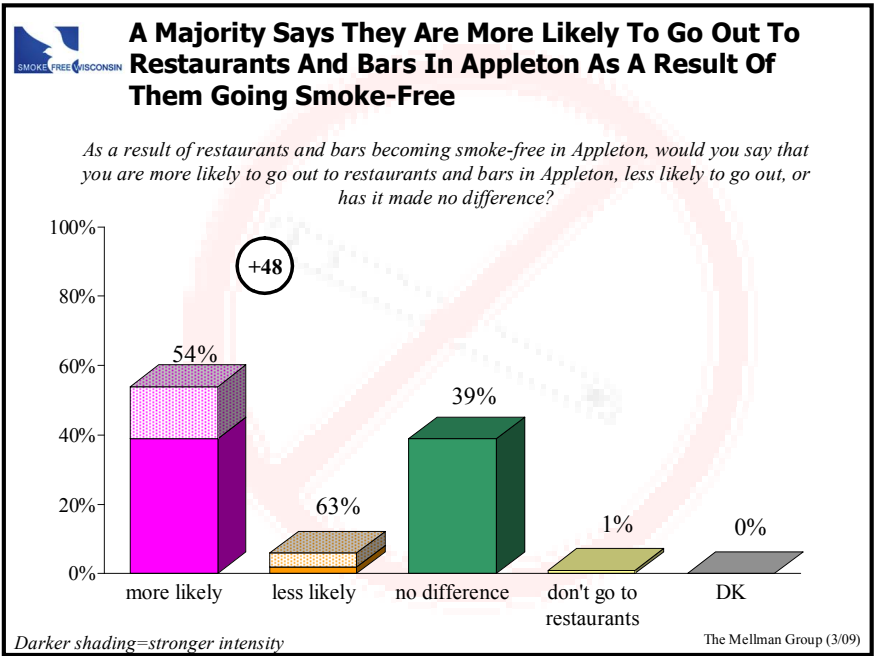
establishments. Seventy-six percent (76%) say “the rights of customers and employees to breathe clean air in restaurants, bars and other indoor public places” takes precedence, while only 8% attach higher priority to “the rights of smokers to smoke inside restaurants and bars.” Even a majority of smokers (53%) agree that the rights of customers and employees to breathe clean air in restaurants trump their right to smoke in restaurants and bars.



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

Voters in Appleton are strongly on board with the rationale behind passing the city’s smoke-free law. When read several statements about smoking in public places, Appleton voters 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 Appleton without smelling like cigarette smoke.

Evidence Suggests That Appleton Voters 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 this law, there is evidence that residents of Appleton are more likely to go to the city’s restaurants and bars as a result of them becoming smoke-free. More than half (54%) of the city’s voters say they are more likely to go out to restaurants and bars since they have become smoke-free, compared to 6% who say they are less likely to go out, and 39% who say it has made no difference. An overwhelming majority of those who have never smoked (63%) say they are more likely to go out as a result of the smoke-free law. Even smokers themselves are evenly divided on this question, with 31% saying they are

more likely to go out, while 20% say they are less likely. Among those who go out to restaurants weekly or more, 62% say they are more likely to go out, while only 5% say they are less likely to go out.

Likewise, Appleton voters believe that going out has become a more enjoyable experience since the law took effect. Sixty-five percent (65%) say that going out has become more enjoyable since the law took effect, while only 7% say that going out has become less enjoyable. An even larger majority of the most frequent patrons of restaurants and bars say that going out has become more enjoyable (73% more enjoyable, 5% less enjoyable).