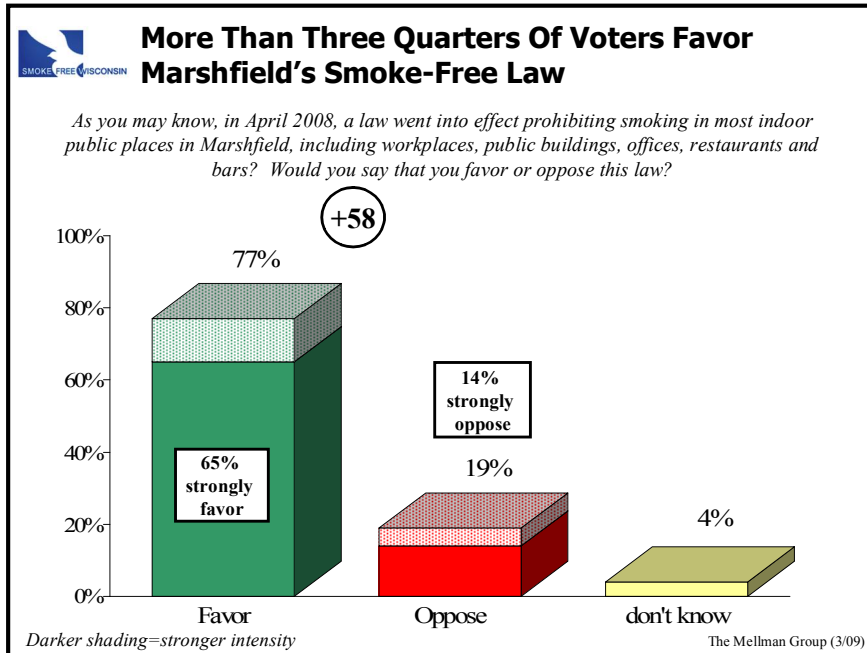


**TO: Smoke Free Wisconsin**  
**FROM: The Mellman Group, Inc.**  
**RE: Marshfield's Smoke-Free Law**  
**DATE: April 1, 2009**

The Mellman Group conducted a citywide survey of 400 registered voters in Marshfield. The poll was conducted by telephone March 21-24, 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 Marshfield Overwhelmingly Support The City's Smoke-Free Law

Our recently completed poll shows strong support for Marshfield's smoke-free law, which took effect in April 2008. More than three-quarters (77%) of the city's voters favor this law, while only 19% oppose it. Moreover, support for the law is as deep as it is broad. Six in 10 voters (65%) *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, 78% favor the law, while only 19% oppose it. An even greater number of those who go out a few times a month (82% favor, 17% oppose) favor the law. Indeed, only among those who go out less than once a month or never is support a bit less robust (64% favor, 24% 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 greater than a high school education and voters over 60 years old.

Surprisingly, a majority of those who say they are current or occasional smokers (21% of the electorate) favors the law, with 52% of this group supporting it and 45% opposing it. However, the smoking restrictions garner even greater support among the much larger number of non-smokers, including former smokers (77% favor, 18% oppose), and those who have never smoked (86% favor, 10% oppose).

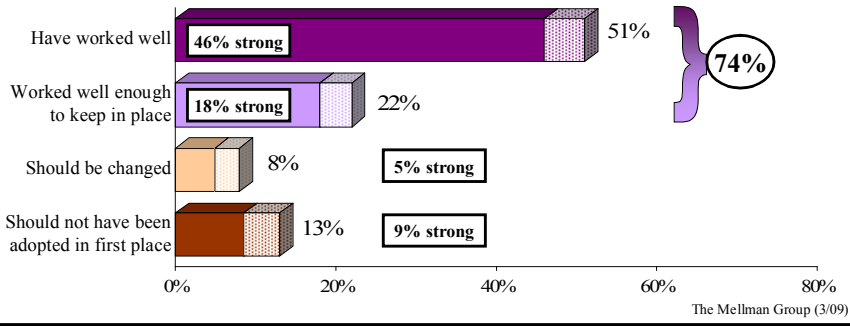
% Favor/Oppose Smoke-Free Law		
	Favor	Oppose
Men	77%	20%
Women	77%	19%
Democrat	75%	20%
Independent	76%	20%
Republican	79%	18%
18-39	78%	19%
40-59	72%	23%
60+	79%	16%
North Marshfield	77%	18%
South Marshfield	77%	21%
Smoker	52%	45%
Former Smoker	77%	18%
Never Smoked	86%	10%
HS or Less	69%	23%
Some College	80%	19%
College Grad+	81%	17%



### Nearly Three-Fourths Believe That The Smoke-Free Law Has Worked Well Enough To Keep In Place

Which of the following statements about the smoking restrictions in Marshfield that went into effect in April 2008 comes closest to your point of view:

- The smoking restrictions have worked well
- The smoking restrictions have not been perfect, but have worked well enough to keep in place
- The smoking restrictions seemed like a good idea, but have created more problems than they solved, and should be changed.
- The smoking restrictions were never a good idea and should not have been adopted in the first place



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

Nearly three in four Marshfield voters (74%) believe that the city’s smoking restrictions have worked well and should be kept in place, while only 21% believe that the law should either be changed or should have not been adopted in the first place. A 51% majority believes that the restrictions have worked well, and another 22% believing 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-six percent (76%) of Democrats, 69% of independents, and 77% 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.

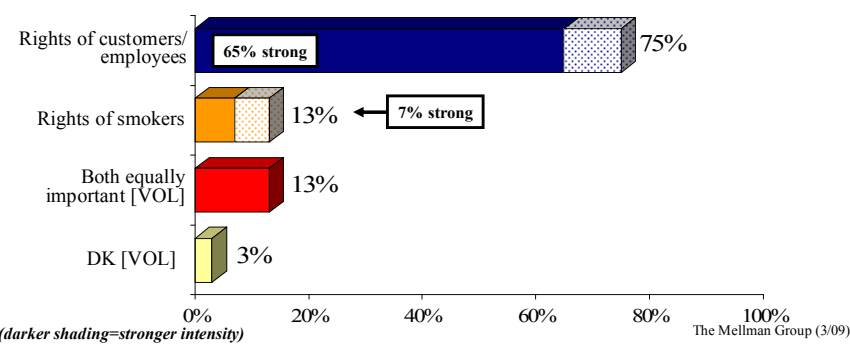
### Support For The Smoke-Free Law Is Rooted In The Perceived Danger Posed By Secondhand Smoke And The Belief That The Right To Clean Air Trumps Smokers’ Rights



### Voters Marshfield 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:

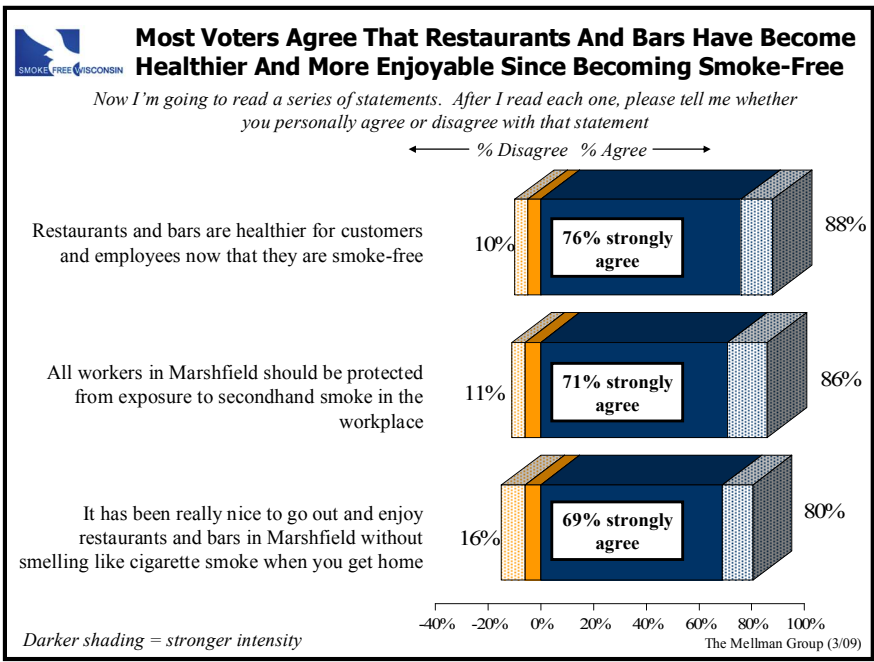
- The rights of customers and employees to breathe clean air in restaurants, bars and other indoor public places
- OR
- The rights of smokers to smoke inside restaurants, bars and other indoor public places



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, 84% of the city’s voters believe secondhand smoke is at least a “moderate” health hazard, with a clear majority (60%) saying it constitutes a “serious health hazard.” Only 12% believe secondhand smoke to be a “minor health hazard” or “not a health hazard at all.”

Marshfield 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-five percent (75%) say “the rights of customers and employees to breathe clean air in restaurants, bars and other indoor public places” takes precedence, while only 13% attach higher priority to “the rights of smokers to smoke inside restaurants and bars.” Even a plurality of smokers (43%) agrees that the rights of customers and employees to breathe clean air in restaurants trump their right to smoke in restaurants and bars.

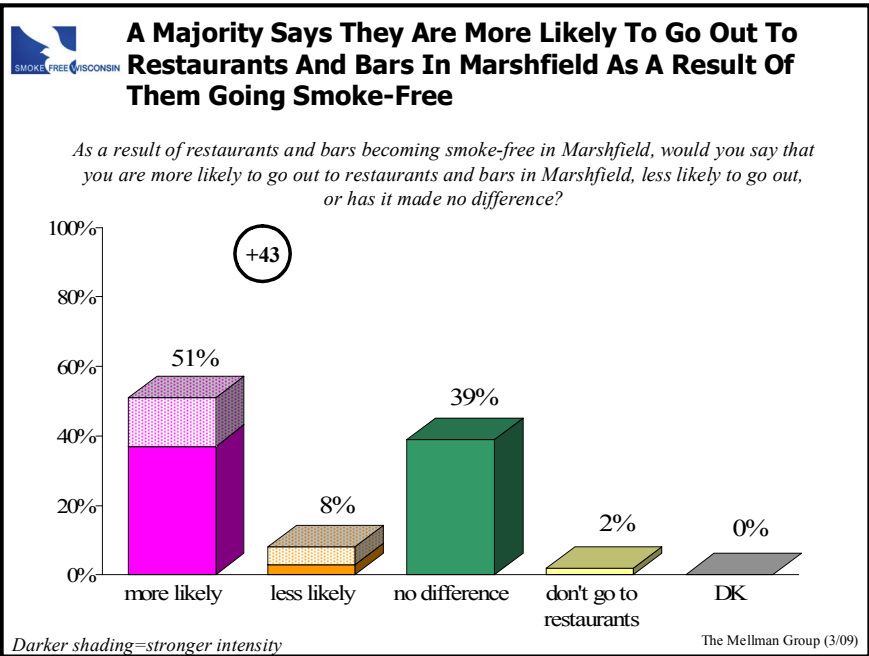


**Marshfield Voters Strongly Agree With The Rationale Behind A Smoke-Free Law**

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

**Evidence Suggests That Marshfield 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 Marshfield are more likely to go to the city’s restaurants and bars as a result of them becoming smoke-free. More than half (51%) 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 8% 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 (65%) say they are more likely to go out as a result of the smoke-free law. Strikingly, a sizable majority of smokers (73%) that the smoke-free law has made them more likely to go out (20%), or made no difference to them (53%) – only 26% of smokers say they are less likely to go out. Among those who go out to restaurants weekly or more, 54% say they are more likely to go out, while only 8% say they are less likely to go out.



Likewise, Marshfield voters believe that going out has become a more enjoyable experience since the 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 (69% more enjoyable, 8% less enjoyable).