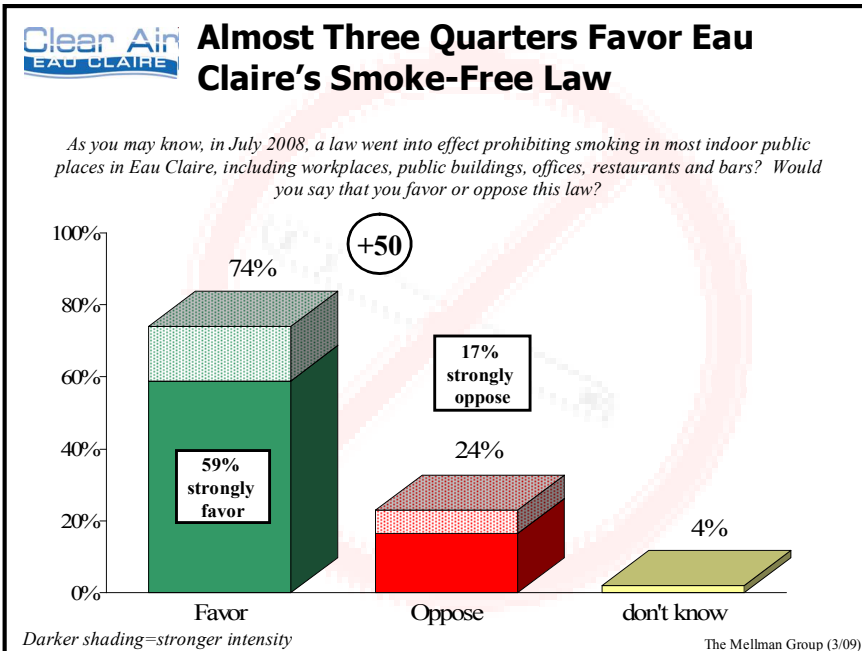


TO: Smoke Free Wisconsin
FROM: The Mellman Group, Inc.
RE: Eau Claire's Smoke-Free Law
DATE: March 3, 2009

The Mellman Group conducted a citywide survey of 400 likely voters in Eau Claire. 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 Eau Claire Overwhelmingly Support The City's Smoke-Free Law

Our recently completed poll shows strong support for Eau Claire's smoke-free law, which took effect in July 2008. Nearly three-quarters (74%) of the city's voters favor this law, while only 24% oppose it. Moreover, support for the law is more intense than opposition. Nearly 6 in 10 voters (59%) *strongly* favor the law, while only 17% *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, 77% favor the law, while only 22% oppose it. Likewise, nearly three-quarters (73% favor, 25% 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 (62% favor, 35% 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 proposed law garners exceptionally strong support among voters over 60, those with a college education and those who live south of the Eau Claire River.

In fact, opposition is not even that intense among the 19% of the electorate who say they are current or occasional smokers, with 36% of this group favoring the law and 61% opposing it. Their opposition is dwarfed by overwhelming support among the much larger number of non-smokers, including former smokers (77% favor, 23% oppose), and those who have never smoked (84% favor, 14% oppose).

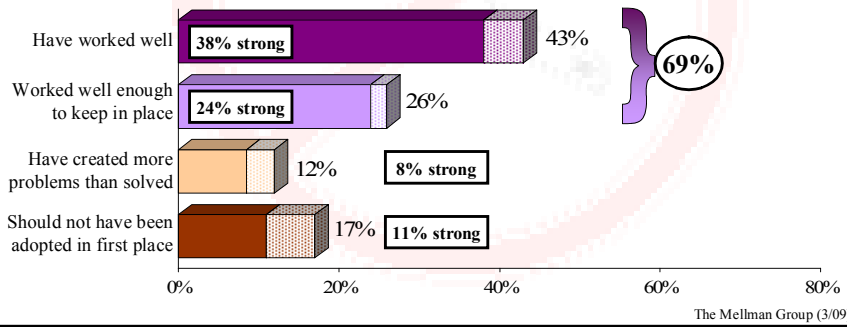
% Favor/Oppose Smoke-Free Law		
	Favor	Oppose
Men	74%	25%
Women	75%	23%
Democrat	76%	23%
Independent	75%	22%
Republican	71%	27%
18-39	77%	23%
40-59	70%	27%
60+	79%	20%
W. of Chippewa River	70%	29%
N. of Eau Claire River	74%	24%
S. of Eau Claire River	77%	21%
Smoker	36%	61%
Former Smoker	77%	23%
Never Smoked	84%	14%
HS or Less	70%	30%
Some College	66%	31%
College Grad+	81%	19%



More Than Two-Thirds Believe That The Smoke-Free Law Has Worked Well Enough To Keep In Place

Which of the following statements about the smoking restrictions in Eau Claire that went into effect in July 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

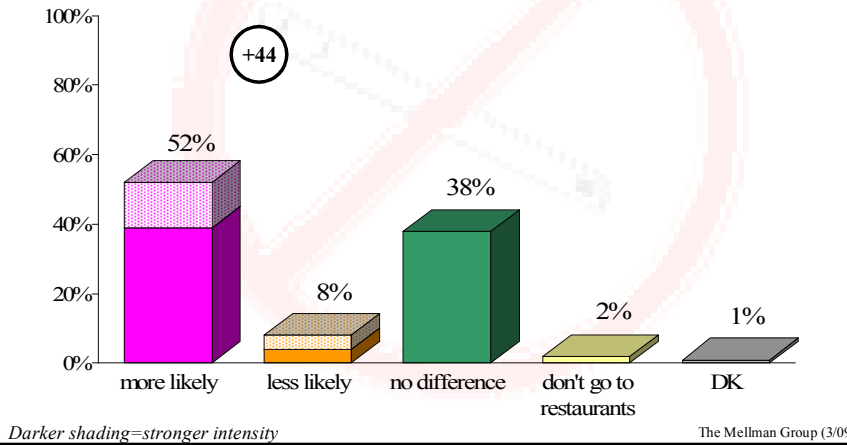
Nearly 7 in 10 voters (69%) of Eau Claire voters believe that the city’s smoking restrictions have worked well and should be kept in place, while only 29% believe that the law should either be changed or should have not been adopted in the first place. Forty-three percent (43%) believe that the restrictions 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 17% believe that the smoke-free law should never have been adopted in the first place.

Sixty-eight percent (68%) of Democrats, 71% of independents, and 67% of Republicans believe the law has worked well and should be kept in place. Likewise nearly three-fourths (73%) of those who go out to restaurants weekly or more favor have a positive reaction to the smoking restrictions.



A Majority Says They Are More Likely To Go Out To Restaurants And Bars In Eau Claire As A Result Of Them Going Smoke-Free

As a result of restaurants and bars becoming smoke-free in Eau Claire, would you say that you are more likely to go out to restaurants and bars in Eau Claire, less likely to go out, or has it made no difference?



Evidence Suggests That The Smoke-Free Law Has Been Good For Eau Claire’s Restaurants And Bars

Contrary to the opinions expressed by some opponents of this law, there is evidence that a smoke free law has been good for business. More than half (52%) 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 will go out less often, and 38% who say it has made no difference. An overwhelming majority of those who have never smoked (68%) say they are more likely to go out as a result of the

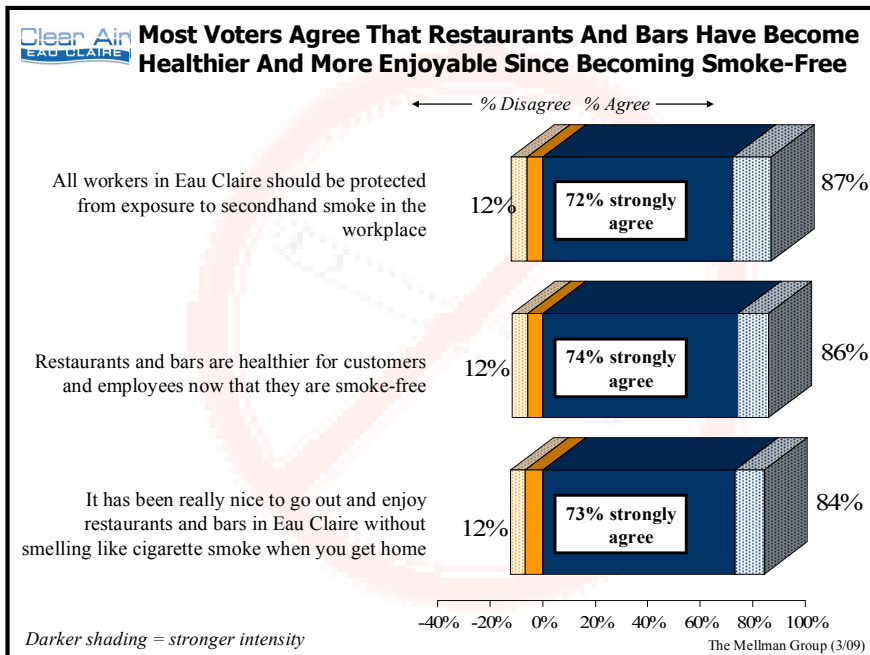
smoke-free law. Even smokers themselves are evenly divided on this question, with 24% saying they will go out more often, while 28% say they will go out less often. Among those who go out to restaurants weekly or more, 62% say they are more likely to go out, while only 7% say they are less likely to go out.

Likewise, Eau Claire voters believe that going out has become a more enjoyable experience since the law took effect. Sixty-two percent (62%) say that going out has become more enjoyable since the law 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 say that going out has become more enjoyable (70% more enjoyable, 8% less enjoyable).

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 a 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 (61%) saying it constitutes a "serious health hazard." Only 15% believe secondhand smoke to be a "minor health hazard" or "not a health hazard at all."

Eau Claire 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-nine percent (79%) 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 (58%) agree that the rights of customers and employees to breathe clean air in restaurants trump their right to smoke in restaurants and bars.



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

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