

## IMPLICATIONS

- O NON-SMOKING LOBBY HAS A NEW STRATEGIC WEAPON WITH EPA SCIENTIFIC REPORT
  - SHIFTS ARGUMENT FROM "PERSONAL CHOICE" TO "SMOKING IS UNHEALTHY FOR EVERYONE"
  
- O ARMS ANTIS WITH SCIENTIFIC PROOF TO GO TO OSHA
  - SEPARATE ETS FROM OTHER AIR QUALITY CONCERNS
  
- O BREAKTHROUGH NEWS HEIGHTENS VISIBILITY OF ISSUE
  - FUELS EMOTIONAL HYSTERIA OF ANTIS  
  . WHITE HOUSE BANNING SMOKING, ETC.
  
- O WILL LIKELY ACCELERATE EFFORTS TO PROHIBIT/RESTRICT SMOKING FURTHER
  - PUBLIC PLACES, STADIUMS
  - OFFICE BUILDINGS
  
- O ALTERS IMAGE OF SMOKER
  - BAD FOR HIM/HER, TO "SMOKER" IS BAD FOR ALL OF US
  
- O PUTS FURTHER PRESSURE ON VOLUME/REVENUE/PROFIT TRENDS

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A study of public attitudes toward cigarette smoking and the tobacco industry in 1978, Volume 1, May 1978, prepared for the Tobacco Institute by the Roper Organization, Inc.

1. The 6th biennial national opinion survey Roper has done for the Tobacco Institute.
2. Nearly six out of ten believe that smoking is hazardous to the non-smoker's health, up sharply over the last four years....This we see as the most dangerous development to the viability of the tobacco industry that has yet occurred.
3. The strategic and long run antidote to the passive smoking issue is, as we see it, developing and widely publishing clear-cut, credible, medical evidence that passive smoking is not harmful to the non-smoker's health.
4. Where will it all end? might be effective in blunting anti-smoking regulation.
5. A bare majority would ban cigarette machines to make it more difficult for minors to purchase cigarettes.
6. Ninety-three percent told us they would continue to smoke after a hypothetical tax rise of five cents per pack....And forty-one percent of all smokers said they would remain smokers if the tax went up by one dollar a pack.
7. Younger smokers seem more vulnerable to price considerations...
8. the Principle of Convenient Avoidance...
9. Gives quitting data by intensity of smoking including quit attempts and gender, SES, location data.
10. Sixty-one percent (Question 44) of fifty-seven million smokers (Question 38) tell us that they tried to quit smoking an average of 1.84 times (Question 46). That is more than 64,000,000 unsuccessful attempts to quit smoking. One might not be surprised to find, therefore, that many smokers consider smoking an addiction rather than a habit. ...fully 46% of our sample used the word addiction to describe smoking, either agreeing with that description or volunteering the opinion that smoking is both a habit and an addiction.
11. On the other hand, smokers who thought that increasing restrictions might cause people to quit had themselves tried to stop more so than the average. Similarly smokers who did not think the restrictions would make people stop smoking were more likely not to try to quit themselves.

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