

1. Now, I am going to read you a short paragraph that might appear in your local newspaper. After I have read the paragraph, I would like to obtain your reactions.

"Today, a major cigarette manufacturer announced a new policy on public smoking. Because this company recognizes that cigarette smoke can be annoying to non-smokers, it has reconsidered its position on this issue. While this company believes that science has not established any health risk to non-smokers from cigarette smoke, it has decided to support policies providing for separate smoking and non-smoking areas in restaurants, hotels, work places and other public areas. This cigarette company is providing assistance to groups developing these policies. The company says that this change in their policy is in the best interest of both smokers and non-smokers and should help both groups get along better."

2. Do you strongly favor, somewhat favor, somewhat oppose, or strong oppose this policy?

| | | Smokers | Non-smokers |
|-----------------|----|---------|-------------|
| Strongly favor | 40 | 41 | 39 |
| Somewhat favor | 42 | 40 | 43 |
| Somewhat oppose | 8 | 8 | 9 |
| Strongly oppose | 10 | 10 | 9 |

3. What do you feel are the good points of this policy (asked of favorables)?

| | |
|---------------------------------|----|
| Creates separate sections | 20 |
| Compromise/cooperation | 18 |
| Smokers won't annoy non-smokers | 11 |

4. What are the potential problems (asked of favorables)?

| | |
|----------------------------------|----|
| Smoking is a health hazard | 9 |
| People will do what they want... | 10 |
| People disagree with policy | 9 |

5. What do you feel are the problems with this policy (asked of unfavorables)?

| | |
|---------------------------------------|----|
| Smoking is a health hazard | 18 |
| Cigarette companies won't back policy | 17 |
| Smoking should be banned | 13 |
| PR for cigarette companies | 14 |

6. What are the good points (asked of unfavorables)?

| | |
|-------------------------------|----|
| No good points | 26 |
| Creates separate sections | 12 |
| Compromise/cooperation | 11 |
| A step in the right direction | 11 |