

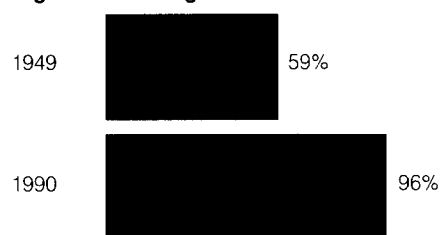
VICES: SMOKING AND DRINKING

Awareness of the health hazards of smoking, long apparent, is now virtually unanimous. Only six percent call it a normal pleasure, while 74 percent say it is a danger to the smoker and others or a major public health hazard. Twenty-eight percent say they have smoked in the past week, down from 41 percent in 1944.

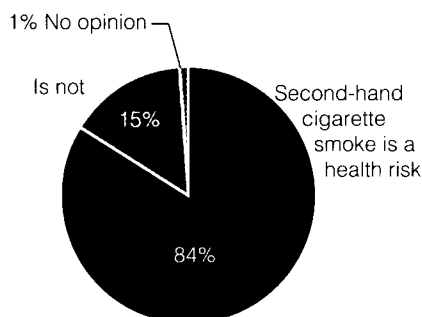
Question: **Do you think cigarette smoking is harmful or not? (1949)**

Question: **Do you think cigarette smoking is or is not harmful to your health? (1990)**

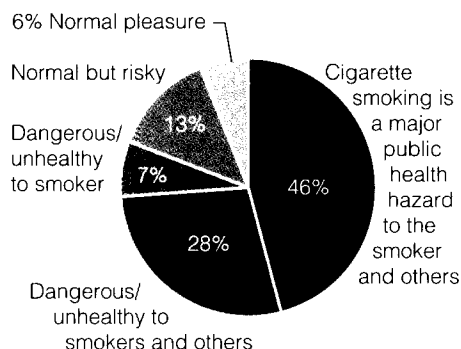
Cigarette smoking is harmful



Question: **Do you feel that second-hand cigarette smoke is a health risk or not?**



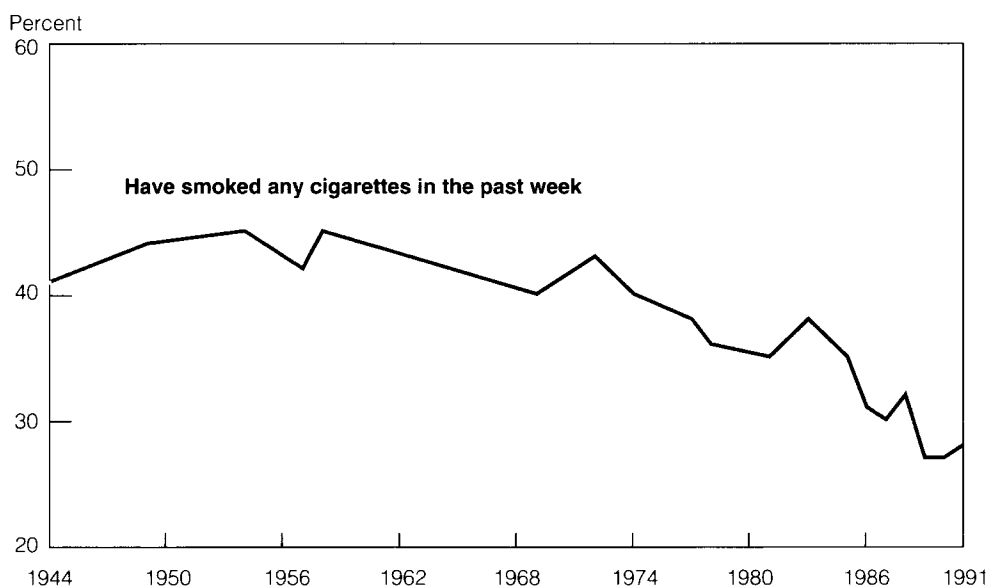
Question: **Which of these five statements comes closest to how you personally would describe cigarette smoking? Is it a normal pleasure of life, a normal but risky activity, dangerous/unhealthy to the smoker, dangerous/unhealthy to the smoker and others, or a major public health hazard to the smoker and others?**



Source: Surveys by the Gallup Organization, latest that of July 6-8, 1990.

Source: Survey by ABC News/Washington Post, February 25-28, 1993.

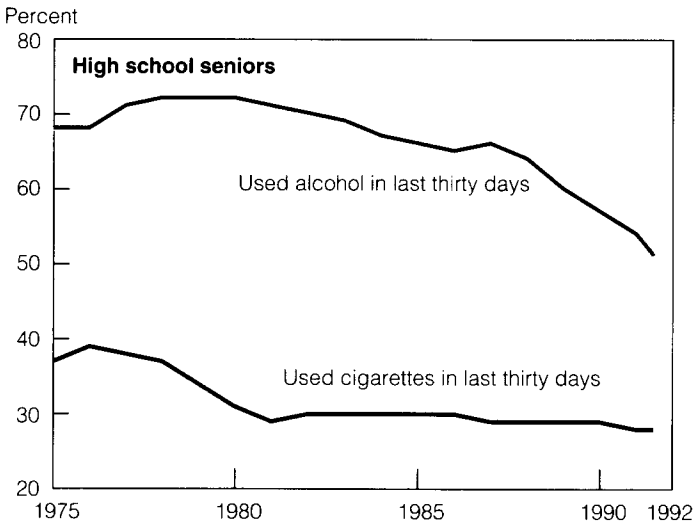
Question: **Have you, yourself, smoked any cigarettes in the past week?**



Year	Percentage
1944	41%
1949	44%
1954	45%
1957	42%
1958	45%
1969	40%
1971	42%
1972	43%
1974	40%
1977	38%
1978	36%
1981	35%
1983	38%
1985	35%
1986	31%
1987	30%
1988	32%
1989	27%
1990	27%
1991	28%

Source: Surveys by the Gallup Organization, latest that of October 24-27 and November 7-10, 1991.

Smoking and drinking are also down sharply among high school seniors. A solid majority of them see smoking as a dirty habit. A look at adult consumption patterns for spirits, wine, beer, and cigarettes show a downward trend for all except beer in the 1980s.



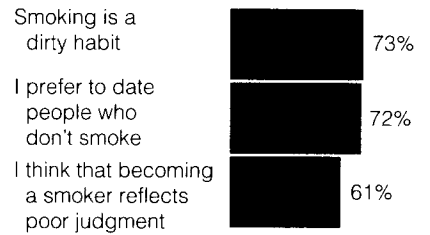
	Alcohol	Cigarettes
1975	68%	37%
1977	71	38
1979	72	34
1981	71	29
1983	69	30
1985	66	30
1987	66	29
1989	60	29
1991	54	28
1992	51	28

Note: Selected data shown above.

Question: **Do you agree or disagree...?**

Agree responses

High school seniors



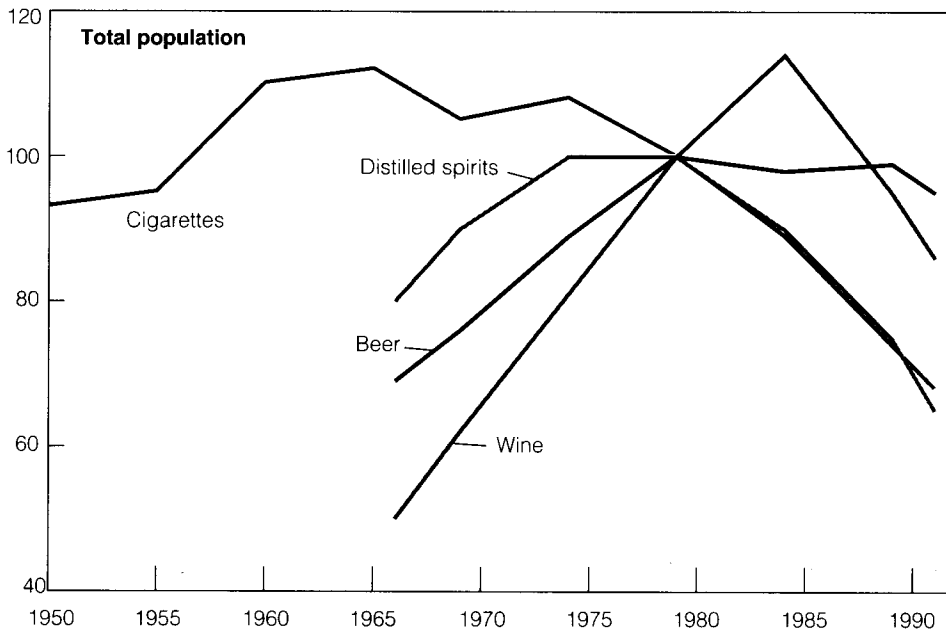
Note: Selected categories shown.

Source: *Monitoring the Future* survey 1992, Survey Research Center, Institute for Social Research, University of Michigan.

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Per capita consumption of...

Index=100 in 1980



	Cigarettes	Beer	Wine	Distilled spirits
1950	93			
1955	95			
1960	110			
1965	112			
1970	105			
1975	108			
1980	100			
1985	89			
1990	74			
1992	68			
1967		69	50	80
1970		76	62	90
1975		89	81	100
1980		100	100	100
1985		98	114	90
1990		99	95	75
1992		95	86	65

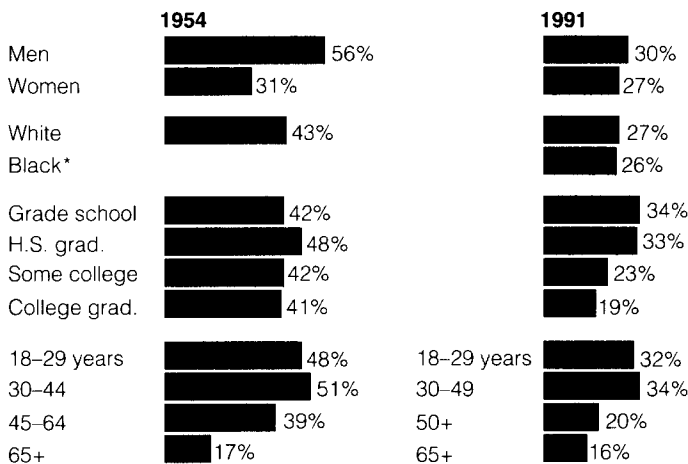
Source: U.S. Department of Agriculture, Economic Research Service, *Tobacco Situation and Outlook* (cigarettes); John C. Maxwell, Jr. Wheat, First Securities, Richmond, Virginia (alcohol).

Who Smokes, Whose Responsibility

Smoking is down across demographic groups. About a quarter of respondents have had a drink in the last 24 hours, down from nearly 40 percent in 1984. Smoking is seen as a personal decision, and two-thirds believe that warning labels excuse companies from responsibility in smoking deaths.

Question: **Have you ever smoked cigarettes regularly? If "yes": Do you happen to smoke cigarettes now? (1954)**

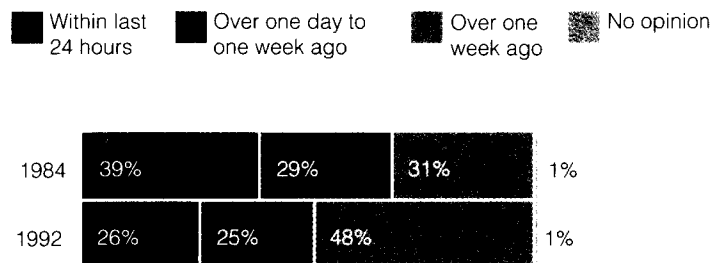
Question: **Have you, yourself, smoked any cigarettes in the past week? (1991)**



Note: *Sample of blacks in 1954 survey was too small to analyze.
Source: Surveys by the Gallup Organization, latest that of October 24-27 and November 7-10, 1991.

Question: **When did you last take a drink of any kind of alcoholic beverage?**

Most recent drink consumed



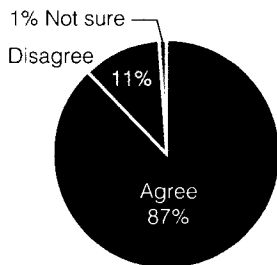
Note: Asked of respondents who said they "have occasion to use alcoholic beverages" (64% in 1984 and 1992).
Source: Surveys by the Gallup Organization, latest that of January 16-19, 1992.

Question: **In recent years, we've heard many different opinions about how smoking affects people's quality of life. For each of the following statements people have made to us about smoking, please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly.**

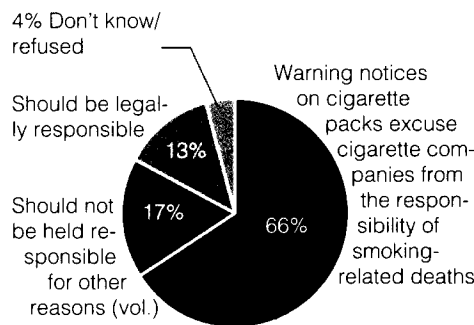
Question: **Do you think cigarette companies should be held legally responsible if they are sued by the families of smokers who died of smoking-related causes, or does the fact that the companies put warning notices on cigarette packs excuse them from the responsibility?**

Question: **Do you think that advertising for cigarettes should be banned from all media, allowed in some media, or allowed in all media?**

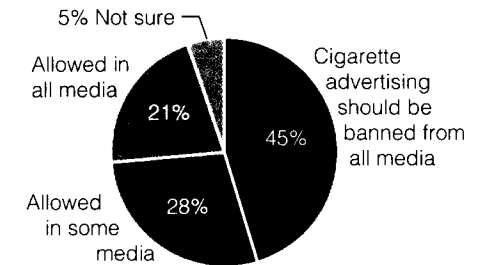
To smoke or not to smoke is a personal decision that adults should be free to make for themselves



Note: In a 1990 Gallup survey, 75% of respondents said that it would make no difference if they were in a position to hire someone for a job and learned that the person smoked; 23% said they would be less likely to hire that person; 1% said more likely.
Source: Survey by Louis Harris and Associates for Lederle Laboratories, January 3-12, 1992.



Note: In a 1988 Gallup poll, 79% of respondents said that "tobacco companies should not be legally responsible for deaths caused by smoking."
Source: Survey by the Gallup Organization, October 24-27, 1991.

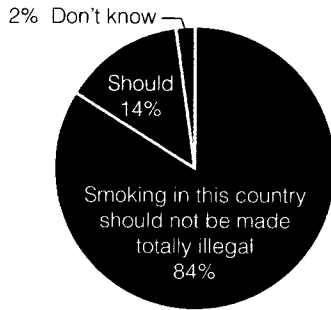


Source: Survey by Yankelevich Clancy Shulman for Time and CNN, May 8-9, 1990.

Ban it? Tax it?

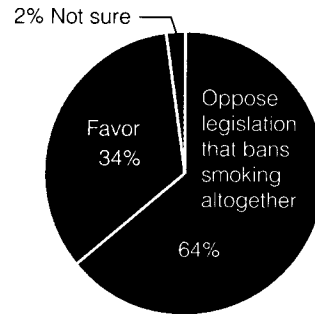
Concerns about health effects are tempered by our belief in individual choice. Only 14 percent say cigarette smoking should be made totally illegal. Banning smoking in public places is favored, but there is strong sentiment for limiting it to designated areas. Taxing vice has long had support.

Question: **Should smoking in this country be made totally illegal, or not?**



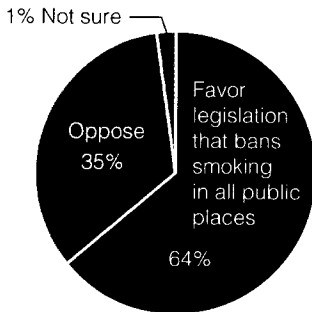
Source: Survey by the Gallup Organization, July 6-8, 1990.

Question: **Would you tend to favor or oppose legislation that bans smoking altogether?**



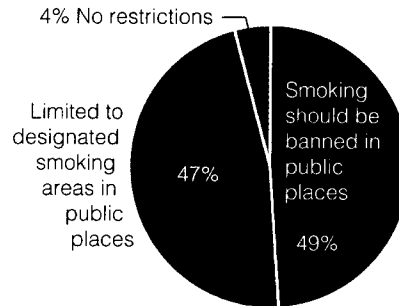
Source: Survey by Louis Harris and Associates for Lederle Laboratories, January 3-12, 1992.

Question: **Would you tend to favor or oppose legislation that bans smoking in all public places?**



Source: Survey by Louis Harris and Associates for Lederle Laboratories, January 3-12, 1992.

Question: **Do you think smoking should be allowed indoors in public places without restrictions or limited to designated smoking areas in public places, or should smoking be banned in public places?**

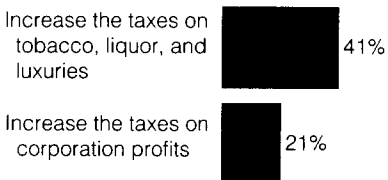


Source: Survey by ABC News/Washington Post, February 25-28, 1993.

Question: **Suppose it became necessary to increase taxes—which one or two of these methods would you most prefer?**

1940

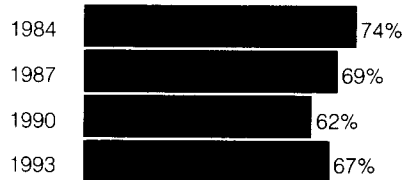
If necessary to increase taxes, would most prefer



Note: All other categories received less than 20%.
Source: Survey by the Roper Organization for *Fortune*, January 1940.

Question: **Assume for the moment that the government had to raise more revenue to further reduce the budget deficit. Here are some steps people have suggested could be taken to reduce the deficit. For each one, would you tell me whether you think it is a step that should or should not be very seriously considered as a way of reducing the deficit?**

Raising taxes on alcohol and cigarettes should be seriously considered as a way of reducing the deficit



Note: Alcohol and cigarette taxes were asked about separately using half of the survey sample. 68% favored considering raising taxes on cigarettes and 70% favored this for alcoholic beverages.
Source: Surveys by the Roper Organization (Roper Reports 93-3), February 13-27, 1993.