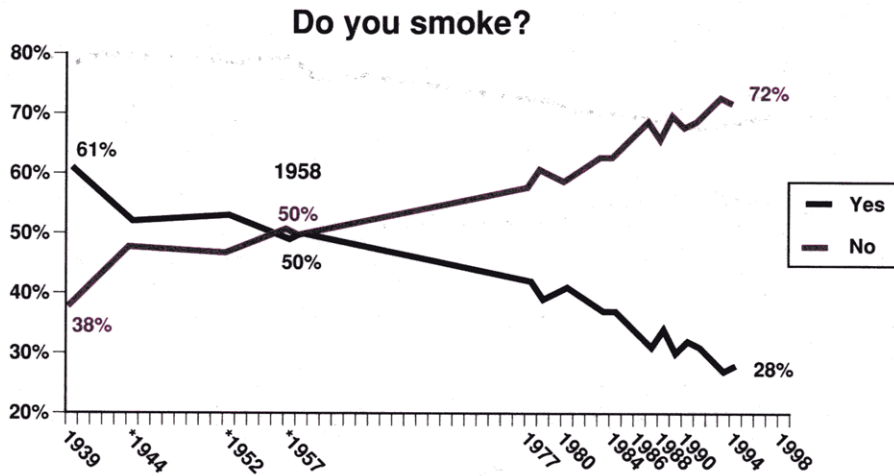
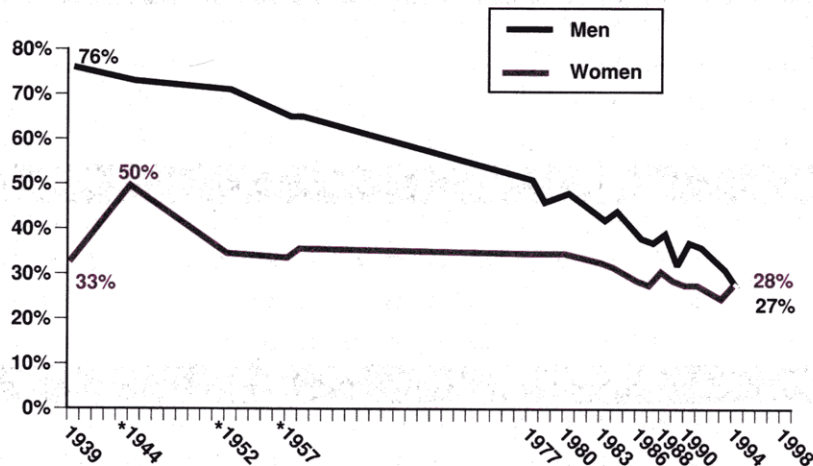


Smoking: A Huge Decline in Rates



For the First Time, the Rates for Women and Men Are Now the Same



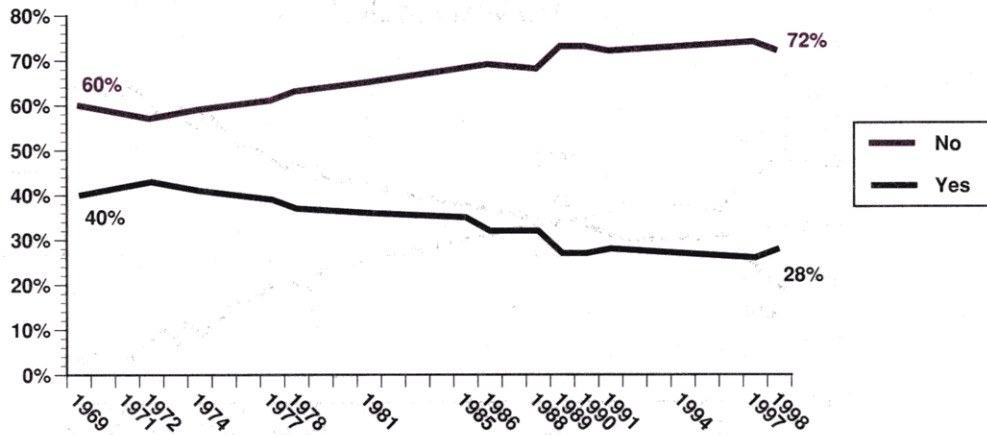
Source: Surveys by the Gallup Organization, 1939-1957, and the National Opinion Research Center-General Social Survey (GSS), 1977-1998.

Note: The question was phrased most of the time "Do you smoke?" In years marked with an asterisk, the question was phrased, "Do you smoke cigarettes, a pipe, cigars, or don't you smoke at all?" Responses to this latter version are as follows: 1944 - Cigarettes (41%), Pipes (10%), Cigars (6%); 1952 - Cigarettes (44%), Pipe (10%), Cigars (9%); 1957 - Cigarettes (42%), Pipe (5%), Cigars (5%); 1958 - Cigarettes (45%), Pipe (5%), Cigars (5%).

Smoking and American Values

Smoking: The Number Who Say They Have Smoked Cigarettes In the Past Week is Way Down—But Still A Quarter of the Adult Population

Question: Have you...smoked any cigarettes in the past week, or not?



Source: Surveys by the Gallup Organization, latest that of June 22-23, 1998.

Those Over Age 60 are Now Far Less Likely to Smoke than Any Younger Adults*

in percent

	'39	'44	'52	'57	'58	'77	'78	'80	'83	'84	'86	'87	'88	'89	'90	'91	'93	'94
By Education																		
Less than H.S.	NA	67	51	49	49	47	46	43	44	45	39	36	38	44	46	39	40	37
H.S. Grad	NA	60	54	48	52	44	38	44	37	39	35	37	42	29	33	31	32	33
Some College	NA	59	56	47	53	41	38	39	37	32	32	33	34	29	27	37	25	33
College Grad	NA	60	56	50	50	29	30	34	26	27	20	19	17	14	19	20	16	10
By Age																		
18-29	65	64	57	54	53	47	42	43	40	42	33	31	40	33	32	30	30	34
30-44	65	65	59	54	51	48	43	47	41	41	38	40	41	33	39	36	31	33
45-59	60	61	50	49	45	44	46	45	42	39	41	34	32	33	36	34	31	29
60+	48	61	40	35	50	29	26	29	25	26	20	20	23	21	19	23	16	14
By Race																		
White	61	59	53	47	49	43	40	41	37	36	32	30	34	29	32	30	27	28
Black	68	65	57	62	60	39	40	41	43	45	37	36	35	40	30	39	29	30
By Region																		
Northeast	65	67	57	54	53	44	41	37	42	37	33	29	37	29	34	32	31	29
Midwest	60	62	53	43	53	45	41	43	36	39	36	34	32	30	29	30	30	30
South	63	65	46	45	47	40	38	42	38	38	31	34	37	33	34	34	24	26
West	55	60	48	55	46	40	39	42	31	32	29	28	31	25	30	29	25	27

*The question was phrased most of the time, "Do you smoke?"

Source: Surveys by the Gallup Organization, 1939-1957, and the National Opinion Research Center-General Social Survey (GSS), 1977-1998.

Cigarette Smoking Rates Vary Greatly By Education

Question: Do you smoke cigarettes?

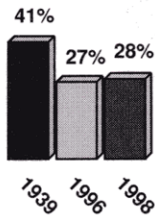
percent saying they do

	1939	1996	1998
By Education			
High school	*	35%	42%
H.S. Grad	*	33	30
Some college	*	26	29
College Grad	*	18	15
By Age			
18-29	*	29	36
30-44	*	34	32
Under 40 (1939 asking)	51 %	*	*
Over 40 (1939 asking)	32	*	*
45-59	*	31	27
60+	*	12	15
By Race			
White	*	29	29
Black	*	23	26
By Region			
North	*	25	28
Midwest	*	31	34
South	*	27	30
West	*	27	18

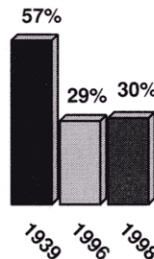
*Data not available.

percent saying they do

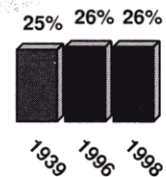
Everyone



Men



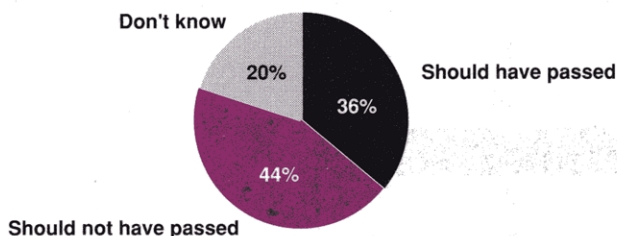
Women



Source: Surveys by The Roper Organization for *Fortune Magazine*, July 1939, and The Gallup Organization for *CNN/USA Today*, May 9-12, 1996 and June 22-23, 1998.

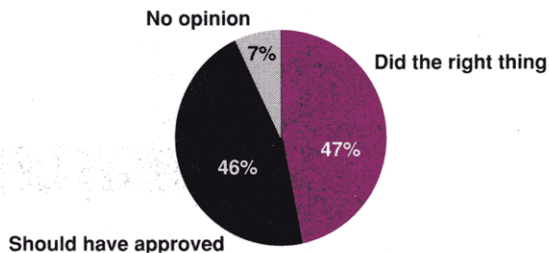
Smoking: The 1998 Tobacco Bill Failed to Win Support

Question: Do you personally feel the Senate should or should not have passed that tobacco bill?



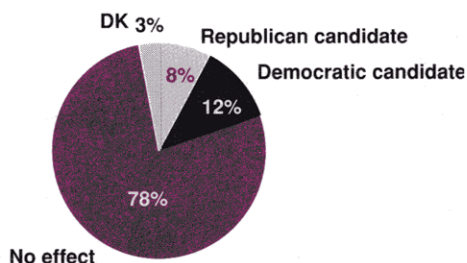
Source: Survey by the Gallup Organization for CNN/USA Today, June 22-23, 1998.

Question: ...Do you think the Senate did the right thing in killing this tobacco bill, or do you think the Senate should have approved the tobacco bill?



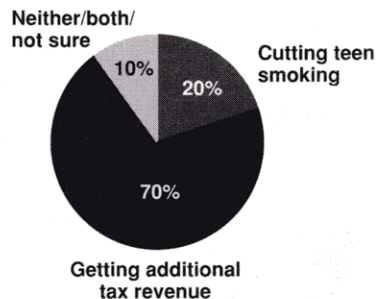
Source: Survey by ABC News, June 18, 1998.

Question: If no tobacco bill is passed this year by Congress, will that make you more likely to vote for a Republican candidate for Congress, for a Democratic candidate for Congress, or won't the tobacco bill affect your vote one way or the other this November?



Source: Survey by the Gallup Organization for CNN/USA Today, June 22-23, 1998.

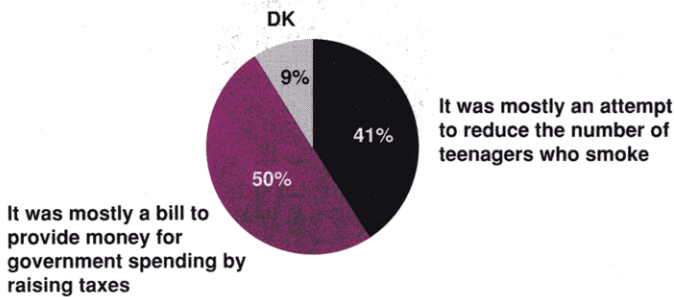
Question: What do you think supporters of the proposed tobacco bill are mainly interested in: cutting teen smoking by raising cigarette prices, or getting the additional tax revenue for the federal government that would come from higher cigarette prices?



Source: Survey by Hart and Teeter Research Companies for NBC News/Wall Street Journal, April 18-20, 1998.

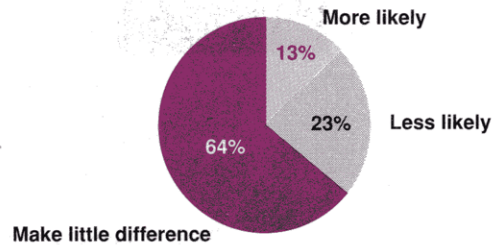
Many Doubted Teens' Smoking Would Actually Be Curbed By the Proposed Legislation

Question: Which of the following statements best describes your impression of what the tobacco bill before the Senate was designed to do: It was mostly an attempt to reduce the number of teenagers who smoke or, it was mostly a bill to provide money for government spending by raising taxes?



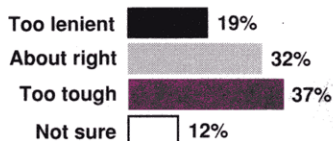
Source: Survey by the Gallup Organization for CNN/USA Today, June 22-23, 1998.

Question: ...If your member of Congress opposed comprehensive tobacco legislation, would this make you more likely or less likely to vote for this person, or would it make little difference either way?



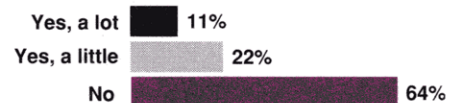
Source: Survey by Hart and Teeter Research Companies for NBC News/Wall Street Journal, April 18-20, 1998.

Question: ...Congress is now considering a bill that would impose an additional one-dollar-and-ten-cents-a-pack tax on cigarettes, restrict advertising and marketing of cigarettes, and put an annual limit on the amount of money that tobacco companies would have to pay out each year to settle smoking-related lawsuits. Do you think that this proposed bill is too lenient, about right, or too tough toward the tobacco companies?



Source: Survey by Hart and Teeter Research Companies, for NBC News/Wall Street Journal, April 18-20, 1998.

Question: Just your best guess, do you think the tobacco bill would have reduced smoking by teenagers, or not? [If yes] Do you think it would have reduced teen smoking by a lot, or a little?



Source: Survey by ABC News, June 18, 1998.

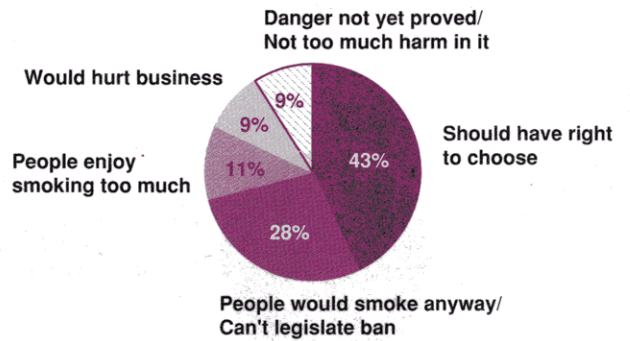
Smoking: A Strong No To Banning It Altogether

1965

Question: Would you favor or oppose a law outlawing the sale of cigarettes?



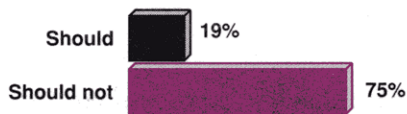
Question: [Asked of those who oppose a law outlawing the sale of cigarettes] Why do you feel this way?



Source: Survey by Louis Harris and Associates, January 1965.

1977

Question: Do you think the sale of cigarettes should or should not be banned completely?



Source: Survey by the Gallup Organization, August 19-22, 1977.

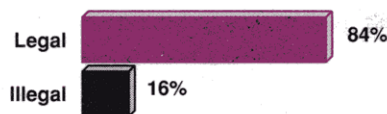
1981



Source: Survey by the Gallup Organization, June 26-29, 1981.

1988

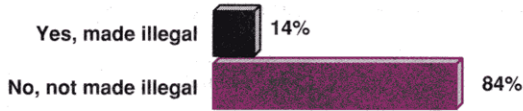
Question: Do you think it should be legal or illegal for an adult to buy cigarettes?



Source: Survey by ABC News, August 30-September 1, 1988.

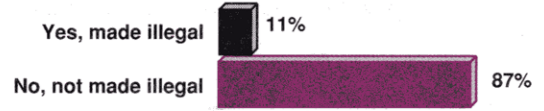
1990

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



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

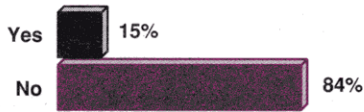
1994



Source: Survey by the Gallup Organization for CNN/USA Today, March 11-13, 1994.

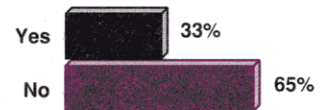
1997

Question: [Should the federal government] make it illegal for an adult to buy cigarettes?



Source: Survey by ABC News, June 18, 1997.

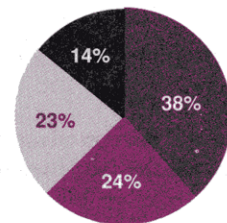
Question: [Should the federal government] make smoking illegal in all places—indoor and out—except a smoker's own home?



Question: Which of the following statements best describes your position on smoking: Smoking should be an individual's choice and the government should not interfere; the government should make efforts to reduce smoking, but it should not be outlawed; the government should make efforts to reduce teen smoking, but adults should be left to do as they please; or the government should take every step possible, including outlawing smoking, to discourage people from taking up smoking or continuing to smoke?

Governments should take every step possible, including outlawing, to discourage taking up or continuing to smoke

Government should make efforts to reduce teen smoking, adults left to do as they please



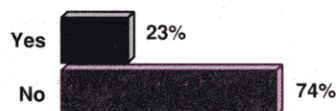
Individual's choice, government should not interfere

Government should make efforts to reduce smoking, it should not be outlawed

Source: Survey by Hart and Teeter Research Companies for NBC News/Wall Street Journal, July 26-28, 1997.

1998

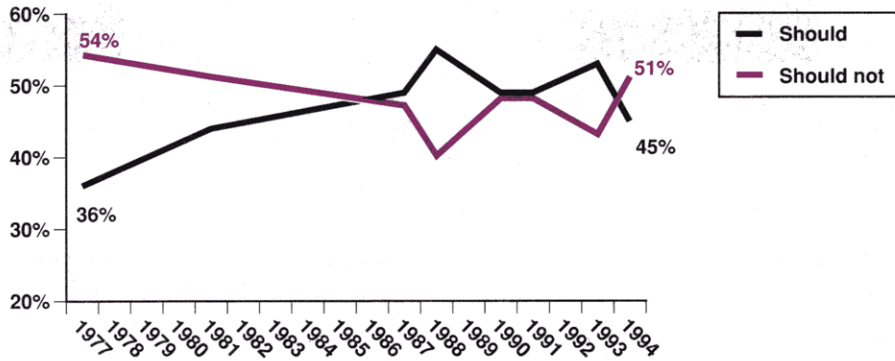
Question: Do you think cigarettes should be illegal?



Source: Survey by Opinion Dynamics for Fox News, June 17-18, 1998.

Smoking: Support For a Ban on Tobacco Advertising Has Climbed Some Since the 1970s, But Still Faces Major Opposition

Question: Do you think there should or should not be a complete ban on cigarette advertising?



Source: Surveys by the Gallup Organization.

Question: ...[P]lease tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree... Tobacco companies should be banned from advertising their products.

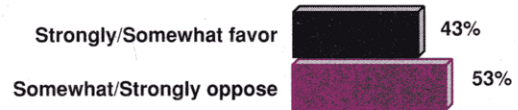


Source: Survey by Hart and Teeter Research Companies for NBC News/Wall Street Journal, July 26-28, 1997.

Question: ...Please tell me whether you strongly favor, somewhat favor, somewhat oppose, or strongly oppose each one of these proposals...

...Ban all tobacco advertising in newspapers and magazines

...Prohibit tobacco companies from sponsoring sports events, such as the Virginia Slims Tennis Tournament



Source: Survey by Marttila & Kiley, Inc., for the American Cancer Society, April 14-19, 1993.

Question: Do you support or oppose a ban on tobacco brand names on T-shirts or sporting events such as auto racing's Winston Cup or the Virginia Slims Tennis Tournament?

Question: ...[P]lease tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement... Tobacco companies should be prohibited from sponsoring sporting events.



Source: Survey by the Associated Press, August 16-20, 1995.

Source: Survey by Hart and Teeter Research Companies for NBC News/Wall Street Journal, July 26-28, 1997.

The Health Risks in Smoking Have Long Been Recognized

Responses of Cigarette Smokers in the 1940s

Question: Do you think smoking is harmful to you?

Question: Do you think cigarette smoking is harmful or not?

Asked of respondents who smoke cigarettes.

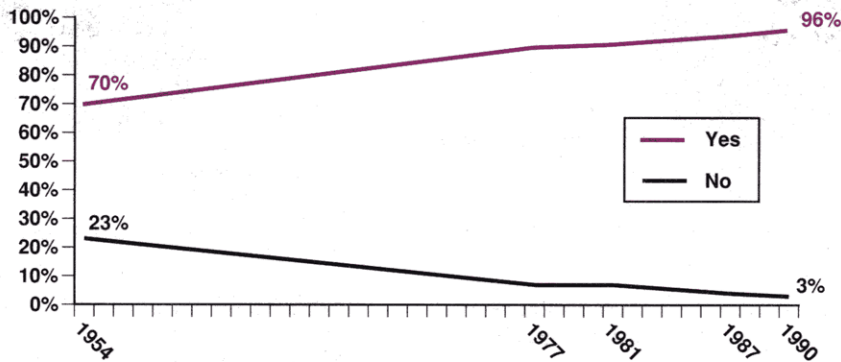


Source: Survey by the Gallup Organization, September 27-October 2, 1946.

Source: Survey by the Gallup Organization, November 1-5, 1949.

All Respondents (1954-1990)

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

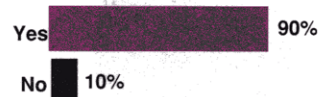


*Question wording varies slightly from year to year.

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

All Respondents (1954)

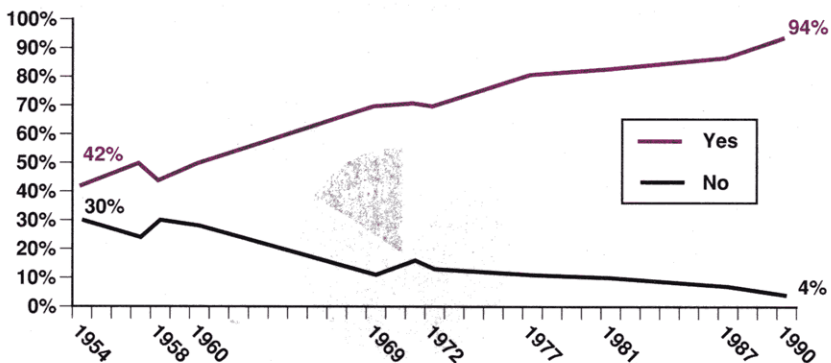
Question: Have you heard or read anything recently to the effect that cigarette smoking may be a cause of cancer of the lung?



Source: Survey by the Gallup Organization, June 12-17, 1954.

All Respondents (1954-1990)

Question: ...Do you think cigarette smoking is one of the causes of lung cancer or not?*

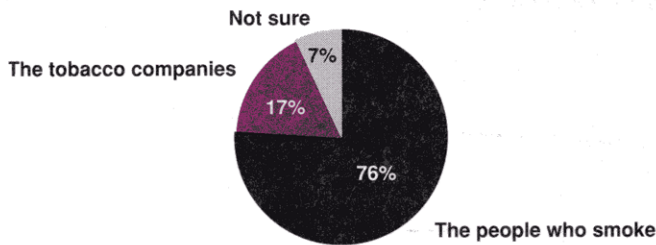


*Question wording varies slightly from year to year.

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

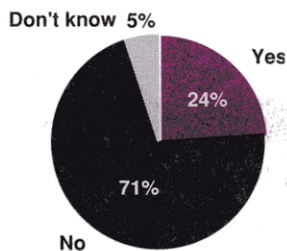
Smoking: A Strong Yes to the Principle of Individual Responsibility

Question: Around the country, smokers and former smokers are suing tobacco companies for compensation for smoking-related illnesses. Who do you think is more responsible for these smoking-related illnesses: the people who smoke, or the tobacco companies?



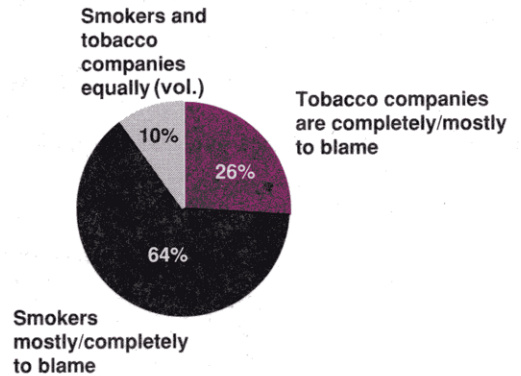
Source: Survey by Opinion Dynamics for Fox News, February 19-20, 1997.

Question: Do you think tobacco companies should be held legally responsible for smoking related illnesses and deaths, or not?



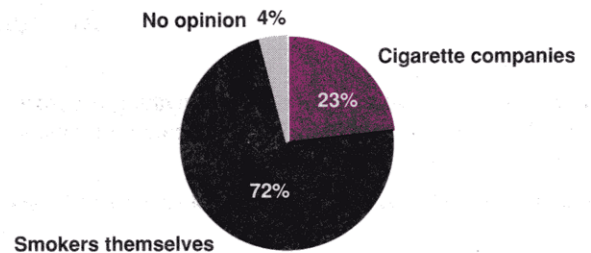
Source: Survey by CBS News, May 6-8, 1997.

Question: Which of the following statements best describes your view of who's to blame for the health problems faced by smokers in this country? The tobacco companies are completely to blame, the tobacco companies are mostly to blame, smokers are mostly to blame, or smokers are completely to blame?



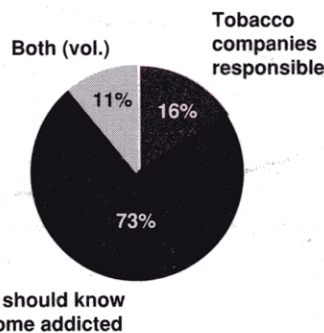
Source: Survey by the Gallup Organization for CNN/USA Today, May 6-7, 1997.

Question: Whom do you think should be held financially responsible for the health problems caused by smoking—mainly the cigarette companies for making and marketing cigarettes or mainly the smokers themselves for smoking them?



Source: Survey by ABC News, June 18, 1997.

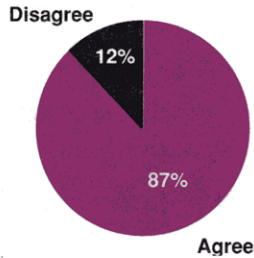
Question: In your opinion, are tobacco companies responsible for the addiction of smokers, or should smokers know that they may become addicted if they smoke?



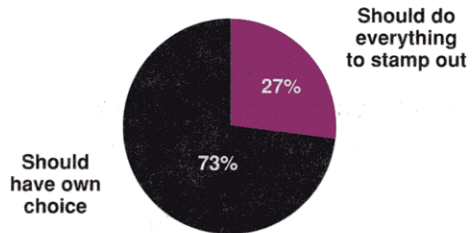
Source: Survey by Hart and Teeter Research Companies for NBC News/Wall Street Journal, April 18-20, 1998.

Smoking: A Strong Yes to the Principle of Individual Choice...

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



Question: Please tell me which of these two statements you agree with more: Smoking is a bad habit and our society should do everything possible to stamp it out; or smoking may be a bad habit, but everyone should have the right to make his or her own choice about whether to smoke or not.

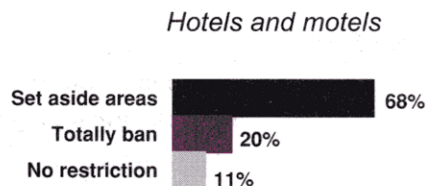
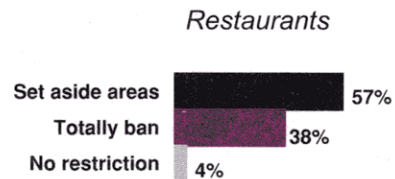
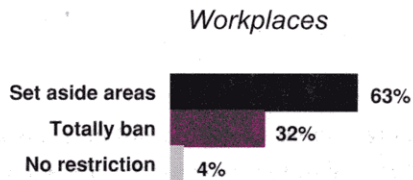


Source: Survey by Louis Harris and Associates, January 3-12, 1992.

Source: Survey by Yankelovich Partners, Inc., for Time/CNN, April 8-9, 1998.

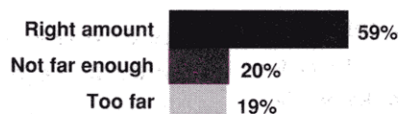
...Though a Strong Yes to Restrictions in Public Places

Question: What is your opinion regarding smoking in public places?... Should they set aside certain areas, should they totally ban smoking, or should there be no restrictions on smoking?



Source: Survey by the Gallup Organization for CNN/USA Today, March 11-13, 1994.

Question: Do you think the laws against smoking these days, such as no smoking in government buildings, or private offices, or restaurants, have gone too far, not far enough or have they gone just about the right amount?



Source: Survey by Los Angeles Times, September 7-10, 1996.

Smoking: A Sampling of Other Questions Pollsters Have Asked Over the Years

Note: Unless otherwise indicated, the data on pp. 18-19 are from polls done by the Gallup Organization.

4/36

What brand of cigarettes do you smoke?

Camel	27%
Chesterfield	25
Lucky Strike	20
Philip Morris	4
Old Gold	4
Kool	3
Spud	1
Ten cent brands	2
Any others	8

<u>By Economic Level</u>	<u>Camel</u>	<u>Chester- field</u>	<u>Lucky Strike</u>	<u>Other Brands</u>
Prosperous	16%	32%	18%	34%
Upper middle class	22	30	24	24
Lower middle class	33	24	21	23
Poor	25	19	14	41
Negro	29	24	16	32

Roper Organization

6/9-14/39

What do you prefer to smoke—cigarettes, cigars, or a pipe?

(Cigarettes-67%, Cigars-16%, Pipe-24%)

11/39

Which of the following products generally have the least honest advertising—cigarettes, automobiles, insurance, liquor, drugs?

(Cigarettes-22%, Automobiles-4%, Insurance-4%, Liquor-21%, Drugs-21%, All equally dishonest-7%, Don't know-25%)

Roper Organization

10/12-17/46

The school boards in many communities do not allow women teachers to smoke. Do you think this rule should be changed to allow women teachers to smoke while outside the classroom?

(Yes-62%, No-32%, No opinion-6%)

8/8-13/57

Do you approve or disapprove of women school teachers smoking while away from school?

(Approve-67%, Disapprove-25%)

11/28-12/4/57

Do you think the danger is great enough so that the health department of the Government should warn people of the danger of smoking?

(Yes-53%, No-35%, No opinion-12%)

7/10-15/58

Asked of cigarette smokers: what kind of cigarettes do you smoke—filters or regulars?

(Smoke only filters-45%, Smoke both filters and regulars-8%, Smoke only regulars-47%)

10/19-24/62

Do you think there should or should not be a law against selling cigarettes to young people under the age of 16?

(Yes-79%, No-17%)

7/24-29/69

Asked of smokers only:

About how many cigarettes do you usually smoke per day?

(Light smokers [1-15]-33%, Moderate [16-25]-42%, Heavy [26 or more]-22%)

8/19-22/77

Asked of... [smokers who said they had smoked in the last week]: About how many cigarettes do you smoke each day?

(Less than one pack-41%, One to two packs-45%, Two packs or more-13%)

Do you think federal and state taxes on cigarettes should or should not be increased?

(Should-39%, Should not-53%)

Teen Drinking Seen a Far Bigger Problem Than Teen Smoking

1/20-23/78

Do you think that cigarette smoking on commercial airplanes should or should not be banned completely?

(Should-43%, Should not-47%)

7/6/90

Should smokers refrain from smoking in the presence of nonsmokers?

(Yes-77%, No-18%)

If someone is sitting with you in a restaurant and asks if you mind if he or she smokes, would you allow them to smoke or say that you would prefer that they did not smoke at your table?

(Allow them to smoke-52%, Prefer that they did not smoke-44%)

3/11-13/94

If someone comes to visit you in your home and asks if you mind if he or she smokes, would you allow them to smoke, or say that you would prefer that they did not smoke in your home?

(Allow them to smoke-47%, Say that they not smoke-46%)

In general, how harmful do you feel second-hand smoke is to adults—very harmful, somewhat harmful, not too harmful, or not at all harmful?

(Very harmful-36%, Somewhat harmful-42%, Not too harmful-12%, Not at all harmful-6%)

All in all, does the fact that a person smokes make you respect them more, respect them less, or does it make no difference to you?

(Respect them more-less than 1%, Respect them less-14%, No difference-85%)

If you were in a position to hire someone for a job and you learned that the person smoked, would it make you more likely to hire that person, less likely, or would it make no difference?

(More likely-1%, Less likely-20%, No difference-78%)

Also asked of cigarette smokers: As a result of increased restrictions on smoking in public places, do you feel unjustly discriminated against as a smoker, or do you think the restrictions are justified?

(Discriminated against-39%, Restrictions justified-60%)

3/24-26/97

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?

(Legally responsible-28%, Notices excuse them-52%, Other [vol.]-14%)

4/16-17/97

A plan is currently being considered in which tobacco companies would set up a fund to compensate smokers with health problems as well as accept limits on cigarette advertising and increased government regulation of tobacco use. In exchange, smokers with health problems would no longer be able to sue the tobacco companies.

Would you favor or oppose this plan?

(Favor-55%, Oppose-39%)

Yankelovich Partners

5/30-6/1/97

The Federal Trade Commission recently announced that it plans to mostly prohibit the use of the "Joe Camel" cartoon character that is used in advertising for Camel cigarettes.

Do you agree or disagree with the decision to ban Joe Camel from most cigarette advertising?

(Agree-55%, Disagree-41%)

7/26-28/97

[P]lease tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement... Tobacco companies should be required to refund states for the cost of medical care for poor people who contract diseases related to smoking.

(Strongly/Somewhat agree-41%, Somewhat/Strongly disagree-54%)

Hart and Teeter Research Companies

4/22-23/98

Which do you think is the bigger problem among US teens: teen cigarette smoking, or teen drinking?

(Smoking-18%, Drinking-55%, Both equal [vol.]-25%)

Opinion Dynamics