

Roper Survey - 1977

SUMMARY

In sum, the balance sheet looks like this:

"ASSETS"

1. The overall saliency of the "cigarette issue" is low. Compared to crime, drugs, pollution, and a half a dozen other items, smoking is at the bottom of the list of personal concerns.
2. There is little sentiment for a total ban on cigarette smoking in public places (but see #3 under "Liabilities").
3. There is overwhelming approval of placing notices outside places that restrict cigarette smoking.
4. Few people favor job discrimination based on cigarette smoking.
5. The percentage of smokers in the 17 to 24 year old age group is up, and the amount smoked per day per young smoker is also up (but see #5 under "Liabilities").
6. There is broad support for FTC regulation of "public service" advertising sponsored by non-profit groups like the Cancer Society and Ralph Nader.
7. There is less than majority sentiment in favor of a graduated tar cigarette tax.

"LIABILITIES"

1. More than nine out of every ten Americans believe that smoking is hazardous to a smoker's health. 90%
2. A majority of American believes that it is probably hazardous to be around people who smoke even if they are not smoking themselves. 58%
3. There is majority sentiment for separate smoking sections in all public places we asked about.
4. There is majority acceptance of the idea that the cigarette warning label should be made stronger and more specific. 67%
5. The percentage of people who smoke cigarettes is at the lowest level measured in the past ten years. < 37%
6. A steadily increasing majority of Americans believes that the tobacco industry knows that the case against cigarettes is true. 56%
7. Favorable attitudes toward the tobacco industry are at their lowest ebb. 36%
8. There is widespread support for anti-smoking education in the schools--and at the very early years. 65%
9. Two-thirds of smokers would like to give up smoking.
10. Nearly half the public thinks that smoking is an addiction. 48%
11. More people say they would vote for than against a political candidate who takes a position favoring a ban on smoking in public places.

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