

California Program

Situation

- Two bills pending

Workplace Smoking Ban

Accommodation/Preemption Bill

- Antis focused on Passing Local Smoking Bans

LA, SF, San Jose, & Sacramento Restaurants
and Workplace Bans

2023324546

Situation (cont.)

- Public Officials Attitude

Antis on Offense

Industry on Defense

Need to put Antis on Defense

Difficult to Achieve Preemption Legislatively

Without Broad Strategy

- Business Community Attitude

AFL-CIO and CRA Siding with Antis,

Mfrs, Chamber, Local Restaurants Association,

and CBRA Support Accommodation

- Antis May Seek Statewide Initiative

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Objective

Pass Accommodation/Preemption Law

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Strategy

- Put Antis on Defensive

Introduce Multiple State Legislation
Seek Local Accommodation Legislation
Announce Prop 99 Abuses

- Initiative
- Sue SF Based on CAL-OSHA Preemption
- Activate NSA CA Chapter
- Continue CBRA Activities on Local/State Level

METHODOLOGY

MODE: Telephone Survey

FIELD DATES: October 28-31 1993

UNIVERSE: Registered California Voters

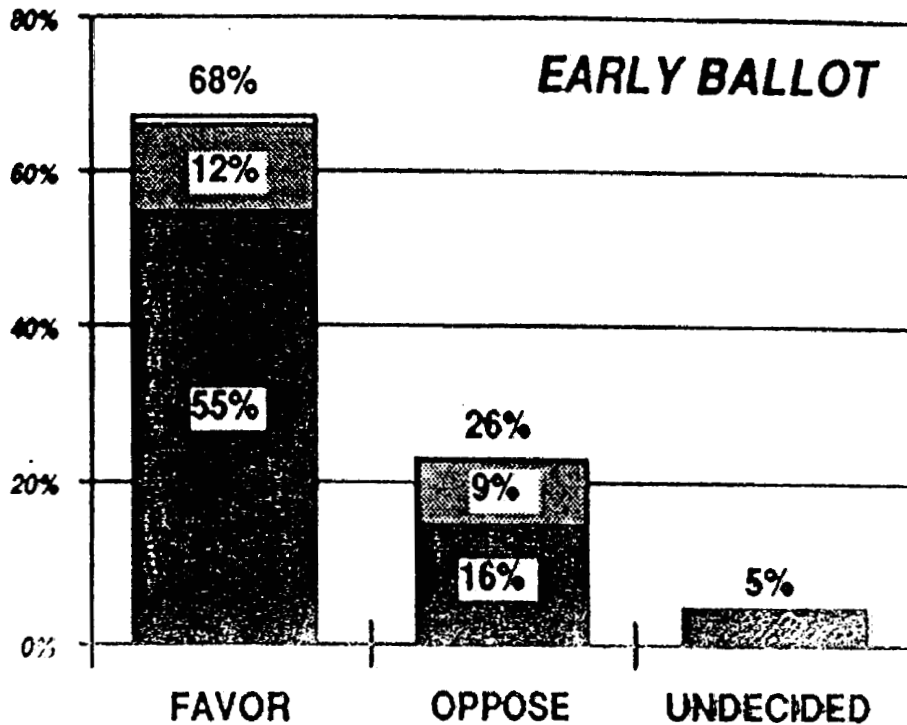
SAMPLE SIZE: Random sample of n=1000

MARGIN OF ERROR: ± 3.1

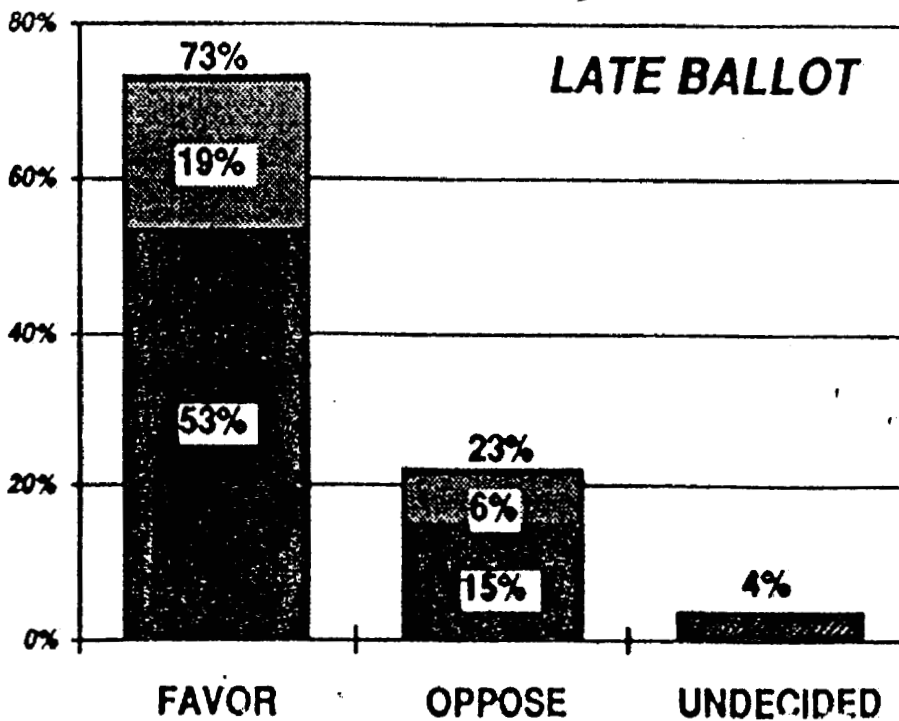
QUESTIONNAIRE: 70 questions; Approximately 20 minutes
in length

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EARLY/LATE BALLOT (Q1/Q43)



■ Strongly
▒ Somewhat
□ Lean



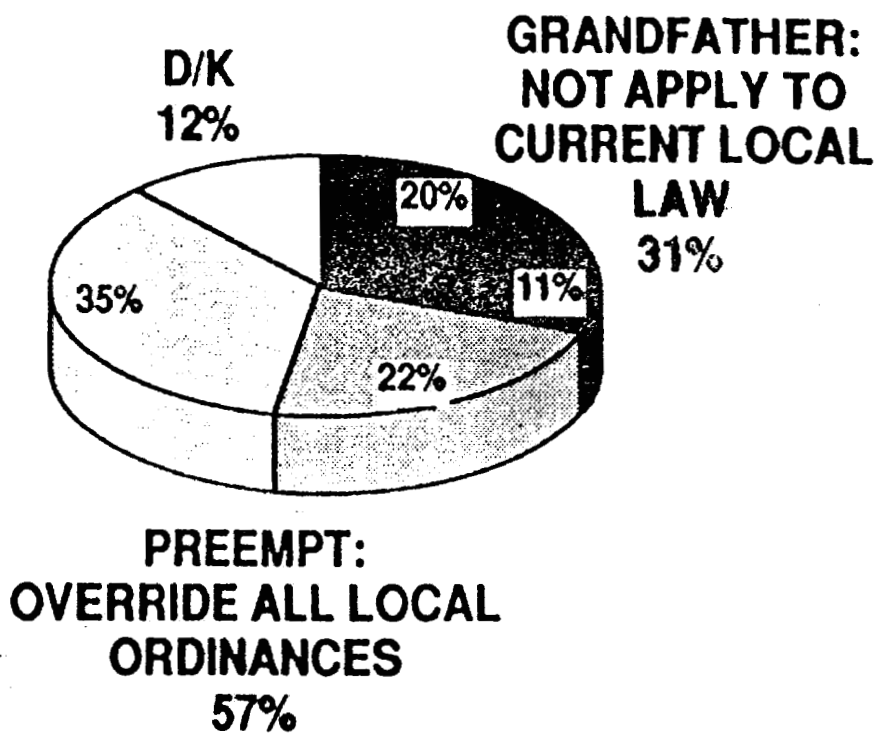
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GRANDFATHER VS. PREEMPT (Q40)

Which of the following is closest to your opinion?

Some people say: Local ordinances that are already law should stay in place. The initiative should only apply to cities and counties that don't yet have smoking ordinances.

Other people say: The initiative should override all existing local smoking ordinances. If we leave the current patchwork of local laws in place it will dilute the impact of the initiative's uniform statewide law.



- Strongly/Not apply to current local law
- Somewhat/Not apply to current local law
- Somewhat/Override all local ordinances
- Strongly/Override all local ordinances
- Don't Know

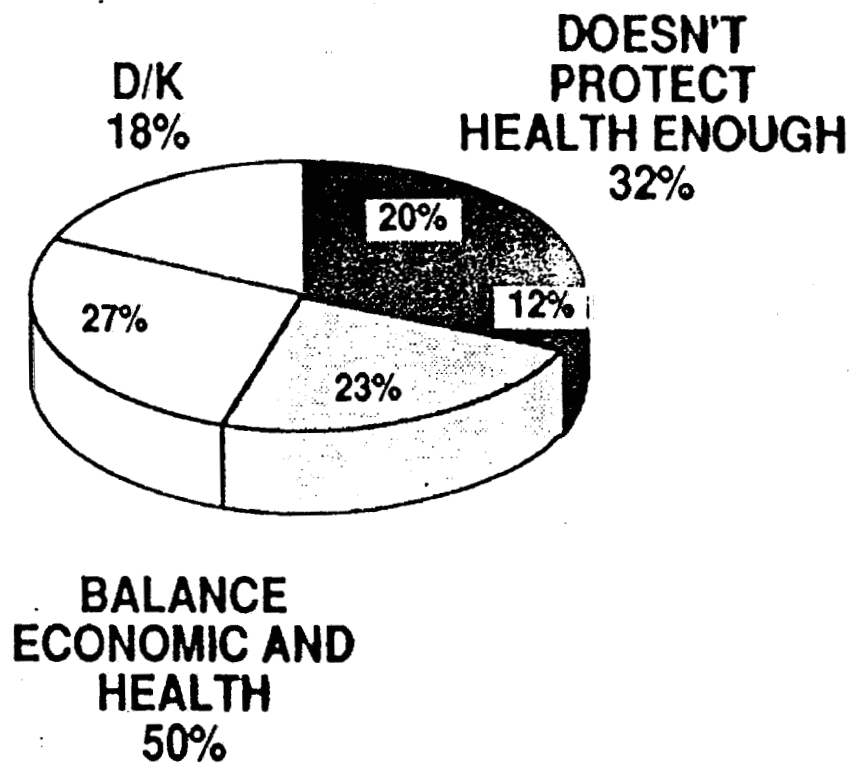
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DOESN'T PROTECT ENOUGH VS. HEALTH/ECONOMIC BALANCE (Q41)

Which of the following is closer to your opinion?

Some people say: This initiative is bad because it does not go far enough in protecting Californians's health.

Other people say: This initiative is good because it balances economic concerns with improving Californian's health.

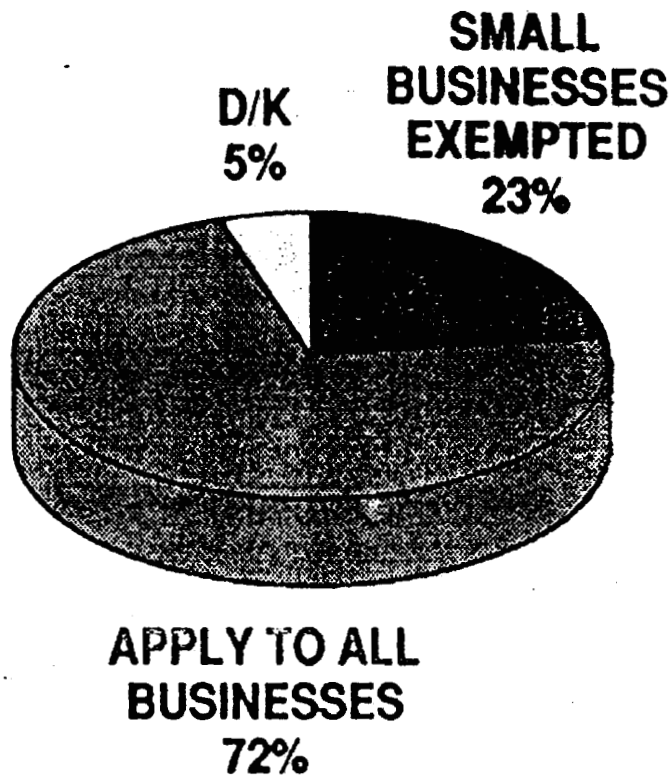


- Strongly/Doesn't Protect Health Enough
- Somewhat/Doesn't Protect Health Enough
- Somewhat/Balance Economic and Health
- Strongly/Balance Economic and Health
- Don't Know

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EXEMPT SMALL BUSINESSES (Q26)

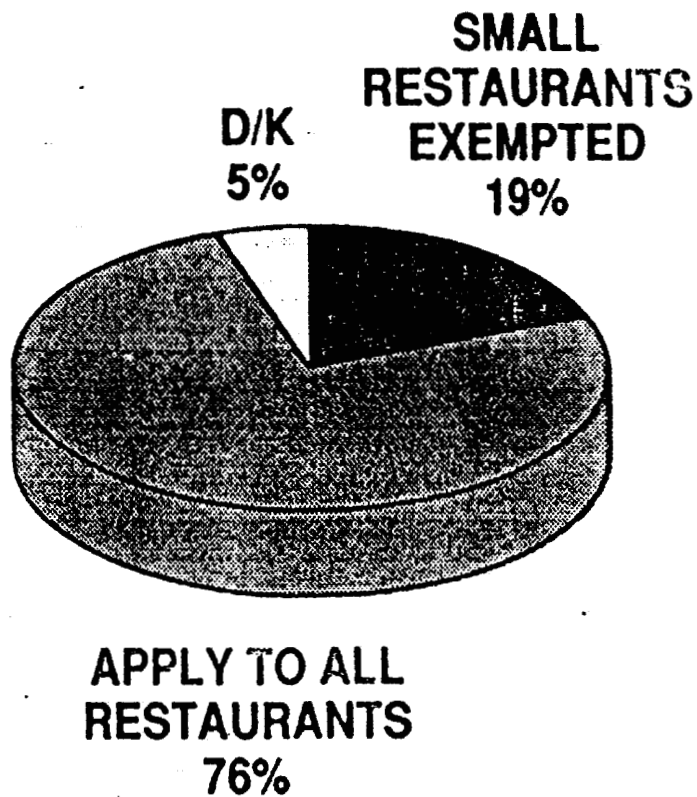
Should small businesses be exempted from the initiative's smoking restrictions, or should the restrictions apply to all businesses regardless of their size?



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EXEMPT SMALL RESTAURANTS (Q27)

Should small restaurants be exempted from the initiative's smoking restrictions, or should the restrictions apply to all restaurants regardless of their size?



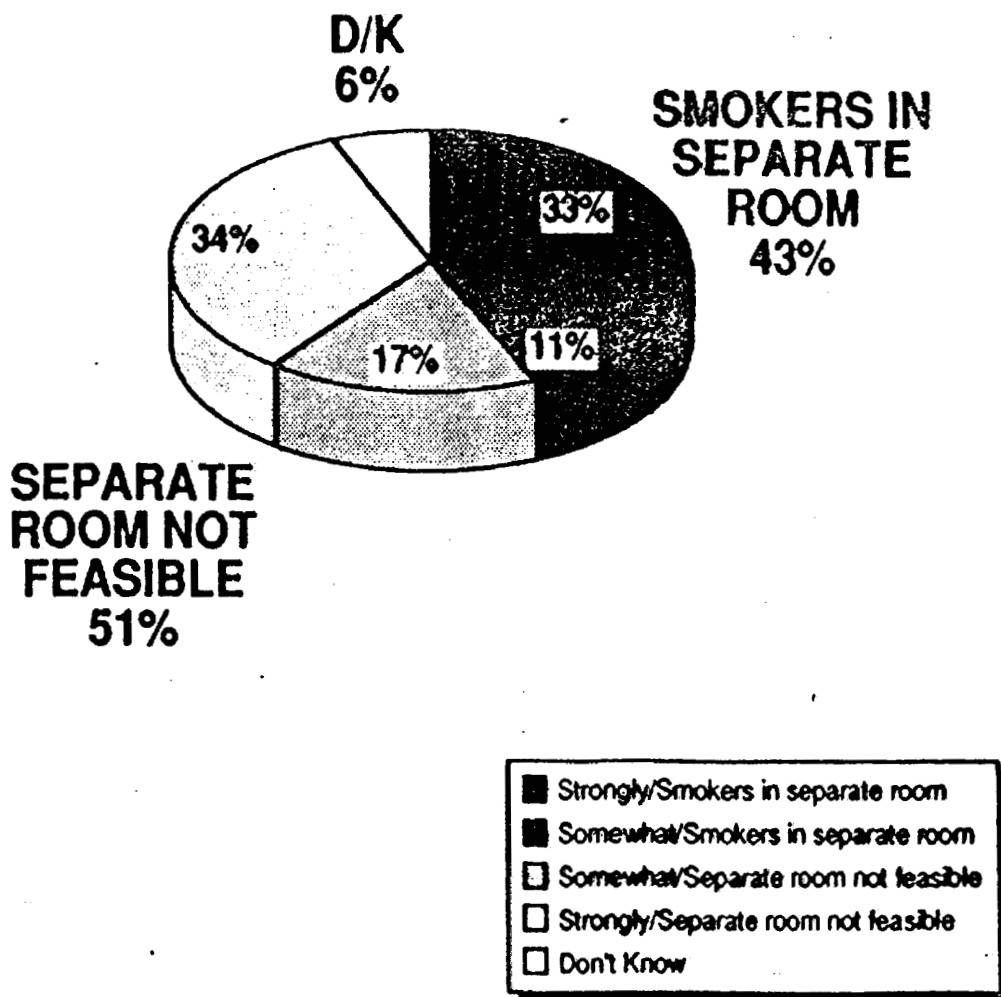
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SMOKERS IN SEPARATE ROOM VS. NOT FEASIBLE (Q42)

Which of the following is closer to your opinion?

Some people say: Having separate smoking and non-smoking sections is not enough. Restaurants should be required to have completely separate smoking rooms, so that non-smoking people do not have to be exposed to any smoke while they eat.

Other people say: Most restaurants are not equipped to have completely separate smoking rooms, so having well ventilated smoking and non-smoking sections is the only feasible alternative.

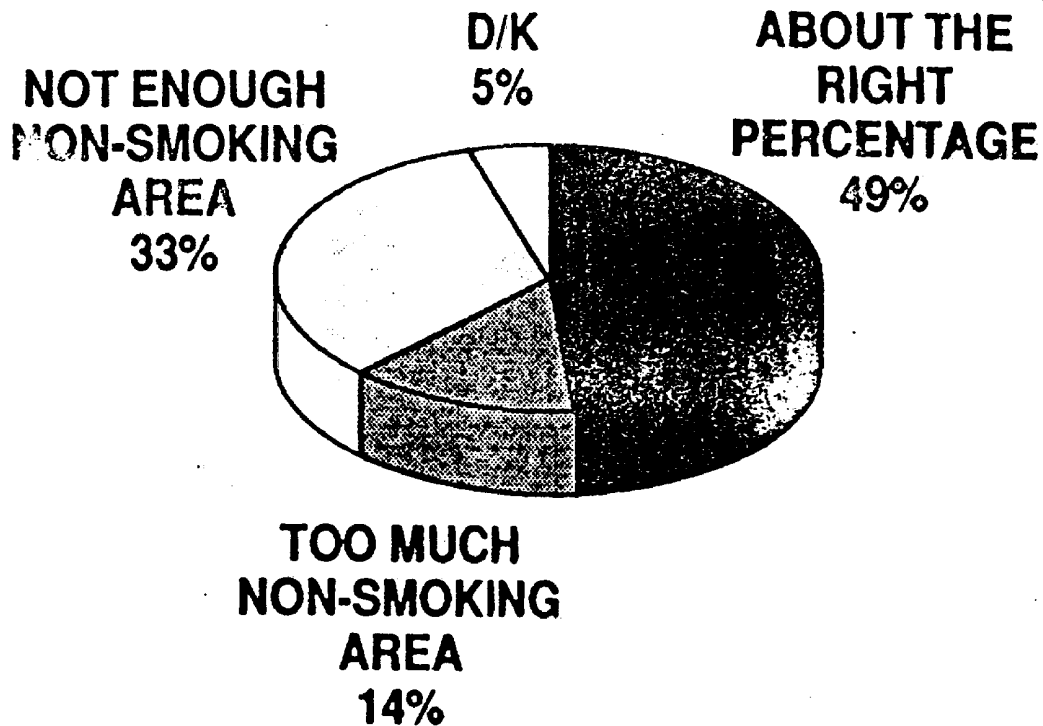


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RESTAURANTS: 70% NON-SMOKING SECTION (Q28)

What is your opinion of the initiative's requirement that at least 70% of restaurant seating be designated non-smoking? Is a 70% non-smoking section...

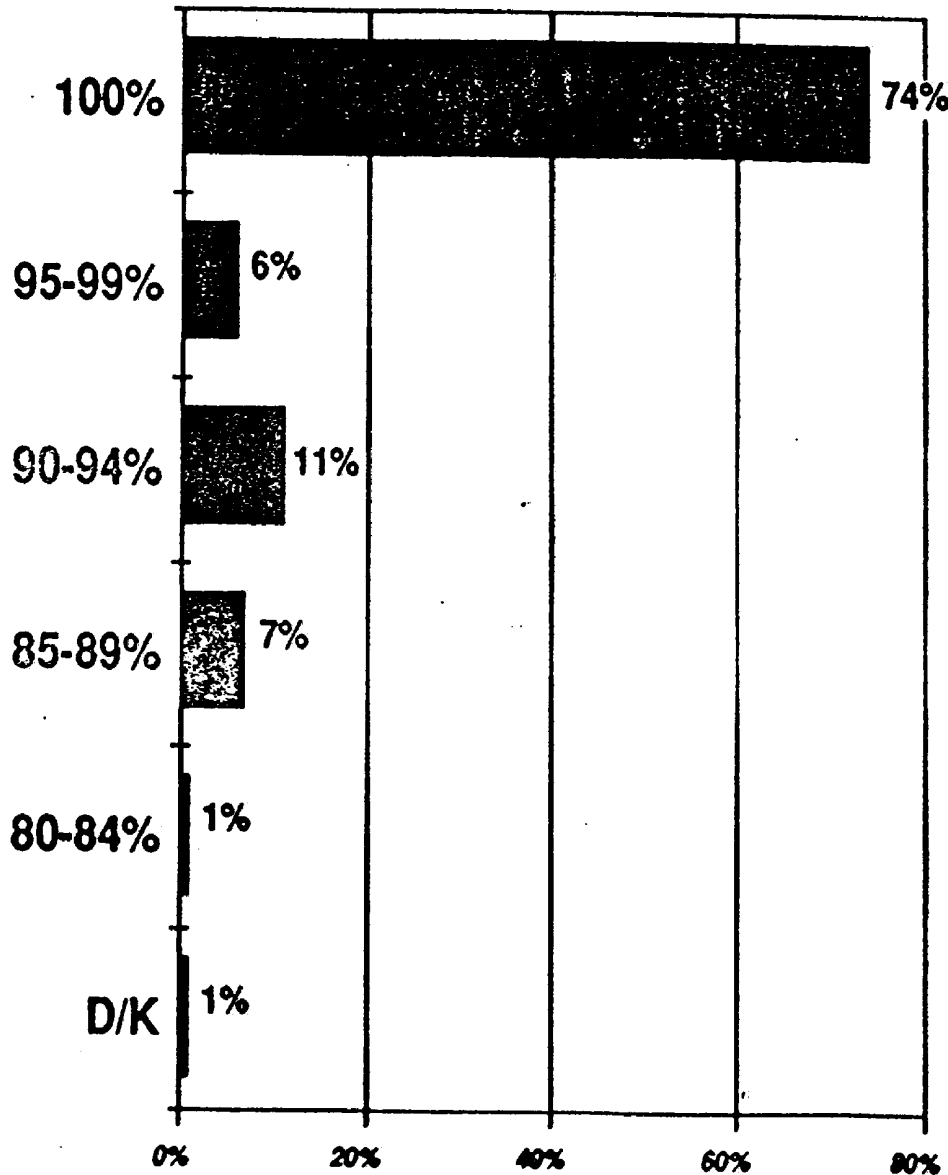
- about the right percentage
- too much non-smoking area
- not enough non-smoking



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70% NON-SMOKING NOT ENOUGH (Q28a)

[If 'not enough' in Q28] What percentage do you think should be the minimum non-smoking area in restaurants? [n=328]



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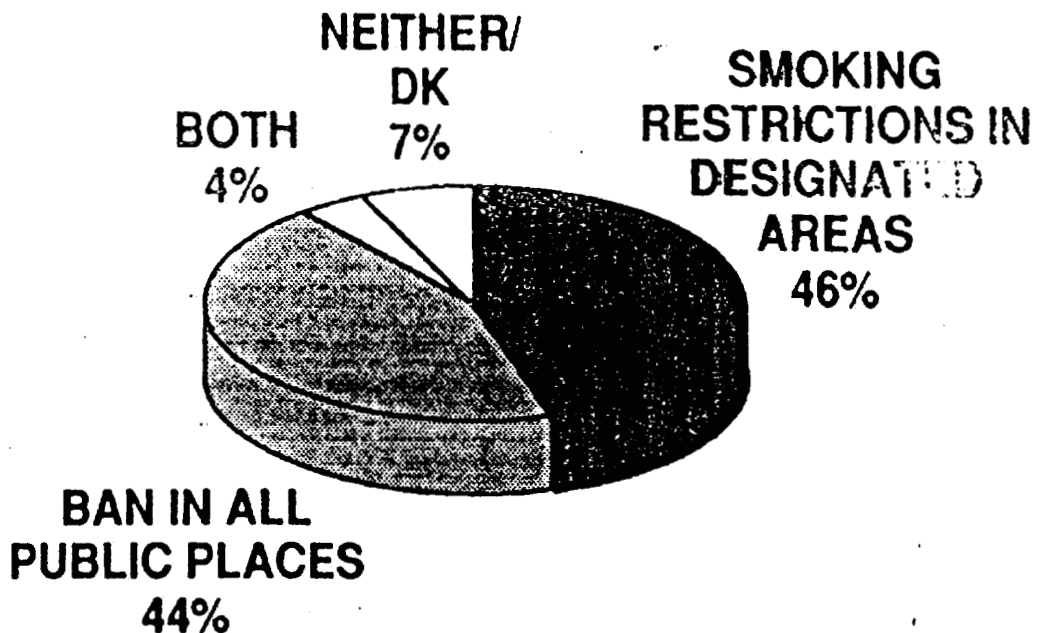
DUAL INITIATIVES: RESTRICTIONS VS. BAN (Q57)

There may actually be two initiatives on the ballot dealing with smoking restriction.

Proposition X would: Enact uniform statewide smoking restrictions which would establish separate, designated, well ventilated smoking and non-smoking sections, in an effort to accomodate non-smokers and smokers.

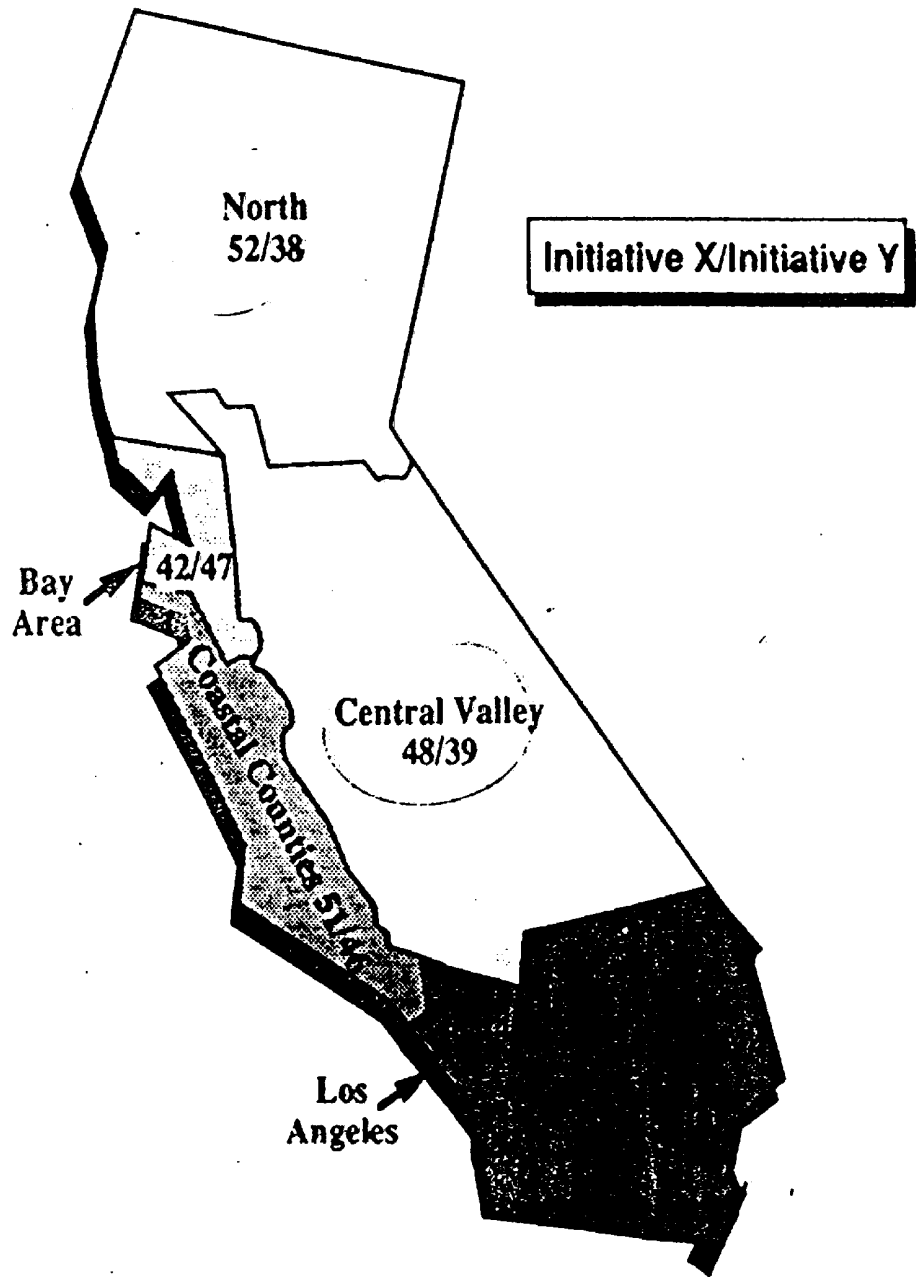
Proposition Y would: Enact a statewide smoking ban in all public places, including restaurants and work places.

Which initiative would you be most likely to support?



2023324559

TWO INITIATIVES (Q57)



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WHY AN INITIATIVE?

- Offers the only opportunity for total preemption (no grand fathering) and reasonable accommodation.
- Can only be modified by future legislatures with a two-thirds vote.
- Support coalition is currently extensive and credible; over time, this base will narrow.
- May force the antis to negotiate and pressure the legislature into passing preemption in 1994 (this is how tort reform was won in 1987).
- If a ban is on the ballot, this alternative affords a better, if not the only opportunity to defeat it than merely running a "no" campaign against the ban (this is how "Big Green" was defeated).

2023324561

AB 996 SUPPORTERS

California Chamber of Commerce
Old Town (San Diego) Chamber of Commerce
International Chamber of Commerce of San Ysidro
National Black Chamber of Commerce

California Hotel and Motel Association
California Lodging Industry Association
California Business and Restaurant Alliance
California Manufacturers Association
Southern California Business Association
Mexican American Grocers Association
Mexican American Restaurant Association
San Diego Restaurant & Tavern Association
San Diego Bowling Association
African-American Beverage & Grocers Association
Ventura Visitors and Convention Bureau
Los Angeles Business Council
Western States Council of Sheet Metal Workers

The Fairmont Hotel-San Jose
The Ritz-Carlton Hotel Company
The Beverly Hilton Hotel
Mark Hopkins Inter-Continental Hotel
Hotel Nikko San Francisco
Hotel Nikko Los Angeles
Hollywood Roosevelt Hotel
Courtyard by Marriott-Buena Park
Campton Place Hotel Kempinski San Francisco
Four Seasons Hotel San Francisco
Holiday Inn Hollywood
Holiday Inn San Francisco-Civic Center
Holiday Inn San Francisco-Financial District
Holiday Inn Union Square-San Francisco
Hotel Sofitel (Ma Maison)-Los Angeles
Motel Bel Air
Stouffer Stanford Court Hotel-San Francisco
Marriott Hotel-Los Angeles Airport
The Grand Hotel-Anaheim
Four Seasons Biltmore
Long Beach Airport Marriott
Le Meridien-Newport Beach
Santa Barbara Inn

The Royal Exchange-San Francisco
Brewski's Gaslamp Pub-Bistro & Brewery
Imperial House-San Diego
Mister A's-San Diego
Boulevard Cafe
Mary Pappas' Athens Market Taverna
Rainwater's Restaurant
Castignola Restaurant-San Francisco
Elephant Bar and Restaurant

2023324562

AB 996 SUPPORTERS

Bix Restaurant and Lounge-San Francisco
Gio's Restaurant-San Francisco
Tadich Grill-San Francisco
Atrium-San Francisco
Clown Alley Restaurant-San Francisco
The Whale Restaurant & Bar-San Francisco
Mel's Restaurant-Santa Barbara
Marbles Dining & Escapades-Anaheim
Mulcahy's-San Diego
Andria's Harborside-Santa Barbara

2023324563

**CIRCULATION CALENDAR IF 51 CALENDAR DAYS FOR TITLE & SUMMARY
AND TURN IN 5/9/94**

To AG	Wed 12/20	Mon 1/24	Thu 1/27	Mon 1/31	Mon 2/7
25 working days (Fiscal Impact)	↓	↓	↓	↓	↓
	Thu 1/27	Tue 3/1	Fri 3/4	Tue 3/8	Tue 3/15
15 calendar days (Title & Summary)	↓	↓	↓	↓	↓
Title & Summary Issued	Fri 2/11	Wed 3/16	Mon 3/21	Wed 3/23	Wed 3/30
Begin Circulation	↓	↓	↓	↓	↓
	Mon 2/14	Thu 3/17	Mon 3/21	Thu 3/24	Thu 3/31
Calendar days for Circulations	↓	↓	↓	↓	↓
	80	52	48	45	38
Turn-In	↓	↓	↓	↓	↓
	Thu 5/9	Thu 5/9	Thu 5/9	Thu 5/9	Thu 5/9

2023324564

PHASE ONE			
	POLLING		25
	LEGAL/DRAFTING		30
	sub-total		55
PHASE ONE TOTAL			55
PHASE TWO: QUALIFICATION			
	Circulation	petition firms	550
		direct mail	711
		field operation	337
		sub-total	1598
	Org/Mgt.		180
	Legal/Acctg.		130
PHASE TWO TOTAL			1908
PHASE THREE: CAMPAIGN			
	VOTER REG. (NSA)		375
	(1.5M HH, MAIL/PHONE)		375
	DIRECT MAIL: 2M each drop		
	- 3 persuasion (6m)		1800
	- slates		350
	- absentee ballots		500
			2650
	MEDIA		
	- cable/radio		1000
	- TV/print	***400	1000-1400
	PHONING/GOTV (NSA)	250	250
	POLLING		
	- benchmark		30
	- brushfires		30
	- focus groups		16
			76
	CAMPAIGN MGT./LEGAL	300	
	ADMIN. OVERHEAD		300
PHASE THREE TOTAL			4651-5051
GRAND TOTAL			6614-7014
All figures in \$ thousands.			

2023324565