

Philip Morris USA
Public Places Accommodation Message

Philip Morris supports reasonable options that accommodate the rights and preferences of both non-smokers and smokers alike in public places. While we support voluntary restrictions by business owners and reasonable regulatory measures by elected officials designed to reduce second-hand smoke, we believe government mandated complete smoking bans result in negative economic and social impact for business owners, employees and their customers and, therefore, we do not support smoking bans as a reasonable option to smoking in public places. We believe business owners and their customers are in the best position to determine the business policy that works best for them. Philip Morris supports the rights of adults who choose to smoke, but we also recognize that second-hand smoke can be annoying or uncomfortable to non-smokers. That is why we are supporting options, such as technological improvements in ventilation systems, to help provide a comfortable and hospitable environment for non-smokers and smokers alike.

Reasonable Options

- Philip Morris believes there are reasonable options to accommodate the preferences of both non-smokers and smokers alike in public places. Moreover, studies have shown that this view is shared by the majority of adult Americans and business owners.
 - ⇒ According to a poll commissioned by the Distinguished Restaurants of North America (DRNA), 77 percent of respondents agreed that non-smokers and smokers should be accommodated in hospitality establishments.
 - ⇒ According to numerous consumer statewide polls conducted by hospitality associations across the country and funded by Philip Morris USA, consumers overwhelmingly support accommodation versus bans.

Second Hand Smoke

- Philip Morris recognizes that second-hand smoke can be annoying or uncomfortable for some non-smokers and that there are differing views on the science. That is why we support options, such as enhanced ventilation and technical improvements in ventilation systems, that help business owners provide a comfortable environment for everyone -- both non-smokers and smokers alike in public places.

Reasonable Regulations/Business Owner Choice

- We support voluntary restrictions by business owners and reasonable regulatory measures by elected officials to reduce second-hand smoke in public places.
- We oppose government mandated complete smoking bans because we believe these result in negative economic and social impact for business owners, employees and customers.
- Philip Morris believes that ultimately business owners and their customers should determine the smoking policy that works best for them. Accommodating both non-smokers and smokers alike is a reasonable way of providing customers with choices that meet their varied preferences.

The Impact of Bans

- We believe government mandated complete smoking bans can result in negative economic and social impact for business owners, employees and their customers and therefore, we do not support bans as a reasonable option to smoking in public places.
- Many studies confirm that when government mandated smoking bans are implemented, businesses lose customers who choose to smoke. This loss of customers can translate into lost jobs and thousands of dollars in lost revenue. In some instances, establishments have been forced to go out of business.
 - ⇒ A 1998 poll of California businesses, commissioned by the American Beverage Institute, reported that since the state-wide comprehensive smoking ban in bars was implemented, 59.3% of bars experienced a decrease in business.
- At the same time, a minority of businesses have experienced an increase in business in locations where smoking bans have been mandated by government because non-smokers who are bothered by second-hand smoke feel comfortable patronizing businesses that don't permit smoking.
 - ⇒ For instance, while dramatically less than the decrease in business, the ABI study also showed there was a 7 percent increase in revenue in bars in California following the state-wide bar smoking ban there.
 - ⇒ However, in Vermont, where businesses can only accommodate both non-smokers and smokers if the business has a cabaret license, the number of cabarets in the state has jumped from 87 (before the legislation) to 460 today according to an article in Maine's Kennebec Journal. This increase indicates how important it is to business owners to be able to accommodate both non-smokers and smokers.
- Smoking bans have proven not only to show a loss in business, but a loss in jobs for employees. A study conducted for the Massachusetts Restaurant Association found that in 23 communities where bands were enacted in 1993-1995 that there was a clear statistical correlation between the severity of the restaurant smoking ban and the loss of restaurant jobs. During the period studied, 14 communities enacted 100% smoking bans. Of those communities, 71% lost jobs and 27% gained jobs. The average loss in those communities that lost jobs was 21%.
- In balance, if both non-smokers and smokers are accommodated comfortably, there can

be a positive economic and social impact for business owners, employees and customers.

Studies show that both non-smokers and smokers believe everyone should be accommodated in hospitality establishments and that good ventilation can have an impact on solving smoking issues in public places.

Both non-smokers and smokers are important customers to business owners. Business owners and their customers should be permitted to make decisions about non-smoking and smoking policies based on marketplace demand.

Government-mandated bans eliminate business owner and non-smoker and smoker choices.

Ventilation – A Viable Option

- Ventilation technology can play a vital role in helping to comfortably accommodate non-smokers and smokers by improving indoor air quality in any public space. Ventilation is especially important because of its ability to reduce sight and odor of smoke.
 - ⇒ The application of ventilation technology can be a cost-effective, practical investment that pays for itself over time through higher revenues and lower energy and maintenance costs.
 - ⇒ There is not a “one size fits all” approach to ventilation. The design and application of ventilation options will vary based on the actual physical space and the accommodation policy defined by a business owner. Business owners need to decide, along with their contractor or engineer, what approach will work best for them, thereby helping them to provide a comfortable environment for everyone.
 - ⇒ The DRNA poll found that nearly 80 percent of respondents – both non-smokers and smokers -- believe good ventilation can have an impact on smoking issues.