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Release #1096

Release date: THURSDAY, SEPTEMBER 11, 1980

TWO TO ONE SUPPORT FOR PROP. 10, THE SMOKING/NO SMOKING SECTIONS INITIATIVE.

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There is strong two to one potential voter support (65% to 31%) for Proposition 10, the initiative measure which would create smoking and no smoking sections in enclosed public places.

The findings of a California Poll survey completed last week shows little change in the public's overall position as found in an earlier survey taken in July.

	---Statewide---	
Proposition 10	September	July
Favor	65%	66%
Oppose	31	30
Undecided	4	4

The survey reveals that not only is Prop. 10 overwhelmingly endorsed by non-smokers (70% to 26%) but a majority of smokers (59%) also favor it. Adults in this state divide along the lines of about one third who say they currently smoke and two thirds who are non-smokers.

Proposition 10	Smokers	Non-Smokers
Favor	59%	70%
Oppose	38	26
Undecided	3	4

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Two years ago voters in California voted down another smoking initiative, Prop. 5, on the November 1978 ballot. Early pre-election polls at that time showed voters in favor of the smoking initiative, but as election day neared there was a reversal of public attitudes following a massive anti-Prop. 5 campaign financed largely by the tobacco industry.

This year's initiative calls for the designation of smoking and no smoking sections in all enclosed public places including places of employment and education facilities. Unlike the 1978 initiative, Proposition 10 would not require walls or petitions to separate smokers and non-smokers.

Backers of Prop. 10, citing some recent medical studies, maintain that the health of non-smokers could be harmed by the smoke generated by a smoker's cigarette, cigar or pipe. Proponents argue that the rights of smokers would also be protected since smokers can continue to smoke out-of-doors in designated smoking sections, and in other places where smoking is specifically permitted.

Opponents of Prop. 10 and 1978's Prop. 5 argue that these measures would cost government and business large sums of money in their implementation. In addition, they believe that passage of such laws would be discriminatory and would deprive individuals of their basic freedoms.

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INFORMATION ABOUT THE SURVEY

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DATES AND TIME OF INTERVIEWING

August 30 through September 4, 1980. Late afternoon and evening, all day Saturday. Interviews made by telephone.

POPULATION COVERED

Representative cross section of California adult public.

SIZE OF SAMPLE

	Total Adults	Registered Voters
Statewide:	1014	812
Smokers:	337	259
Non-smokers:	667	553

Note: The data in this survey is based on those who say they are registered to vote.

QUESTIONS ASKED

Do you now smoke cigarettes, a pipe, cigars, or don't you smoke at all?

Proposition 10 would require smoking and non-smoking sections in all enclosed public places including places of employment and education facilities.

If you were voting today on this smoking initiative, do you think you would favor or oppose it?

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Poll Operation and Spon[illegible]lip

The California Poll has operated continuously since 1947 as an independent, non-partisan media sponsored public opinion news service. The Poll is owned by Field Research Corporation and since 1976 has been operated by The Field Institute, a non-profit, non-partisan research group engaged in conducting studies of public opinion on issues of social significance. The Institute receives its financial support from academic, governmental, media and private sources.

Survey Method

Interviews in this survey were made by telephone. Sample homes are drawn in accordance with a probability sample design that gives all areas of the state and all neighborhoods a properly proportionate chance to be included. Telephone numbers are randomly generated by computer in proportion to local prefix allocation density to remove non-listed telephone biases. Up to four calls are made to each number at different times to reach one adult in each household. An adult respondent is selected for the interview using an objective procedure to provide a balance of age and sex.

Accuracy of the Findings

Several factors must be considered in assessing the accuracy of the findings in this and other California Poll reports. One is the amount of tolerance in the findings due to the presence of random variations inherent in the sampling process itself. Another are any inaccuracies caused by judgemental factors such as question wording and sample design, and a third are the effects of external events.

Sampling Tolerance

The amount of sampling tolerance in these survey findings can be estimated quite precisely by the use of well-tested statistical formulas. The California Poll uses an advanced method known as replicated sampling that provides an empirically determined estimate of the range of so-called sampling error for each item of information developed by the survey. This method takes account of the size of the sample, the degree of variability in response to each item, sample design effects (clustering, weighting), and the effects of variable interviewer and coder performance.

An estimate of the sampling error range for this survey is shown in the table below. The sampling tolerance has been calculated at two statistical confidence levels which are customarily used by social scientists: the 95% and the 99% level. To use the table, first select the sample size on which the percentage in question is based. Then note the plus and minus range of sampling tolerance for the degree of confidence desired and apply that to the percentage figure. The resulting "high" and "low" estimates show the range within which we can have [illegible] confidence that if the whole population of the state had been surveyed with the same questionnaire, the results of such a complete coverage would fall between the two figures obtained from the data in the table.

The sample tolerance figures shown in the table are average figures derived from the actual experience of a number of recent surveys. They represent minimum tolerances for the sample bases shown. For surveys finding where the division of opinion is around 50% 50%. Survey findings that show a more one-sided distribution of opinion such as 70% 30% or 90% 10%, are usually subject to slightly lower sampling tolerance than those shown in the table.

Table [illegible] Sampling Tolerances for Data from [illegible] Polls of The California Poll

Sample Size	Plus/minus percentage range of sampling tolerance at — 95% confidence	99% confidence
1200	3.0	4.0
1000	3.3	4.3
800	3.7	4.9
600	4.2	5.6
400	5.2	6.9
200	7.5	9.9
50	15.0	19.8

Other Possible Sources of Error

In addition to sampling error, there are other important sources of potential inaccuracies in these (and in other) poll findings. These sources include the effects of possibly biased or misleading questions, possible systematic omission of relevant segments of the population from the survey sample, and the effects of significant events that occur during or after the time the survey interviews are made. There is no standard measure of these effects; each must be evaluated judgmentally. Furthermore, since the influence of these factors on the ultimate accuracy of the survey findings may be many times greater than the amount of sampling error, it is important that they also be carefully weighed.

So that the reader will have information needed to judge the possible importance of these effects, The California Poll provides this bulletin with each release, describing the question(s) used, the size and type of sample used, and the dates of interviewing.

The California Poll has an excellent record for accuracy in reflecting public opinion during its 33 year history. The staff of The California Poll takes great care to formulate questions which we feel are objective and unbiased and to carefully supervise the data gathering phases and other research operations upon which the Poll's findings are based. Nevertheless, users of this (and any other public opinion polling data) should be continually mindful of *all* of the factors that influence any poll's accuracy. Sampling error is not the only criterion, and we caution against citing only the sampling error figure alone as the measure of a survey's accuracy, since to do so tends to create an impression of a greater degree of precision than has in fact been achieved.

Suggested copy for editors to use when presenting California Poll data in publication or newscast

Surveys of the kind reported here by The California Poll are subject to variability due to sampling factors and to other possible sources of influence on their accuracy. The statewide sample results shown in this report are subject to a sampling tolerance of plus or minus approximately ____ percentage points. The (reader) (viewer) (listener) should also be aware, however, that there are other possible sources of error for which precise estimates cannot be calculated. For example, different results might have been obtained from different question wording, and undetected flaws in the way the sampling and interviewing procedures were carried out could have a significant effect on the findings. Good polling practices diminish the chances of such errors, but they can never be entirely ruled out. It is also possible, of course, that events occurring since the time the interviews were conducted could have changed the opinions reported here.

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