

March 8, 1988

MEMORANDUM

TO: Samuel D. Chilcote, Jr.
William Kloepfer, Jr.

FR: Peter G. Sparber

Journalists and others continue to cite the recent BNA survey as evidence of broad and growing corporate support of workplace smoking restrictions.

It can, and apparently has been, argued that the BNA survey proves that so many organizations voluntarily restrict smoking that laws are unnecessary.

However, the sense that "everyone is doing it" can only serve to encourage those who have not and discourage those who have fought all forms of restrictions.

The BNA survey is but one of several polls in recent years that show the extent of workplace restrictions.

While there is little agreement from poll-to-poll, all suggest that large numbers of businesses restrict smoking. We believe there are several reasons:

- o Just as there has been an increase in legislation, there has been a real increase in voluntary restrictions.
- o Passage of some state and local laws have affected the number of businesses with restrictions.
- o Most surveys suffer from a poor definition of the term "smoking restrictions." There are many kinds of restrictions. Some are reasonable, some innocuous, some are unfair. Lumping all of them together distorts the picture.
- o So many people favor separate sections that some survey respondents may say they restrict smoking whether or not they do. That is, "separate sections" may be seen as a more acceptable answer than admitting to no policy at all.

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Program

We have commissioned a survey which we believe will demonstrate that:

- o Businesses strive to accommodate smoking and non-smoking employees and customers.
- o Businesses reject and do not practice unfair discrimination against smokers.
- o Businesses feel quite able to manage this issue without government intervention.
- o Most reported smoking restrictions are justified by other than health concerns, and are often exaggerated.

Example:

Senior employee relations managers of 500 corporations with

- o more than 5,000 employees
- o union contracts covering at least 1/3 of eligible workforce
- o no known involvement in the anti-smoking movement, e.g. insurance companies

Promotion

The survey will be sponsored by a non-tobacco business organization to be determined.

It will be released to all publications which have cited the BNA survey and will be used in The Institute's on-going legislative, media, and coalition work.

The survey results will also be incorporated into the media tours conducted by labor attorneys John Fox and Dennis Vaughn.

Schedule

| | |
|------------------------------|----------------|
| Clearance of questionnaire | March 11, 1988 |
| Field work completed | March 30, 1988 |
| Preliminary results reported | April 1, 1988 |
| Final report produced | April 10, 1988 |
| Promotion initiated | April 20, 1988 |

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Budget

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| Survey | \$ 50,000 |
| Production and printing of: | |
| - 5,000 pamphlets summarizing research | \$ 4,000 |
| - 1,000 full reports | \$ 4,000 |
| Media tours by Fox and Vaughn | |
| TOTAL | <u>\$ 58,000</u> |

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