

Social Acceptability

The key to
controlling tobacco

A STUDY OF
PUBLIC ATTITUDES TOWARD
CIGARETTE SMOKING AND
THE TOBACCO INDUSTRY

IN 1978

VOLUME I

MAY 1978



The ROPER ORGANIZATION, Inc.

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TIFL 0529465

BM RECD 790406 QRH

TIMN 210766

IMPLICATIONS OF THE FINDINGS

The original Surgeon General's report, followed by the first "hazard" warning on cigarette packages, the subsequent "danger" warning on packages, the removal

The anti-smoking forces' latest tack, however--on the passive smoking issue--is another matter. What the smoker does to himself may be his business, but what the smoker does to the non-smoker is quite a different matter. The anti-smoking

issue--is another matter. What the smoker does to himself may be his business, but

This ~~we see as~~ the most dangerous development to the viability of the tobacco industry that has yet occurred. While there is little sentiment for an out-

some sale about the effects of smoking on the non-smoker as they have already made with respect to the effects on the smoker. Nearly six out of ten believe that smoking is hazardous to the non-smoker's health, up sharply over the last four years. More than two-thirds of non-smokers believe it, nearly half of all smokers believe it.

This ~~we see as~~ the most dangerous development to the viability of the tobacco industry that has yet occurred. While there is little sentiment for an outright ban on smoking in public gathering places, there is already majority sentiment for providing separate facilities for smokers and non-smokers. As the anti-smoking forces succeed in their efforts to convince non-smokers that their health is at stake too, the pressure for segregated facilities will change from a ripple to a tide as we see it.

It is, of course, possible that once smokers and non-smokers alike experience all the inconveniences of separate facilities, people will become fed up

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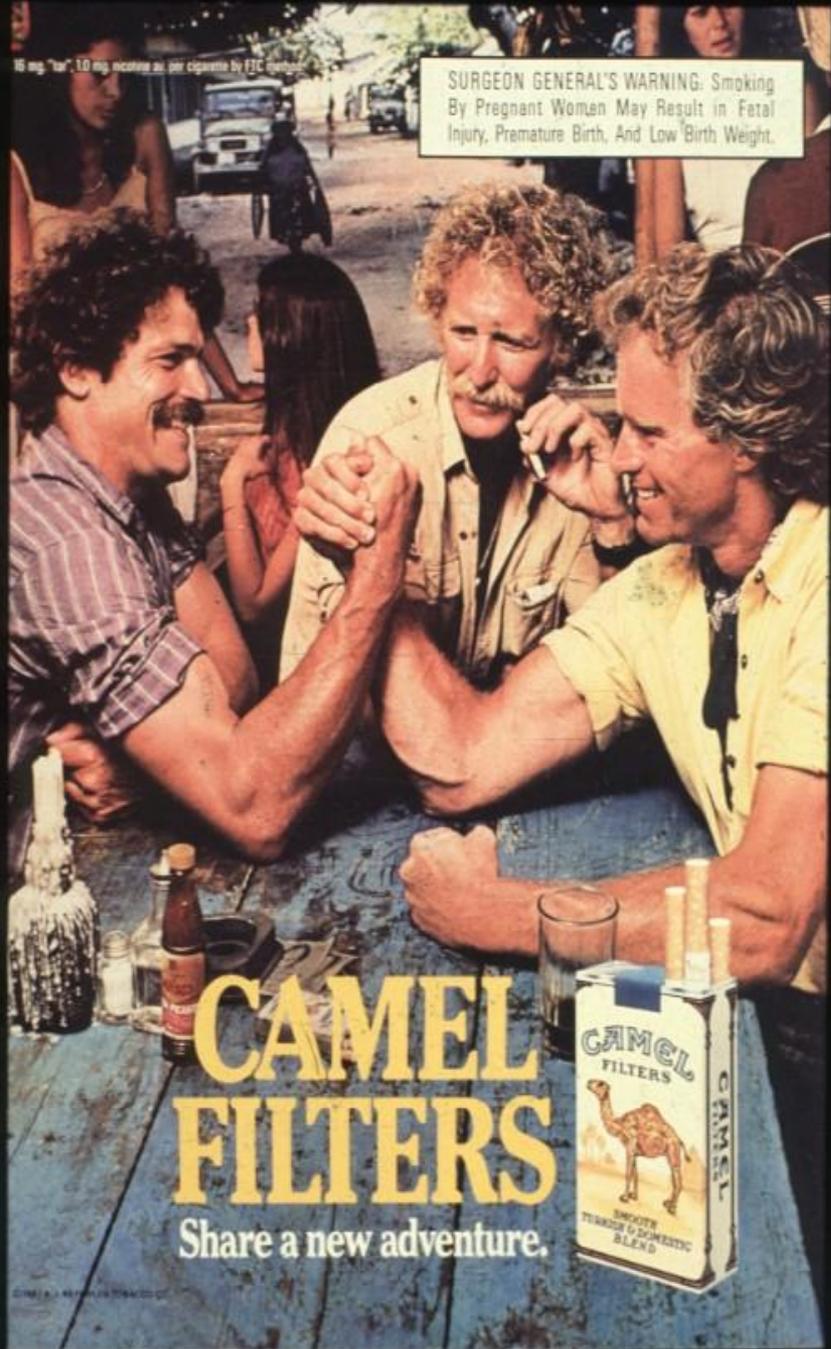
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Initial Responses

- Fight all regulation
- Modify the product
 - Failed
- Modify marketing
 - Deemphasize the smoke

16 mg. "tar", 1.0 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

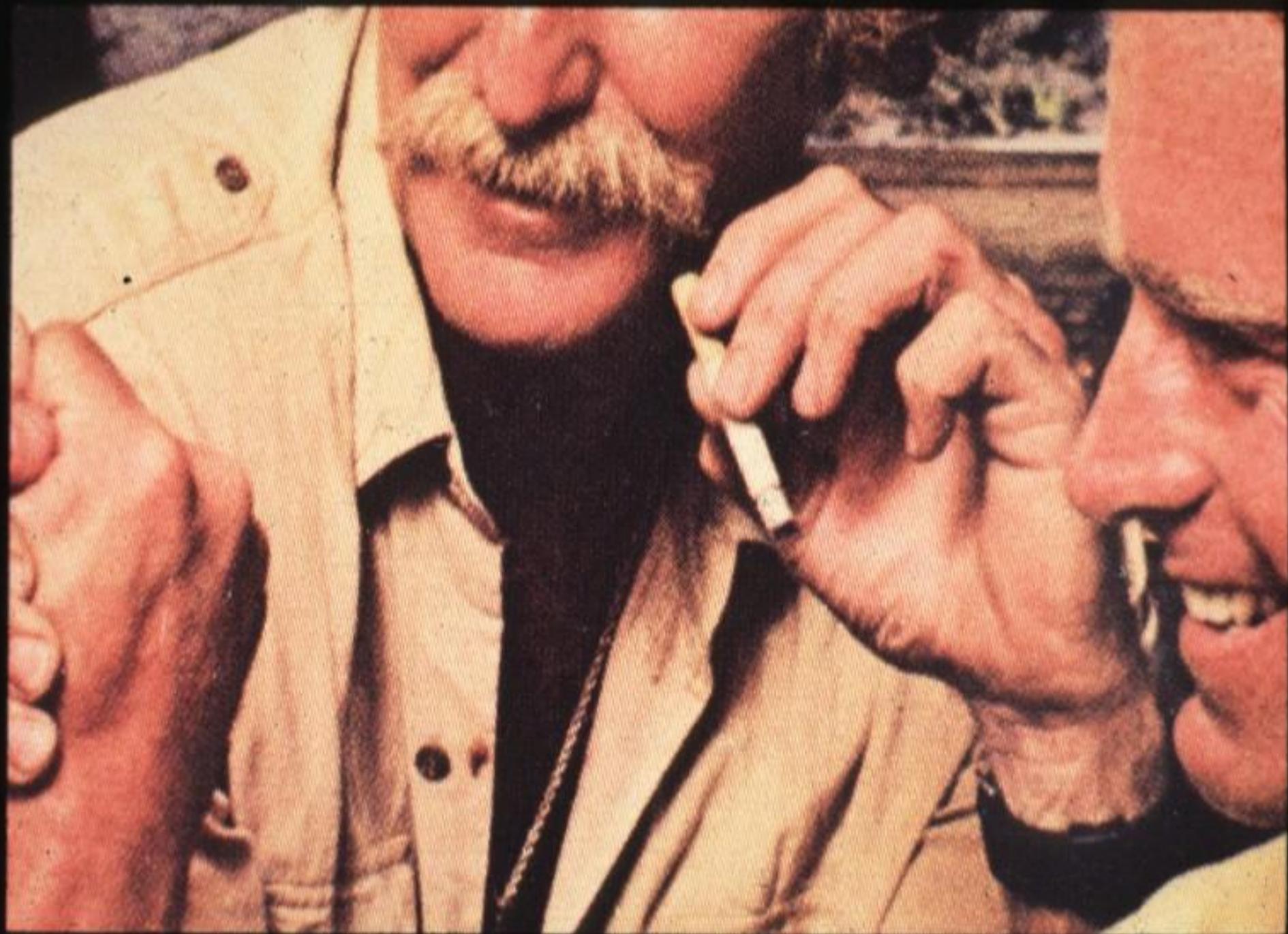


CAMEL FILTERS

Share a new adventure.



© 1987 R.J. REYNOLDS TOBACCO CO.



For
1931

WONDER SHE SAID
*"Blow some
my way!"*



MEMORIES of a night in June
and how it feels with you
and how, as then, Chesterfield's
fragrancy plays the same part in
appealing to good taste.

Today, more than ever, smokers
appreciate Chesterfield's rare and
rare aroma. It's a cool and com-
fortable smoke of milder and
better taste.



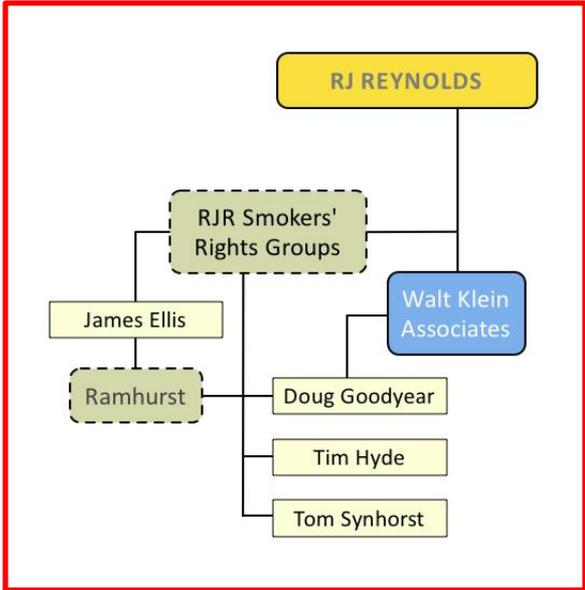
Chesterfield

CHOICE

VOL. 5, NO. 28 A SERVICE OF R.J. REYNOLDS TOBACCO COMPANY MAY 1991



***Give your
workplace a
reasonable
smoking policy!***



Key: Tobacco Co. Defunct Org Ad/PR agency

Accommodation

- “Reasonable”
- Buy off hospitality associations
- Financial connections not disclosed



What if they passed a law that took away 30% of your business?

What happens if your state legislature or city council bans smoking in restaurants?

You'll lose business. Maybe as much as 30 percent of your business, according to restaurant owners who have experienced such bans. Before a smoking ban was repealed in Beverly Hills, restaurants were expecting to lose a total of \$12 million in 1987 as a result.

Here's the real news, though. In a recent Gallup poll almost 20 percent of the U.S. population said they would not visit

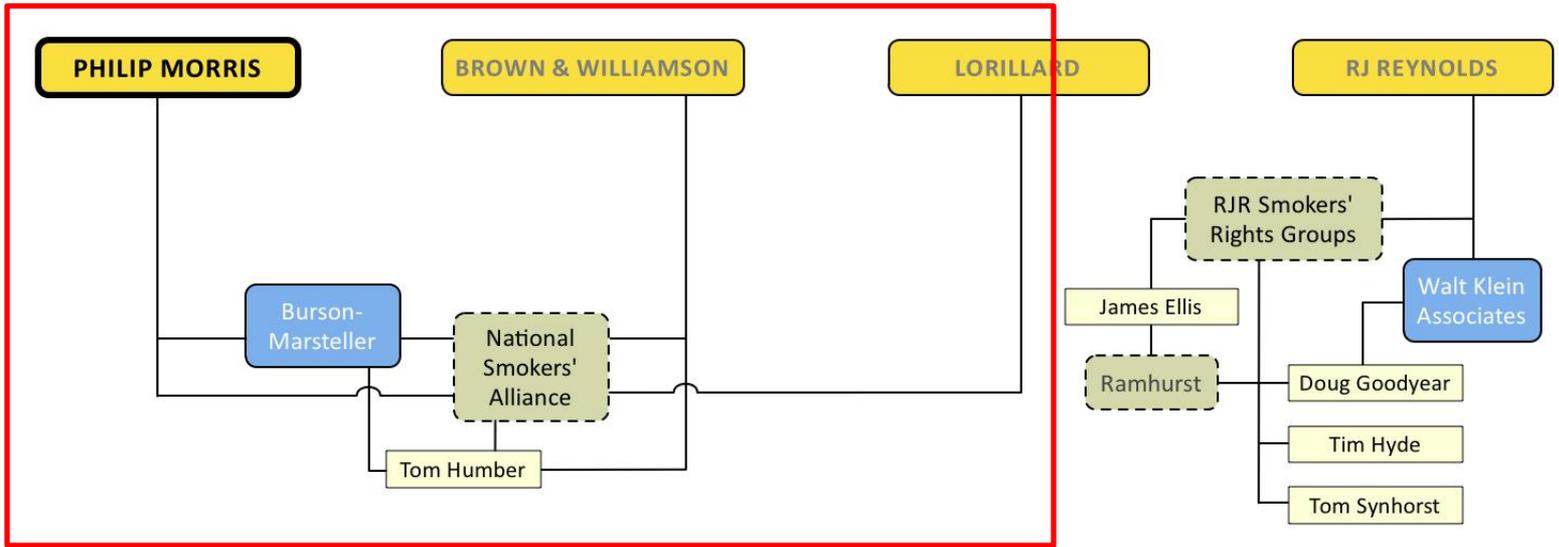
a restaurant that prohibits smoking. Can you risk closing your doors to 20 percent of your customers?

The Tobacco Institute can help you make sure this never happens.

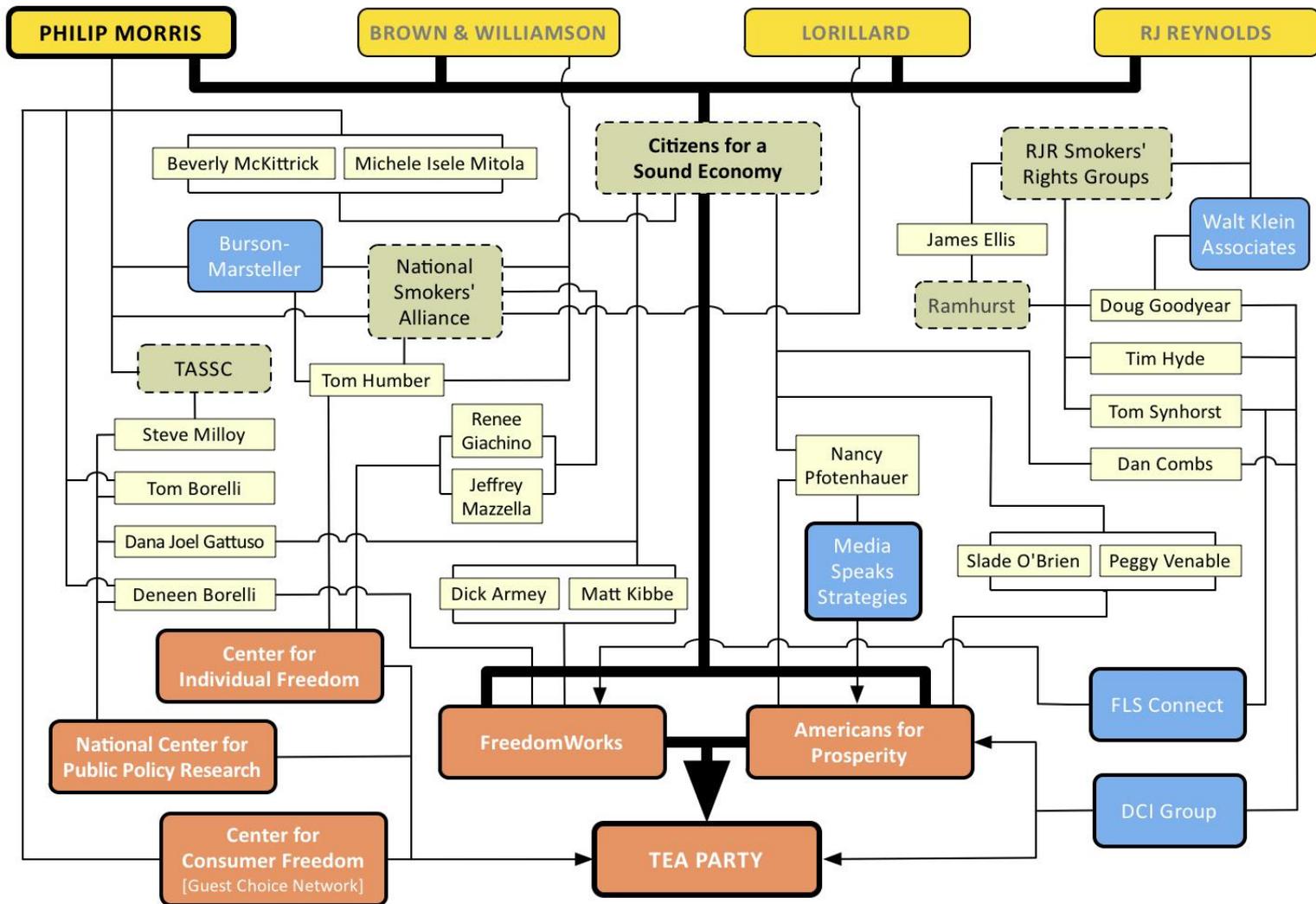
Write us and we'll send you information on how other restaurant groups have fought smoking bans. We'll help you develop ways to accommodate all your customers—smokers and non-smokers alike. And we'll help you ensure that your voice is heard when government takes up the issue.



The Tobacco Institute
1875 I Street, Northwest
Washington, DC 20006

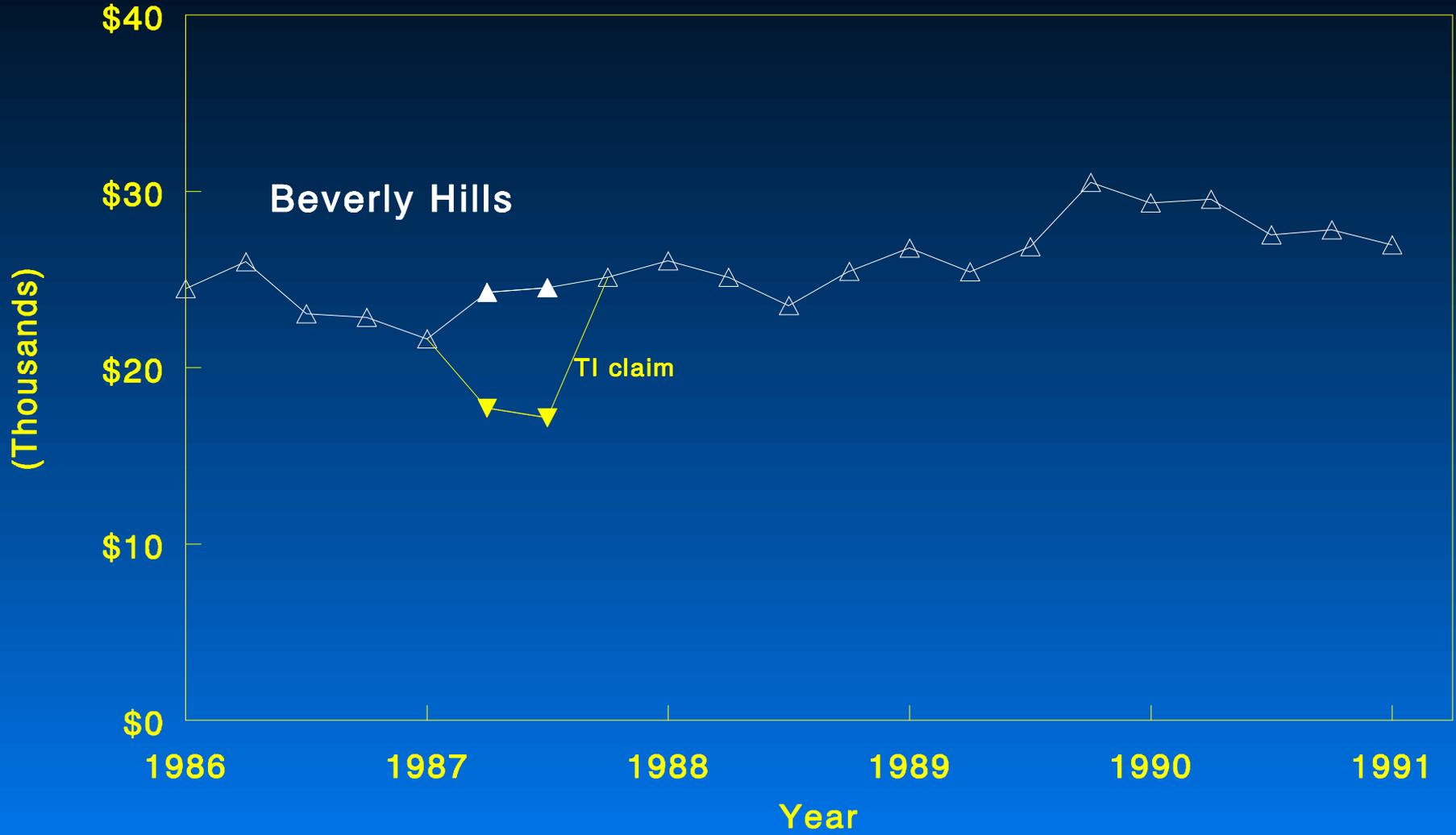


Key: Tobacco Co. Defunct Org Ad/PR agency



Restaurant Revenues

(Smoke free ordinances in solid points)



New York Response

Social Unacceptability Index (SUI)

- The SUI measures the attitudes of a state towards smokefree environments
- Data from the Tobacco Use Supplement of the Current Population Survey was used to determine the support from smokers and nonsmokers for smokefree homes, restaurants and bars.

Effects of the SUI

- The SUI (elasticity of -0.37) was found to have similar effects on cigarette consumption as price (elasticity of -0.38).
- The average level of the social unacceptability index in 1999 for all states was 0.84 while the level in California was 1.26

Effects of the SUI (cont)

- If, through the use of a media campaign, the SUI for the US was raised to the level in California in 1999 (a 40% increase) there would be a 15% drop in consumption.
- A tax increase of \$1.17 per pack would need to be imposed to achieve the same drop in consumption

Young Adults and Tobacco Industry

- Outcomes
 - Current smoking
 - Among current smokers: intention to quit
- Two studies
 - 2002 California Tobacco Survey (18-29)
 - National survey (18-25)
- Control for
 - demographics, exposure to smokers, advertising receptivity, depression, social group

Supporting Action Against Tobacco Industry

- Taking a stand against smoking is important to me
- I want to be involved in efforts to get rid of cigarette smoking
- I would like to see cigarette companies go out of business

Current smoking

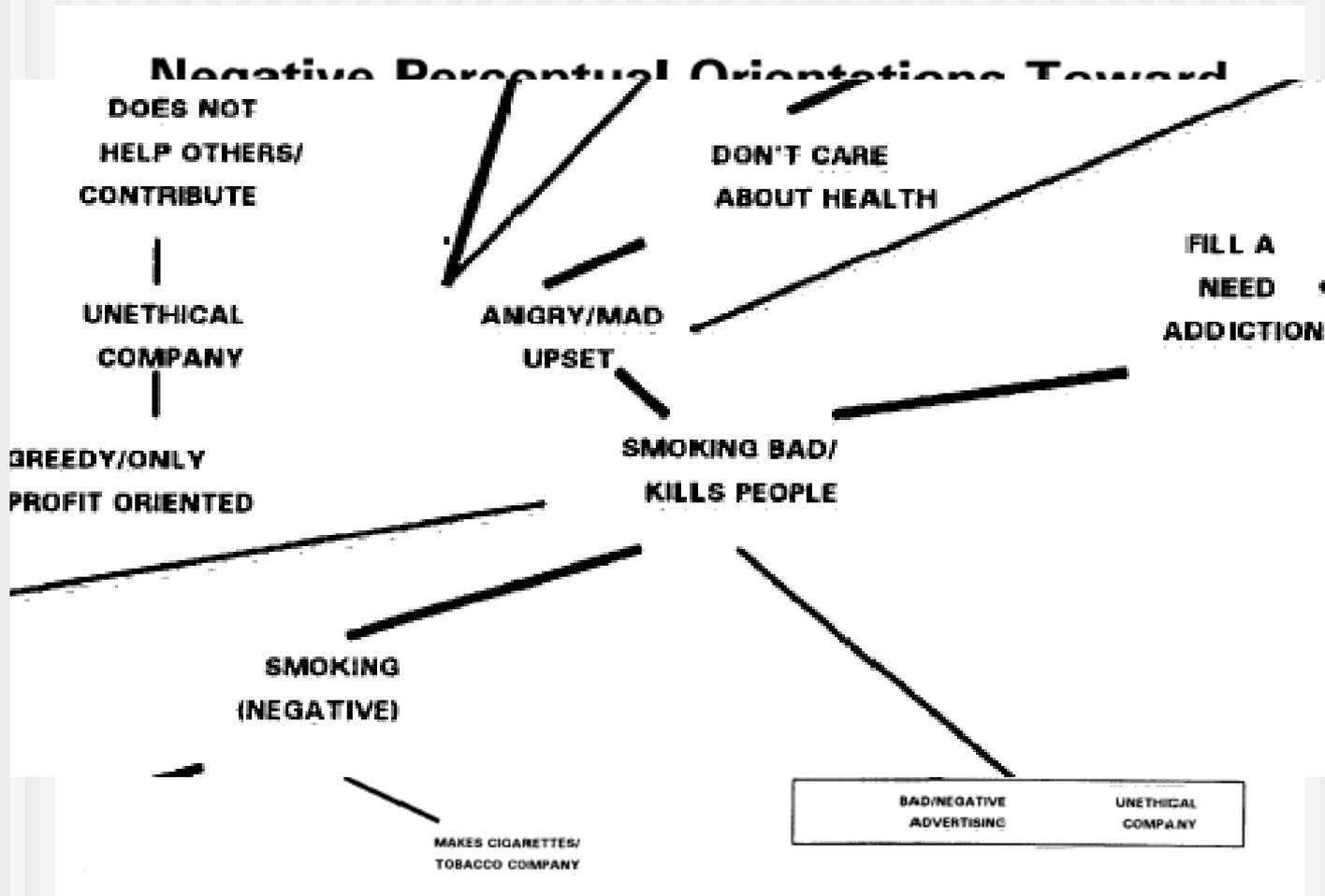
- Current smoking
 - California OR = .16 (0.13, 0.19)
 - National OR = 0.38 (0.24, 0.60)
- Intend to quit
 - California OR = 4.53 (2.94, 6.99)
 - National OR = 5.54 (2.79, 11.01)

Taking on the Tobacco Industry: California

- Secondhand smoke kills
- Nicotine is addictive
- The tobacco industry lies
 - Industry Spokesman



PM's Project Sunrise



If status quo maintained ...

- Smokers down to a small hard core (10% - 15%)
- A definitively downscale market
- Smoking out of public view/positioned as an unacceptable habit to pursue around any other people ("a solitary vice")

Source: PM 2044341638/1676

Mission

- To create a 10-20 year strategy
- Consider two alternatives:
 - Fighting inch by inch against every initiative launched by the other side
 - or -
 - Try an end run/proactive initiative because . . .
 - The next "firestorm" could cause a major meltdown

-
- The lack of social acceptability may prove our biggest challenge

Source: PM 2044341638/1676

But...with a “proactive agenda”...

20 Years From Now:

- Smoking remains a legitimate adult choice made by many people, including social "leaders" (25% or more of population)
- Smoking exists in defined public spaces which are, in fact, desirable, pleasant places
- Cigarettes broadly available (although less than today because of minor's issue)
- Cigarettes broadly marketed (although less than today because of minor's issue)



SUNRISE: DAWN OF A NEW DAY

Sunrise Strategy #1

Fair Play

Proactively deal with the Anti's to reduce their effectiveness at controlling the agenda and to restore balance to the debate.



Objectives

- ▲ Improved Attitudes Toward Philip Morris
- ▲ Increased Credibility
- ▲ Foundation of Acceptability for all our Actions

Source: PM 2078018689/8800

Improved attitudes toward PM

- 1993: PM's opinion research showed:
 - Highly negative view of company
- 2000: 39% view favorably
 - 18-34 age group rating grew by 26 percentage points
- December 2000: More young adults view PM favorably (45%) than unfavorably (34%)

MY PROFILE - NEED HELP? - EXIT

CAMEL SNUS

WARNING:
THIS PRODUCT
MAY CAUSE
GUM DISEASE AND
TOOTH LOSS

WHAT'S SNUS? * HOW TO SNUS * WHERE TO SNUS * SNUS FAQS * TELL US WHAT YOU THINK

to enjoy Snus
where

At a concert
(right in front of Security) ...

On a jet
from Miami to L.A. ...

At a bar, at a club,
even an over-priced
Tapas restaurant.

CAMEL SNUS  PLEASURE FOR WHEREVER

New Marlboro **SNUS**

★ SPIT-FREE TOBACCO POUCHES ★

Made for smokers.

WHENEVER SMOKING ISN'T AN OPTION,

REACH FOR NEW MARLBORO SNUS.

THE FOILPACK FITS PERFECTLY ALONGSIDE YOUR SMOKES.

THAT MAKES IT EASY TO ENJOY MARLBORO WHEN YOU WANT IT.



RICH • MILD • PEPPERMINT • SPEARMINT

WARNING:

THIS PRODUCT
MAY CAUSE
MOUTH CANCER

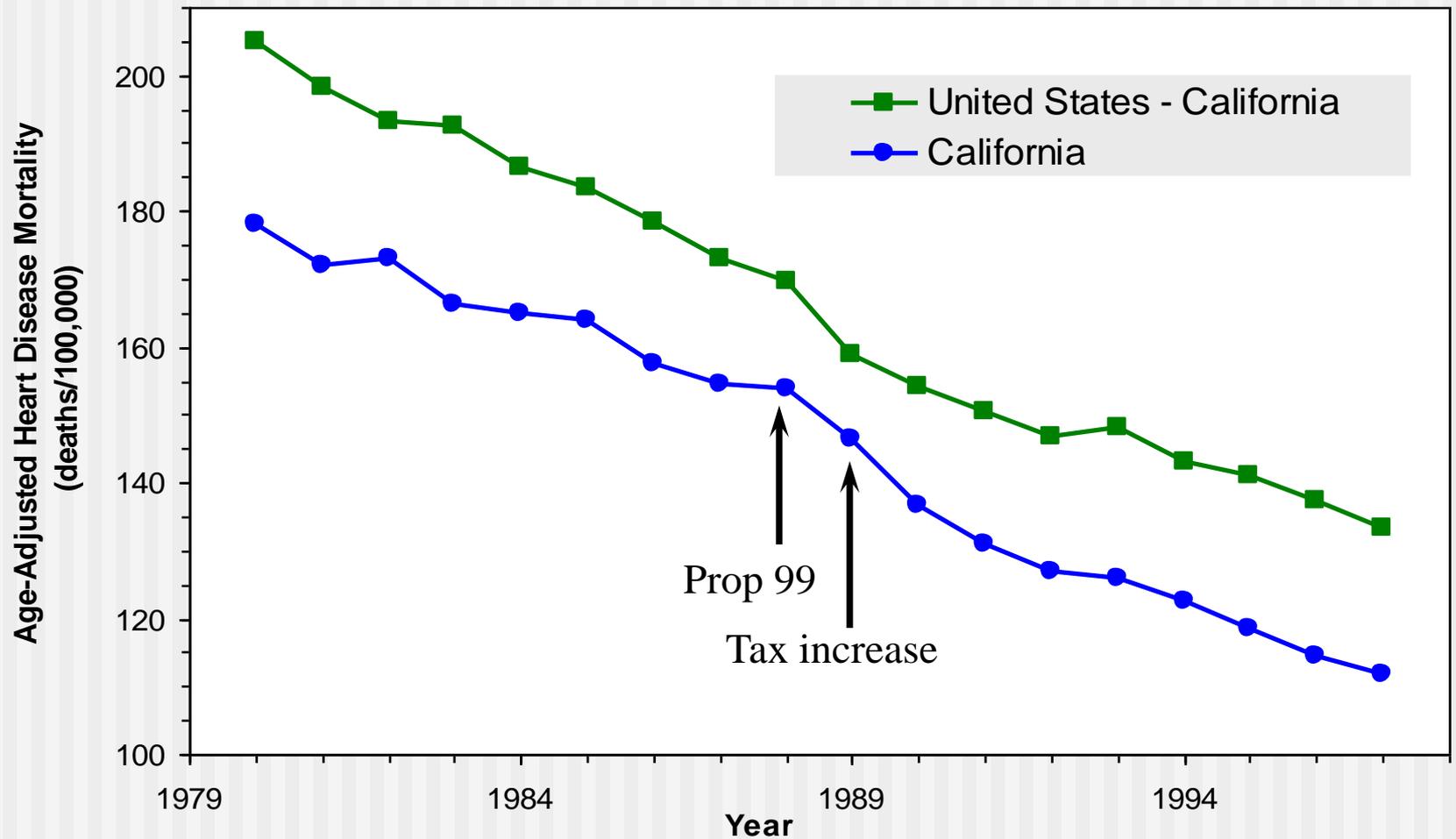
For product information
visit pmusa.com or call 1-800-985-9889.

e-cigarettes

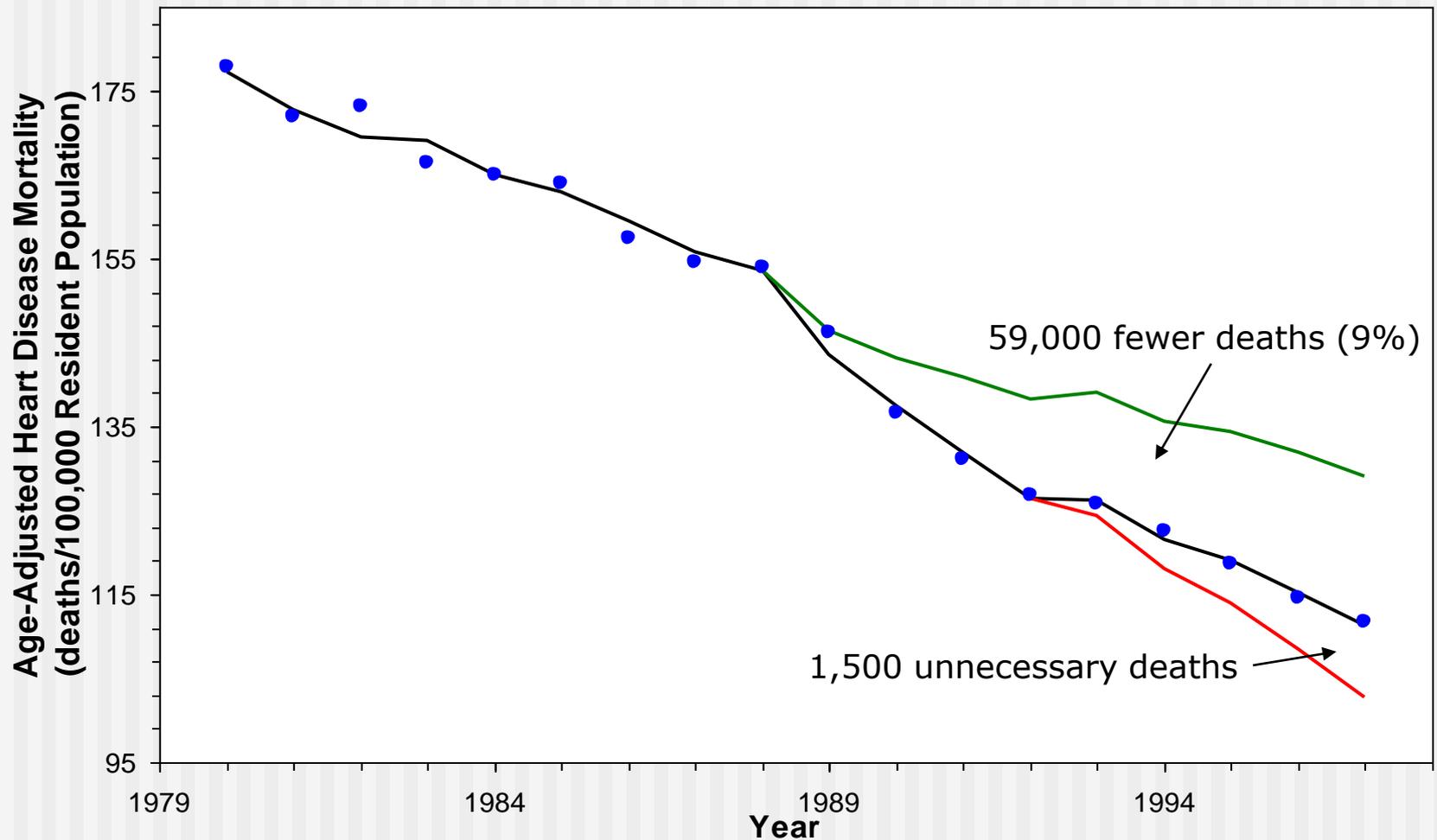
- Nicotine delivery devices
 - FDA tried to regulate
 - Emit toxins
- e-cig companies sued and got a court to say they were cigarettes
- So should be covered by state and local cigarette laws
 - No sales to youth
 - No indoor use

Tobacco control works

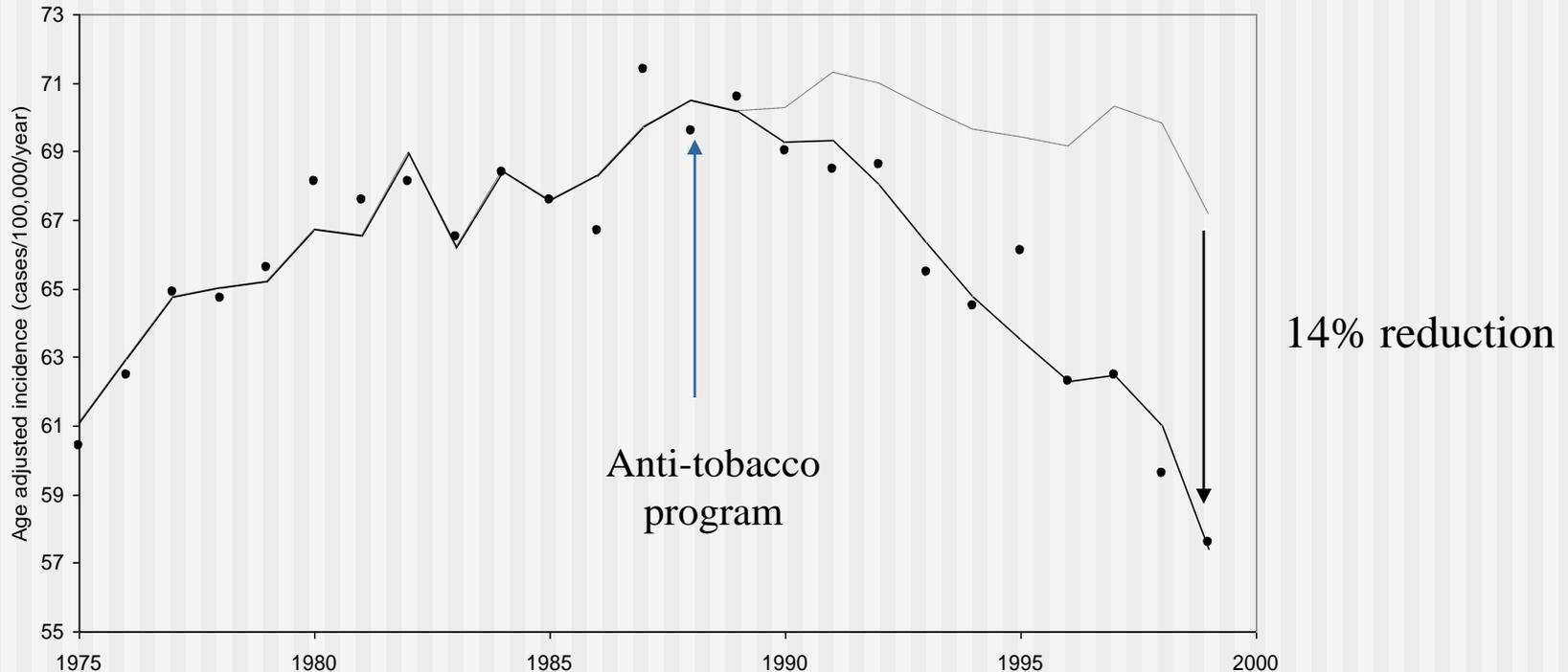
Age Adjusted Heart Disease Mortality



Effect on Mortality

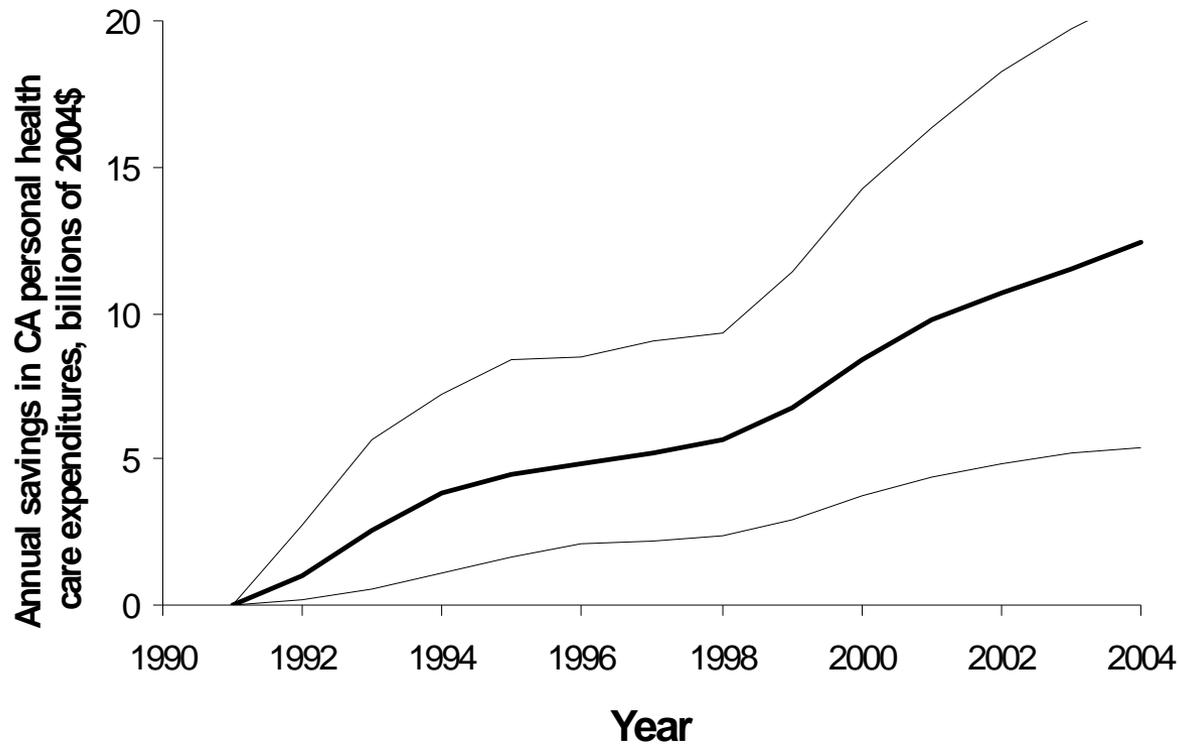


Lung cancer incidence in SFO California



In the first 10 years in SFO: 6% cases (2036 cases in SFO)
Statewide: 11,000 cases in 10 years

Annual Health Care Savings Attributable to Historical CA Tobacco Control Expenditures



Large Scale Tobacco Control Programs Work

- Over the first 15 years the California program cost \$1.4 billion
- It saved \$86 billion
- These savings started appearing quickly and grew with time
- By 2004, the program was saving \$11 billion in health costs
 - 7.3% of all health costs)

Large Scale Tobacco Control Programs Work

- Prevented 3.6 billion packs of cigarettes from being smoked
 - Worth \$9.2 billion in lost sales
- The tobacco industry is motivated to stop you

Movies maintain social acceptability

Current Images

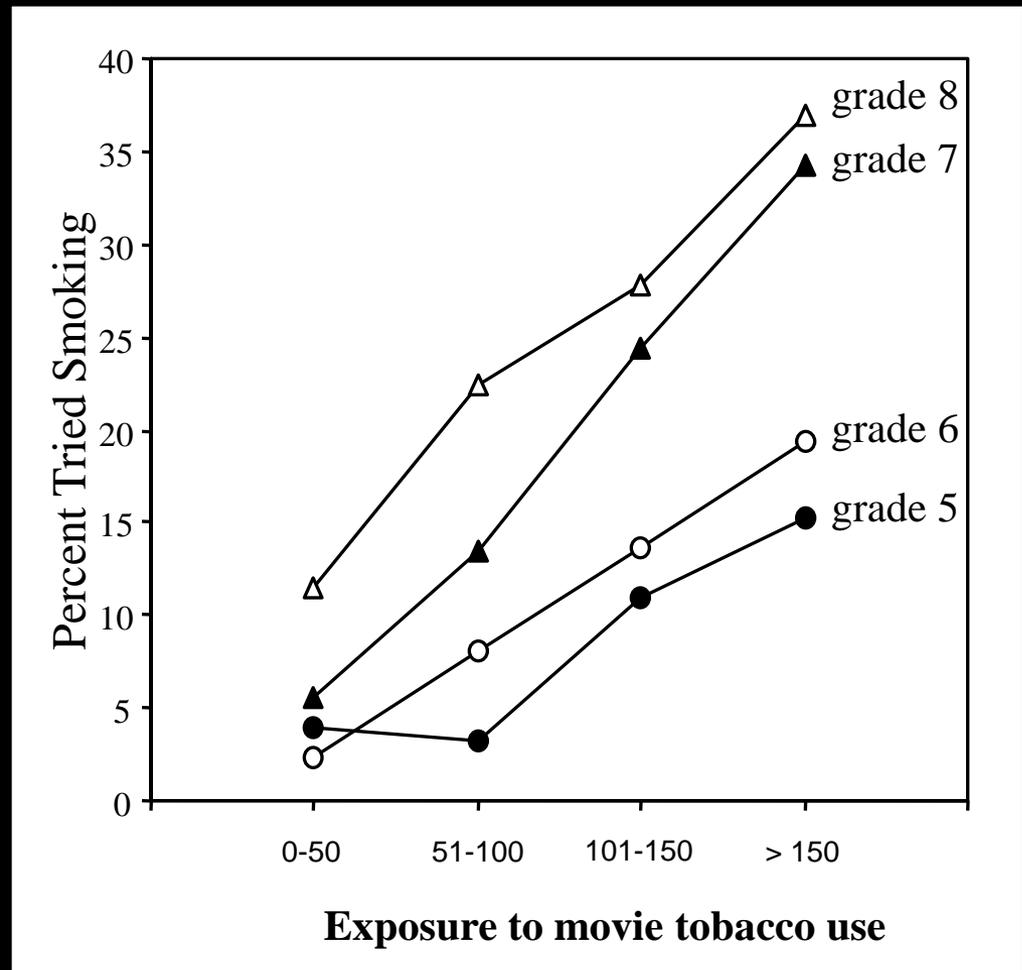
We believe that most of the strong, positive images for cigarettes and smoking are created and perpetuated by cinema and television.

We have seen the 'hero'  smoking in Wall Street, Crocodile Dundee and Roger Rabbit. Mickey Rourke, Mel Gibson and Goldie Hawn are forever seen, both on and off the screen, with a lighted cigarette.

It is reasonable to assume that films and personalities have more influence on consumers than a static poster of the letters from a B & W pack hung on a washing line under a dark and stormy sky!

Epidemiology

- Strong scientific evidence that seeing smoking in the movies promotes teen smoking



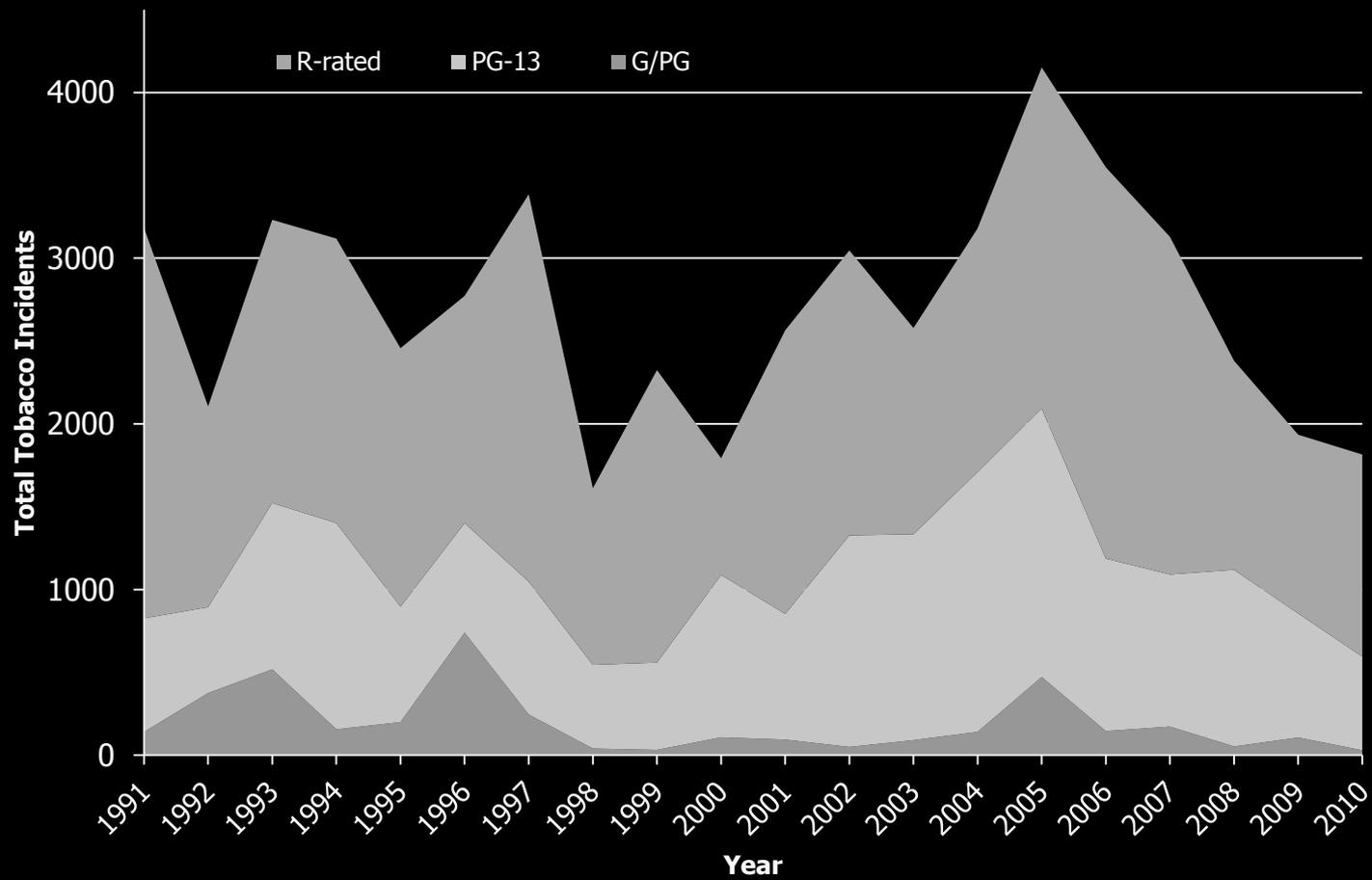
Smoke Free Movies Solution

- There is a dose-response relationship
- Lower the dose
- Vaccinate kids against the effect

Smoke Free Movies Solution

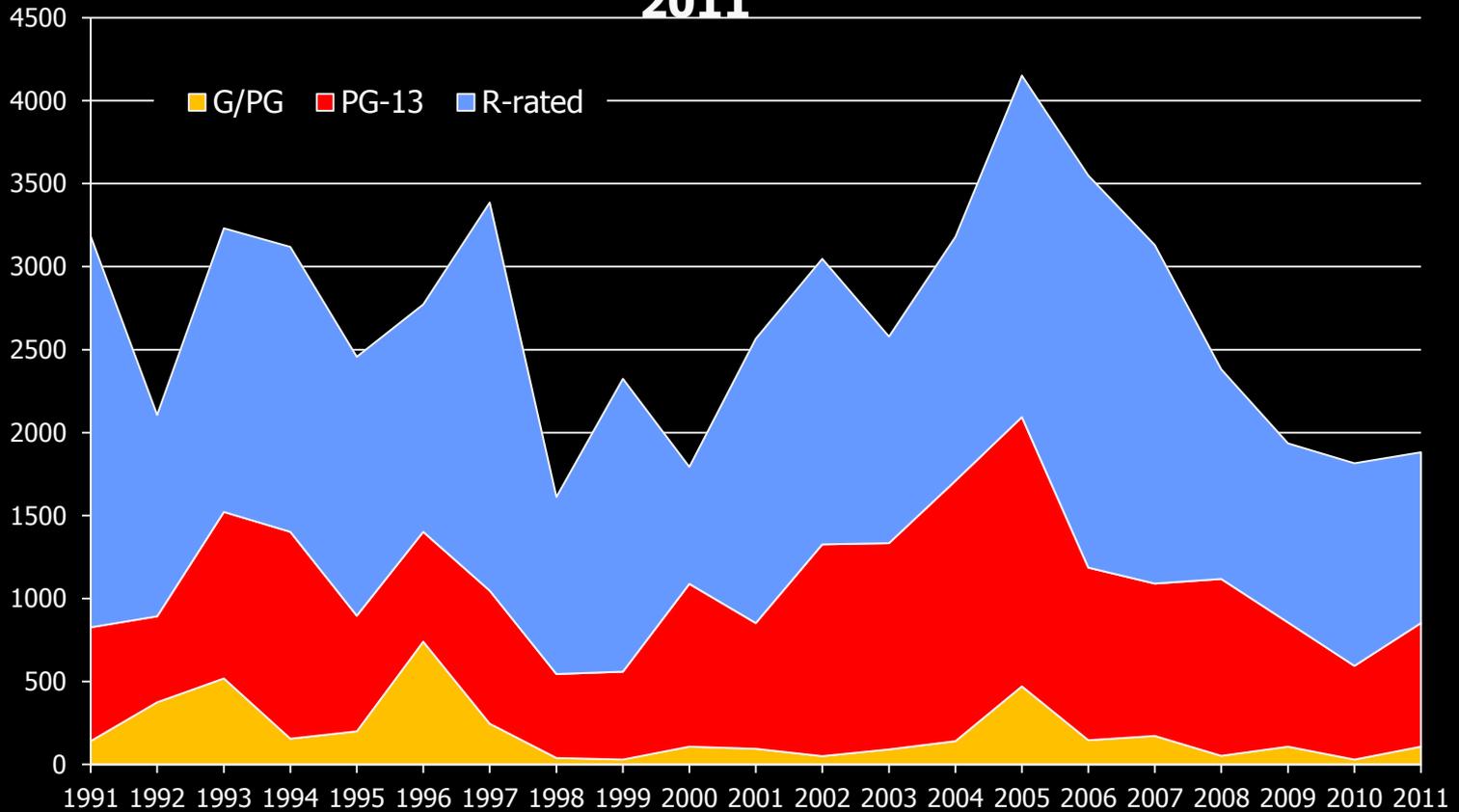
- Certify no payoff
- Run anti-smoking ads
- End brand identification
- R-rate smoking

5 years of progress



2011 data: Evidence of backsliding

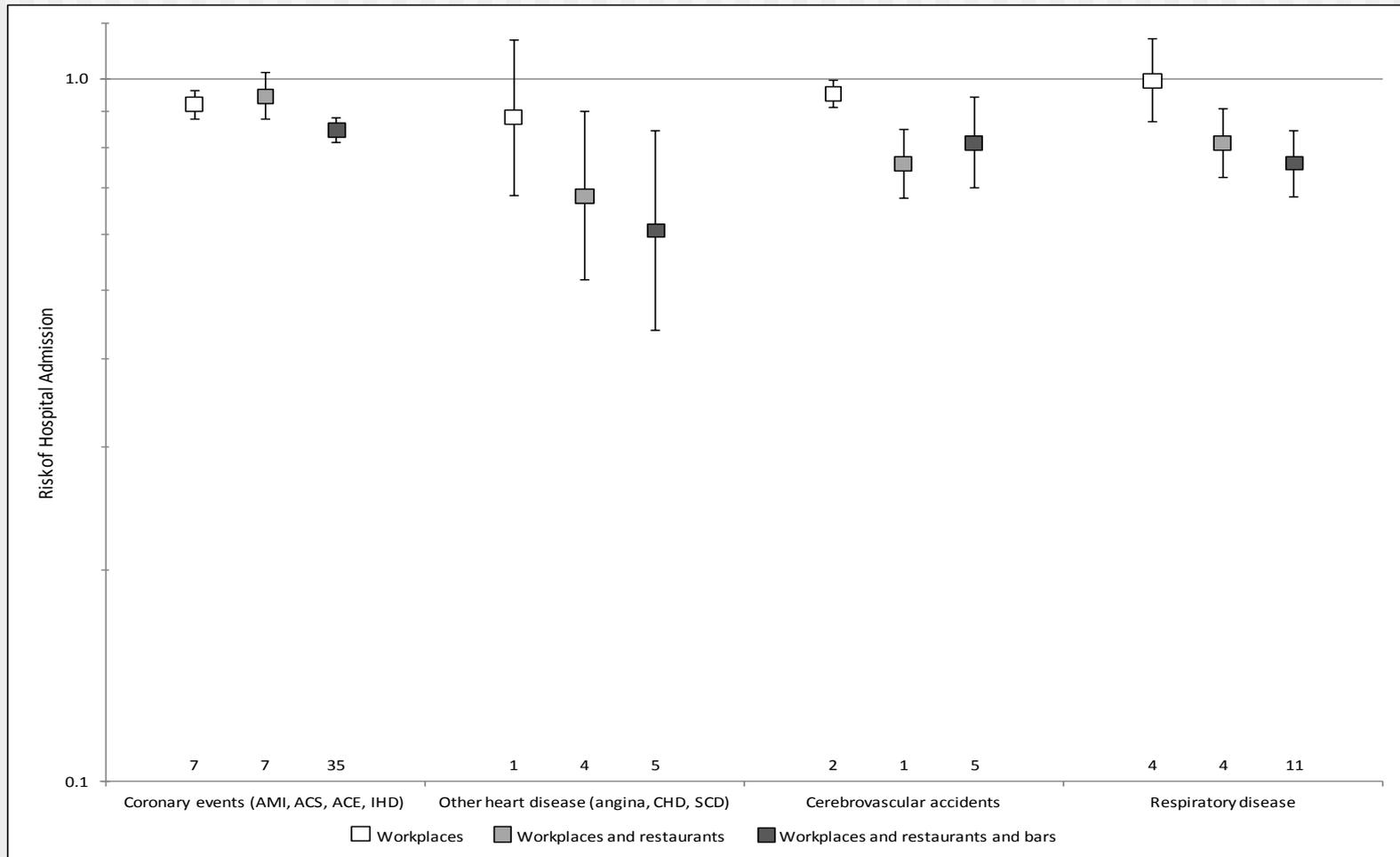
Tobacco incidents in top-grossing films, by rating, 1991-2011



The situation in Arkansas

- 30% drop in cigarette sales in 3 years
- Pretty good state law
 - But some loopholes
 - No preemption
- Opportunities for local action

Stronger laws → Bigger effects



Let's Clear the Air

**"EVERYONE DESERVES
A SMOKE-FREE
WORKPLACE. EVEN
BARTENDERS."**

VEO TYSON, Bartender

To read more of my story visit ClearTheAirArkansas.com

LET'S CLEAR THE AIR

Going smoke-free will not hurt businesses or sales. A 2010 study conducted by the University of Arkansas found cities in the Southeastern Conference that implemented smoke-free policies in bars had an average 25 percent increase in sales, relative to those that did not. Going smoke-free makes for healthier businesses and healthier employees. Everyone deserves a smoke-free workplace.



Arkansas Department of Health

A Proactive Agenda

- Work locally
 - Close loopholes in state smokefree law
 - Deal with e-cigarettes and flavored tobacco products
 - End sale of menthol cigarettes
- The debate continues to move social norms

But what about “illegal lobbying”?

- Claim has been around for a long time
 - Since ASSIST
- Education is fine
 - Let NGOs do the lobbying
- Work at the local level
- Debate changes social norms
 - Legislation embodies those norms

For people who think we
have not made progress

