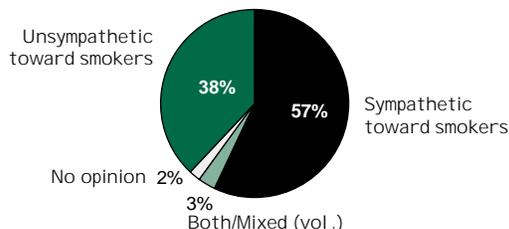


Question:

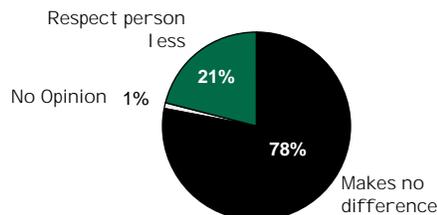
Which of the following statements better describes your view toward people who smoke—you are unsympathetic toward smokers because they continue to smoke even when they know it's harmful to their health and the health of those around them, or you are sympathetic toward smokers because they are addicted, and you understand that it is difficult to stop even if they want to?



Source: Survey by the Gallup Organization, July 19-22, 2001.

Question:

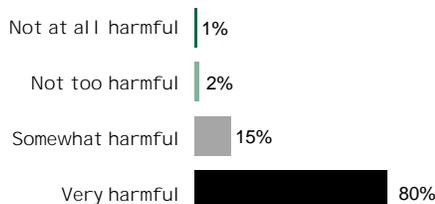
All in all, does the fact that a person smokes make you respect them more, respect them less, or does it make no difference to you?



Source: Survey by the Gallup Organization, July 19-22, 2001.

Question:

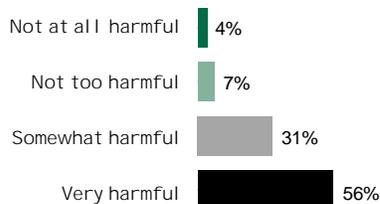
In general, how harmful do you feel smoking is to adults—very harmful, somewhat harmful, not too harmful, or not at all harmful?



Source: Survey by the Gallup Organization, July 9-11, 2002.

Question:

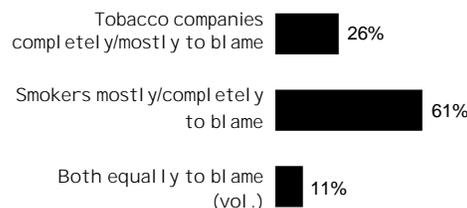
In general, how harmful do you feel secondhand smoke is to adults—very harmful, somewhat harmful, not too harmful, or not at all harmful?



Source: Survey by the Gallup Organization, July 9-11, 2002.

Question:

Which of the following statements best describes your view of who's to blame for the health problems faced by smokers in this country—the tobacco companies are completely to blame, the tobacco companies are mostly to blame, smokers are mostly to blame, smokers are completely to blame?

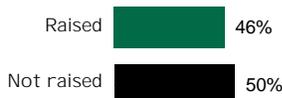


Source: Survey by the Gallup Organization, July 9-11, 2002.

At What Cost?

Question:

Which of the following statements concerning new tax increases on cigarettes do you agree with more—cigarette taxes should be raised by a substantial amount in order to discourage smoking, or cigarette taxes should not be raised by substantial amounts because doing so would unfairly discriminate against smokers?



Source: Survey by the Gallup Organization, July 9-11, 2002.

Question:

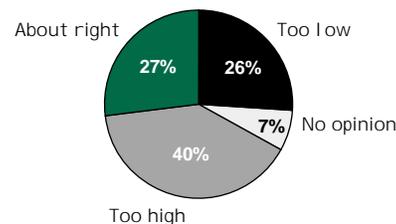
Which of the following statements concerning new tax increases on cigarettes do you agree with more—cigarette taxes should be raised by substantial amounts in order to help state and local governments pay for the health costs related to smoking, or cigarette taxes should not be raised by substantial amounts because doing so would unfairly discriminate against smokers?



Source: Survey by the Gallup Organization, July 9-11, 2002.

Question:

Do you consider the amount of taxes on a pack of cigarettes as too high, about right, or too low?



Source: Survey by the Gallup Organization, July 9-11, 2002.

Smokers' Signals

Question:

As a result of increased restrictions on smoking in public places, do you feel unjustly discriminated against as a smoker, or do you think the restrictions are justified?



Note: Asked of those who have smoked any cigarettes in the past week (24%).
Source: Survey by the Gallup Organization, July 9-11, 2002.

Question:

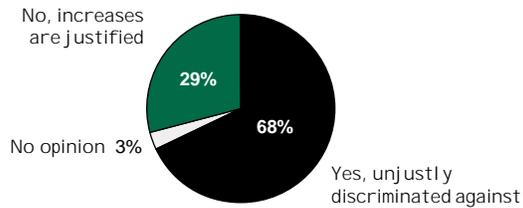
Would you say you, personally, are smoking less because of these restrictions, or not?



Note: Asked of those who have smoked any cigarettes in the past week (24%).
Source: Survey by the Gallup Organization, July 9-11, 2002.

Question:

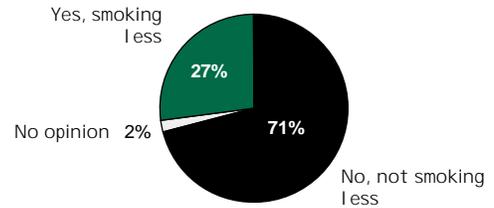
As a result of increased taxes on cigarettes, do you feel unjustly discriminated against as a smoker, or do you think these tax increases are justified?



Note: Asked of those who have smoked any cigarettes in the past week (24%).
Source: Survey by the Gallup Organization, July 9-11, 2002.

Question:

Would you say you, personally, are smoking less because of these tax increases, or not?

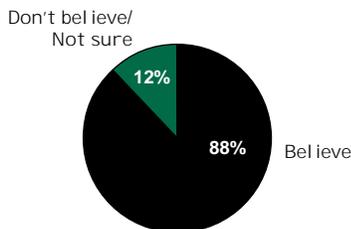


Note: Asked of those who have smoked any cigarettes in the past week (24%).
Source: Survey by the Gallup Organization, July 9-11, 2002.

Fear is Foremost

Question:

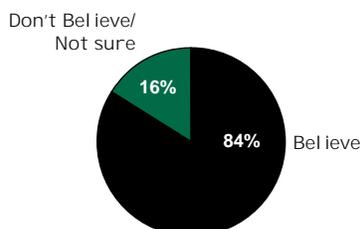
Do you believe that smoking... increases your risk of getting lung cancer?



Note: Asked of smokers.
Source: Survey by Harris Interactive, January 11-15, 2001.

Question:

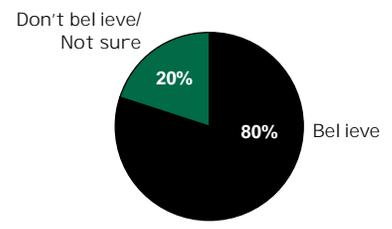
Do you believe that smoking... increases your risk of getting heart disease?



Note: Asked of smokers.
Source: Survey by Harris Interactive, January 11-15, 2001.

Question:

Do you believe that smoking... will probably shorten your life?



Note: Asked of smokers.
Source: Survey by Harris Interactive, January 11-15, 2001.