

For Immediate Release

Six Out Of Ten Adults Surveyed Prefer Smoke-free Bars and Clubs

Witeck-Combs Communications/Harris Interactive® survey also shows that 34% of gay adults continue to smoke cigarettes compared to 24% of heterosexual adults

Rochester, NY—January 13, 2003—When asked in a recent survey whether or not they would prefer smoke-free bars and clubs, 59% of adults nationwide, including those who are gay, lesbian, bisexual and transgender (GLBT), said they preferred a smoke-free environment. According to these latest survey results released by Witeck-Combs Communications and Harris Interactive®, when asked if they would be willing to pay an additional cover charge for their favorite bar or club to be smoke-free, 70% of GLBT respondents who indicated that they prefer smoke-free bars and clubs said they would be willing to pay more for that environment. In contrast, only 52% of heterosexual respondents who indicated the same preference said they would be willing to pay an additional cover charge.

“The good news is, lesbians and gays seem willing to put their money where their mouths are when it comes to eliminating smoke in bars and clubs not yet covered by smoke-free laws,” said Colleen Dermody, vice president of Witeck-Combs Communications. “The bad news is that 34% of gays are still smoking cigarettes despite 2001 survey results which showed 98% of GLBT smokers and tobacco chewers understand that smoking increases their risk of lung cancer and heart disease. They know smoking is unhealthy, but, according to these latest results, a third of them continues to smoke.”

Some key findings from this survey include:

- Overall, 89% of the GLBT adults surveyed said they have not seen an anti-smoking education or awareness campaign targeted toward them.
- 34% of GLBT adults surveyed said they smoke cigarettes, as compared to 24% of heterosexual adults.
- Of those who said they smoke cigarettes, 47% of GLBT adults and 36% of heterosexual adults smoke more than one pack each day.
- Only seven percent (7%) of GLBT adults and eight percent (8%) of heterosexual adults said that they smoke a pipe or cigars or use chewing tobacco.

"This survey underscores the critical need for anti-smoking awareness and education campaigns developed by and targeted to the GLBT community," said Kathleen DeBold, executive director of the Mautner Project**, the national lesbian health organization.

"Until as much effort is put into GLBT smoking cessation as the tobacco companies devote to getting people hooked, gay adults will continue to die from tobacco-related diseases and our young people will continue to fall prey to tobacco industry greed," concluded DeBold.

As the number of smoke-free public spaces grows, Delaware has become the latest state and New York City the latest major city to enact comprehensive restrictions on smoking, including in bars and restaurants. As of December 2002, two states and 1,595 municipalities (including all municipalities in California and Delaware) prohibit smoking in freestanding bars, four states ban smoking in restaurants, and four states ban smoking in enclosed workplaces.*

** Municipalities with 100% Smoke-free Ordinances, December 9, 2002. American Nonsmokers' Rights Foundation, <http://www.no-smoke.org>, Copyright 1998-2002.*

***The Mautner Project will be conducting further research on lesbians who smoke and will lead an anti-smoking campaign for lesbians aged forty and over in 2003.*

Notes on reading tables

GLBT refers to gay, lesbian, bisexual and transgender respondents. The percentage of respondents has been included for each item. An asterisk (*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

TABLE 1
WHETHER SMOKE CIGARETTES
 “Do you smoke cigarettes?”

Base: All adults

	Total	GLBT	Heterosexual
	%	%	%
Yes	24	34	24
No	76	66	76

TABLE 2
WHETHER SMOKE PIPE OR CIGARS, OR USE CHEWING TOBACCO
 “Do you smoke a pipe or cigars, or use chewing tobacco?”

Base: All adults

	Total	GLBT	Heterosexual
	%	%	%
Yes	8	7	8
No	92	93	92

TABLE 3
NUMBER OF CIGARETTES SMOKED PER DAY
 “In the past 30 days, on average, how many cigarettes did you smoke each day?”

Base: Smoke cigarettes

No. of cigarettes smoked	Total	GLBT	Heterosexual
	%	%	%
Less than one cigarette	5	-	6
1 cigarette	*	-	*
2 to 5 cigarettes	8	3	9
6 to 10 cigarettes	13	17	11
11 to 15 cigarettes	10	7	10
16 to 20 cigarettes	27	27	29
Between one and two packs	33	37	33
More than two packs	4	10	3

Note: Some caution should be used when drawing conclusions from this table because the sample size for GLBT respondents is a small base.

TABLE 4
PREFERENCE FOR SMOKE-FREE BARS AND CLUBS
 “Would you prefer smoke-free bars and clubs?”

Base: All adults

	Total	GLBT	Heterosexual
	%	%	%
Yes	59	59	59
No	41	41	41

TABLE 5
AMOUNT OF ADDITIONAL COVER CHARGE WILLING TO PAY

“How much of an additional cover charge would you be willing to pay if your favorite bar/club were smoke-free?”

Base: Prefer smoke-free bars and clubs

Cost willing to pay	Total	GLBT	Heterosexual
	%	%	%
\$0	48	31	48
\$1	7	7	7
\$2	8	6	8
\$3	4	4	4
\$4	*	4	*
\$5	22	33	21
More than \$5	10	15	11
Mean	3	4	3
Median	1	4	1

Note: Some caution should be used when drawing conclusions from this table because the sample size for GLBT respondents is a small base.

TABLE 6
WHETHER SEEN OR HEARD ANTI-SMOKING MESSAGES AIMED AT GLBT

“Have you ever seen or heard any anti-smoking messages that you thought may be aimed at people who are gay, lesbian, bisexual, or transgender?”

Base: GLBT

	Total	GLBT	Heterosexual
	%	%	%
Yes	11	11	NA
No	89	89	NA

Methodology

This survey was conducted online within the United States by Harris Interactive between November 22 and December 2, 2002, among a nationwide cross section of 2,221 adults. Of those adults surveyed, 159, or approximately seven percent (7%), self-identified as gay, lesbian, bisexual or transgender (GLBT). Figures for age, sex, race, education and number of adults in the household were weighted where necessary to bring them into line with their actual proportions in the population. "Propensity score" weighting was also used to adjust for respondents' propensity to be online.

In theory, with a probability sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus two percentage points of what they would be if the entire adult population had been polled with complete accuracy. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (non-response), question wording and question order, interviewer bias, weighting by demographic control data and screening (e.g., for likely voters). It is impossible to quantify the errors that may result from these factors. This online survey is not a probability sample.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About Witeck-Combs Communications, Inc.

Witeck-Combs Communications, Inc. (www.witeckcombs.com) is the nation's premier strategic marketing communications firm, specializing in reaching the gay and lesbian consumer market. With over nine years experience in this unique market, Witeck-Combs Communications has developed respected relationships throughout the community and serves as a bridge between corporate America and gay and lesbian consumers. The Gay Financial Network (gfn.com) has twice identified Bob Witeck and Wesley Combs as two of the nation's twenty-five most influential openly gay business executives.

About Harris Interactive®

Harris Interactive (www.harrisinteractive.com) is a worldwide market research and consulting firm best known for **The Harris Poll**®, and for pioneering the Internet method to conduct scientifically accurate market research. Headquartered in Rochester, New York, U.S.A., Harris Interactive combines proprietary methodologies and technology with expertise in predictive, custom and strategic research. The Company conducts international research through wholly owned subsidiaries—London-based **HI Europe** (www.hieurope.com) and Tokyo-based Harris Interactive Japan—as well as through the Harris Interactive Global Network of local market-and opinion-research firms, and various U.S. offices. **EOE M/F/D/V**

To become a member of the Harris Poll OnlineSM and be invited to participate in future online surveys, visit www.harrispollonline.com.

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