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FAX NUMBER:

DATE: May 25, 1994

TO: Mr. Armando Sobalvarro ✓

CC: Ms. J. Goodheart, Ms. A. Gonzalez, Ms. C. Leiber

FROM: M. Winokur

RE: Swiss survey

Number of pages including cover: 18

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Dear Armando:

As Jan may have told you, I offered to send you the results of a survey of attitudes on workplace smoking conducted in Switzerland. The results of that study (both German and French) from 1989 are attached. Also attached are the results of the pre-test of a new study underway now.

The survey was quite effective in helping persuade the employer sector to oppose government intrusion in the workplace. The survey approach also helps "politicize" the issue by demonstrating grassroots opposition to government involvement. This provides support for the free market types and makes the regulators think twice about moving in.

If one lesson can be learned from initiatives in Europe it is that using polls to demonstrate public resistance to unnecessary restriction is much more effective than debating the science.

Best of luck, you've got a tough bill to deal with. Let me know if I can be of further help.

Warmest personal regards,

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PLEASE CONTACT (212) 880-3677 (tel) OR (212) 907-5849 (fax)

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