

APPENDIX "B"

THE ROPER REPORT AND ITS FINDINGS ON
AWARENESS OF TOBACCO ADDICTION
IN THE UNITED STATES

The following is an explanation of the findings of the 1978 Roper Report. The outline of the Roper study is taken from page 3-2 of the Public Version of the Federal Trade Commission Staff Report on the Cigarette Advertising Investigation. The findings on addiction are taken from pages 3-40 and 3-41 of the same report. A copy of this entire report can be obtained through Judith P. Wilkenfeld, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C. 20580 U.S.A. Alternatively, a copy of the complete text can be viewed at the offices of the Non-Smokers' Rights Association, Suite 201, 455 Spadina Avenue, Toronto. Any required elaboration of the data herein presented will be given forthwith to the Director upon a request being made to any of the complainants.

1978 Roper Report

This nationally projectable survey of people's attitudes about smoking was conducted for the Tobacco Institute, and submitted to the FTC in response to a subpoena. The survey was conducted via face-to-face interviewing with 2,511 subjects. Part of the report, summarizing the results, was appended to the Commission's 1978 Report to Congress. The Roper Organization, Study of Public Attitudes Toward Cigarette Smoking and the Tobacco Industry in 1978.

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Addiction

Many experts classify cigarettes as an addictive substance, as they do substances like narcotics, stimulants, sedatives or alcohol. This fact may be particularly important to non-smokers, especially teenage nonsmokers,⁹³ who may be considering whether to "experiment" with cigarettes. Evidence from Roper indicates that the majority of people do not think smoking is addictive. Half of the population felt smoking was merely a habit, and not an addiction;⁹⁴ nearly half (49%) of all nonsmokers expressed doubt that smoking was addictive.⁹⁵

93. Evidence indicates that many teens believe cigarette smoking is "okay if they quit before it becomes a habit," and based on that belief, experiment with smoking. Teenage Smoking: Immediate and Long-Term Patterns, supra at 23, found that three out of five agreed with the above statement. Data shows, however, that the vast majority of smokers who smoke as an experiment become regular users. If teens truly understood the addictive nature of cigarettes, they might be much more reluctant to 'experiment' with smoking.

94. 1978 Roper, q. 32.

95. Forty-five per cent said it was merely a habit; one per cent felt it was neither a habit nor an addiction; and three per cent answered "Don't know." 1978 Roper, q. 32. (Confidential Information Omitted)

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