

February 26, 2005

To: The American Lung Association of Illinois
From: Dave Fako

Fako & Associates, Inc. (www.fakoassociates.com) conducted a statewide survey of opinions on smoke free issues in the state of Illinois for the American Lung Association. The following is information on the survey and a summary of the key findings.

Survey Methodology

This report presents the findings of a survey taken of adults age 18 and older within the State of Illinois.

The survey was designed to accomplish the following goals:

- To evaluate the opinions of smoke free and tobacco related issues;
- To examine opinions of the health hazard of second hand smoke;
- To analyze the effect smoking policies have on dining habits;
- To identify targets, messages and strategies for a smoke-free effort in Illinois.

The American Lung Association of Illinois-Iowa commissioned the survey. Fako & Associates, Inc., of Lemont, Illinois conducted the survey by telephone on February 23 – 26, 2005 using professional interviewers. A random sample of 607 Illinois residents who are age 18 and older were interviewed. A strict screening process was used to ensure that only adults, age 18 and older, participated in the survey. The interviews lasted an average of 6 minutes. Scientific sampling techniques using random digit dialing (RDD) and other methodologies were used to give all adults age 18 and older living in a telephone-equipped household within the State of Illinois an equal chance of being interviewed. The interviews were conducted in proportion to gender and regional shares of the population based on known demographics. The survey has a margin of error of +/- 4.00 % at the 95% level of confidence. This means that if the survey were replicated the results would be consistent for 95 out of 100 cases. The margin of error is higher among the various sub-groups.

Summary of Key Findings

- Nearly eight out of ten Illinois citizens philosophically support the right to breathe clean air and smoke free policies.
- Less than one in five respondents favor smokers' rights over the right to breathe smoke free air.
- Illinois' residents know and understand that second hand smoke (SHS) is a serious health threat: 90% feel SHS is a serious health threat and over half feel it is a very serious health threat. *Regular smokers (72%) and casual tobacco users (91%) also feel SHS is a serious health threat.*
- Three fourths of all citizens prefer to be seated in the non-smoking section of a restaurant while only 8% want to dine in a smoking area. Nearly two-thirds (62%) of casual smokers favor non-smoking sections.
- Well over half the residents (56%) feel non-smoking sections **do not** provide enough protection from second hand smoke.
- Over half (56%) of frequent diners feel the non-smoking areas do not provide enough protection from SHS.
- Nearly two-thirds of non-smokers and one-third of smokers say that non-smoking sections are not protective enough.
- Nearly one-quarter of all residents would dine out more often if smoking was prohibited in all Illinois restaurants; while only 12% would dine out less often – a 2:1 advantage.
- One quarter of frequent diners and 28% of non-smokers would go out to eat more often if smoking was prohibited in all restaurants in Illinois.
- Smoke free initiatives enjoy significant, widespread support:
 - 72% support pre-emption;
 - Two-thirds (66%) support prohibiting smoking in all indoor workplaces, restaurants and other public places in Illinois; and,
 - Two-thirds support increasing the cigarette tax by 75 cents per pack to fund building new schools and roads.
- Gender and age drives support and opposition to the various smoke free policies:
 - Women, younger citizens, upscale residents and minorities are among the most supportive of smoke free initiatives; and

- Men make up the core of opposition to the plans.
- Messages related to the public health component of the issues are the strongest.
- Regardless of the smoke free policy initiative, messages in support of them should focus on the public health elements.
- Women, younger, upscale and minority residents are the key groups to focus on building, reinforcing and expanding the base of public support for smoke free policies.