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To: Interested Groups
From: Dave Fako, President Fako & Associates, Inc.
Re: Oak Park Smoke Free Survey Summary

Survey Information

The American Heart Association and the Illinois Coalition Against Tobacco commissioned the survey. Fako & Associates, Inc., of Lemont, Illinois conducted the survey by telephone November 16 – 18, 2004 using professional interviewers.

Sample Size: 601 Adults Age 18 +

Margin of Error (MoE): +/- 4.00%

Methodology: A random sample of 601 respondents, age 18 and older, who reside in: Oak Park, Forest Park, River Forest, Berwyn, Cicero and Elmwood Park, Illinois were interviewed. Three hundred and one interviews were conducted in Oak Park and 300 surveys were completed in the surrounding communities. A strict screening process was used to ensure that only adults age 18 and older were interviewed. Scientific sampling methods were used to give every resident, living within the communities in a telephone-equipped household, an equal chance at being interviewed. The interviews lasted an average of six minutes.

Summary of Key Findings

- 85% of Oak Park citizens and 80% of all residents surveyed support smoke free policies.
 - 56% of Oak Park residents and 51% of all respondents said the statement: “everyone deserves the right to breathe smoke-free air indoors; all indoor workplaces, restaurants and public places should be smoke-free.” is closest to their own opinion. 29% of Oak Park residents and 26% of all respondents say the statement, “the government should enact policies that limit where people are allowed to smoke to protect public health.” represents their own opinion.
 - Only 14% of those in Oak Park and one-fifth (20%) of all residents said the statement, “smoking is an individual right that should not be regulated by the government,” best represents their opinion.

- 95% of Oak Park residents and 92% of all respondents feel that exposure to second-hand smoke is a very or somewhat serious health hazard.
 - 95% of non-smokers consider exposure to second-hand smoke a serious health hazard while over three fourths of **smokers** consider second hand smoke a serious health hazard.
 - 94% of frequent diners consider second hand smoke a serious health hazard.
- Over three fourths (77%) of all residents and 82% of Oak Park residents prefer to be seated in the non-smoking section of a restaurant.
 - 80% of frequent diners prefer to be seated in the non-smoking section of a restaurant.
- Nearly two-thirds of all respondents and 59% of Oak Park residents feel that non-smoking sections **do not** provide enough protection from second hand smoke.
 - 62% of frequent diners feel they are not protected enough from second hand smoke in the non-smoking sections.
- 55% of Oak Park citizens and 53% of all residents are more likely to dine at a restaurant that is smoke free, while only 8% are less likely to go to a smoke free establishment.
 - **57% of frequent diners are more likely to go to smoke free restaurants.**
 - Nearly one fifth (19%) of Oak Park residents leave the community to seek smoke free dining.
- 32% of Oak Park residents and 33% in the surrounding communities said they would dine at restaurants in Oak Park more often if there was a smoke free ordinance in the community. Only 8% of Oak Park residents would dine in the community less often if the ordinance was enacted.
 - **35% of frequent diners would go to Oak Park establishments more often if a smoke free ordinance was in enacted.**
- 63% of Oak Park's citizens and 62% of those in the surrounding communities are more likely to take children to smoke free restaurants.
 - 62% of frequent diners are more likely (45% much more likely) to take children to smoke free places.
- **Two thirds (66%) of Oak Park's residents support a smoke free ordinance. Only 29% of the Village's citizens oppose the proposed ordinance.**
 - **63% of frequent diners support the ordinance.**