

September 12, 2005

To: The American Lung Association of Illinois & Interested Parties
From: Dave Fako
Re: Champaign & Urbana, Illinois Smoke Free Survey Summary of Key Findings

The following is a summary of the key findings of the Champaign/Urbana Smoke Free survey.

Survey Methodology

The survey was conducted by Fako & Associates, Inc, of Lemont, Illinois on behalf of the American Lung Association of Illinois-Iowa.

Survey Dates: November 15 – 17, 2004
Sample Size: N=400 RV (Registered Voters) within Champaign (300) & Urbana (100)
Margin of Error: +/- 5.00%
Average Length of Survey: 6 Minutes
Other Information: Interviews were conducted in proportion to gender and regional shares of the vote based on known demographics and past election data.

Summary of Key Finding

- Over three fourths (76%) of Champaign and Urban residents feel restrictions should be placed on where people are allowed to smoke.
- 92% of respondents feel exposure to second hand smoke (SHS) is a serious health hazard.
 - **91% of frequent diners feel exposure to SHS is a serious health hazard.**
- The voters do not feel separate non-smoking section are protective enough from the dangers of SHS. A solid majority (61%) of voters feel the non-smoking section of restaurants is NOT enough protection. This sentiment is similar in Champaign and Urbana.
- Half (51%) of the voters are more likely to dine out at a smoke free restaurant while only 5% are less likely to dine at a smoke free establishment. This pro-smoke free dining sentiment is comparable in Champaign (49% more likely) and Urbana (53% more likely).
 - *One fifth of frequent diners would dine out more often if Champaign and Urban went smoke free.*

- The voters clearly view SHS as a public health hazard. When debated as a public health policy, smoke free advocates hold a significant advantage.
 - 83% of the voters in both Champaign and Urbana are persuaded to support a smoke free ordinance when told: *“A typical “non-smoker” who works in a smoky restaurant can consume as much as 16 cigarettes worth of smoke on an 8 hour shift; prohibiting smoking in public places would protect waitresses, bartenders, musicians and other workers from dangerous second hand smoke.”*
 - 83% are persuaded to favor smoke free laws when told: *“Going smoke-free would eliminate second hand smoke from our air; it will protect us from second hand smoke which is as deadly as asbestos and causes cancer, heart disease, stroke and emphysema.”*
 - 88% would be persuaded to support smoke free laws when told: *“Secondhand smoke is the number-one cause of asthma attacks in children and adults; children and adults with breathing problems such as asthma, allergies, and other lung diseases need to be protected from cigarette smoke.”*
- Pro-smoke free voters hold a sizeable advantage over their anti-smoke free counterparts: 40% of Champaign’s and Urbana’s voters are more likely to vote for a candidate for Mayor or City Council that support smoke free policies while only 12% and 11% respectively are less likely to vote for a pro-smoke free candidate. There is little downside and potential benefits to a candidate who supports smoke free laws.