

September 1, 2005

To: Interested Parties
From: Dave Fako, Fako & Associates, Inc.
Re: Springfield Smoke Free Survey

The following is a summary of the key finding of our survey regarding smoke free policies in Springfield, Illinois.

Survey Information

Sample Size: 401 Registered Voters (RV)
Margin of Error (MoE): +/- 5.00%
Survey Dates: August 23 - 25, 2005
Length of Survey: 9 Minutes

Summary of Key Findings

- Only 17% of Springfield resident are current smokers.
- Nearly three fourths (72%) of all voters surveyed feel that exposure to secondhand smoke (SHS) is a serious health hazard; only 24% feel it is a minor hazard or not a hazard at all.
- A significant majority (62%) do not feel separate non-smoking sections provide enough protection from SHS.
- Two thirds (65%) of the City's voters support an ordinance that prohibits smoking in *all indoor workplaces, restaurants, bars, public buildings and other public places*. Only 32% oppose a smoke free ordinance, giving supporters more than a 2:1 advantage.
 - Support for the ordinance is strongest among women in general and younger women, College Educated Women, Republican Women, Independent Women, and Democrat Men.
 - Younger, Republican and Independent Men are most ideologically opposed to Smoke-Free policies; they are the base of the opposition.
- 59% support and 36% oppose the smoke free ordinance in an informed scenario where voters are presented with balanced reasons to support and oppose smoke free laws.

- 37% of the voters are more likely to support a candidate for Mayor or City Council if they knew that candidate supported an ordinance making all indoor workplaces, restaurants, bars and public places in Springfield smoke free. Only 17% are less likely to vote for a pro-smoke free candidate. Pro-smoke free voters hold a 2:1 advantage over anti-smoke free voters.
- The voters of Springfield view SHS as a serious health hazard and as a public health issue. Three fourths of the voters feel *“Customers and employees have a right to breathe clean air that is free of cigarette and tobacco smoke in all indoor workplaces, restaurants and other public places.”*
- Only 14% feel *“smokers have a right to smoke cigarettes, cigars, pipes and other tobacco products in all indoor workplaces, restaurants and other public places.”*
- *Over three fourths of the voters (77%) are more likely to support smoke free laws when they know “a typical “non-smoker” who works in a smoky restaurant involuntarily inhales almost a pack of cigarettes during an 8-hour shift; making all indoor public places in Springfield smoke free would protect workers and customers from dangerous second hand smoke.”*
- Two-thirds of the voters (67%) are frequent diners, those who dine out to eat more than once a week or about once a week.
- Nearly eight of ten Frequent Diners (79%) prefer the non-smoking section while only 8% of frequent diners prefer the smoking section.
- *Over a quarter (26%) of all respondents said they would dine out more often if smoke-free laws were enacted. Only 10% of all voters said they would dine out less often. Frequent diners are more likely to increase their dining habits in a smoke free Springfield (29% more often, 9% less often). Dining frequency would remain unchanged (63% about the same) for the majority of respondents under Smoke-Free policies.*