

June 26, 2008

Survey of Illinois Voters

Strong Support for the Smoke-free Law in Public Places

To: Interested Parties

From: Greenberg Quinlan Rosner Research

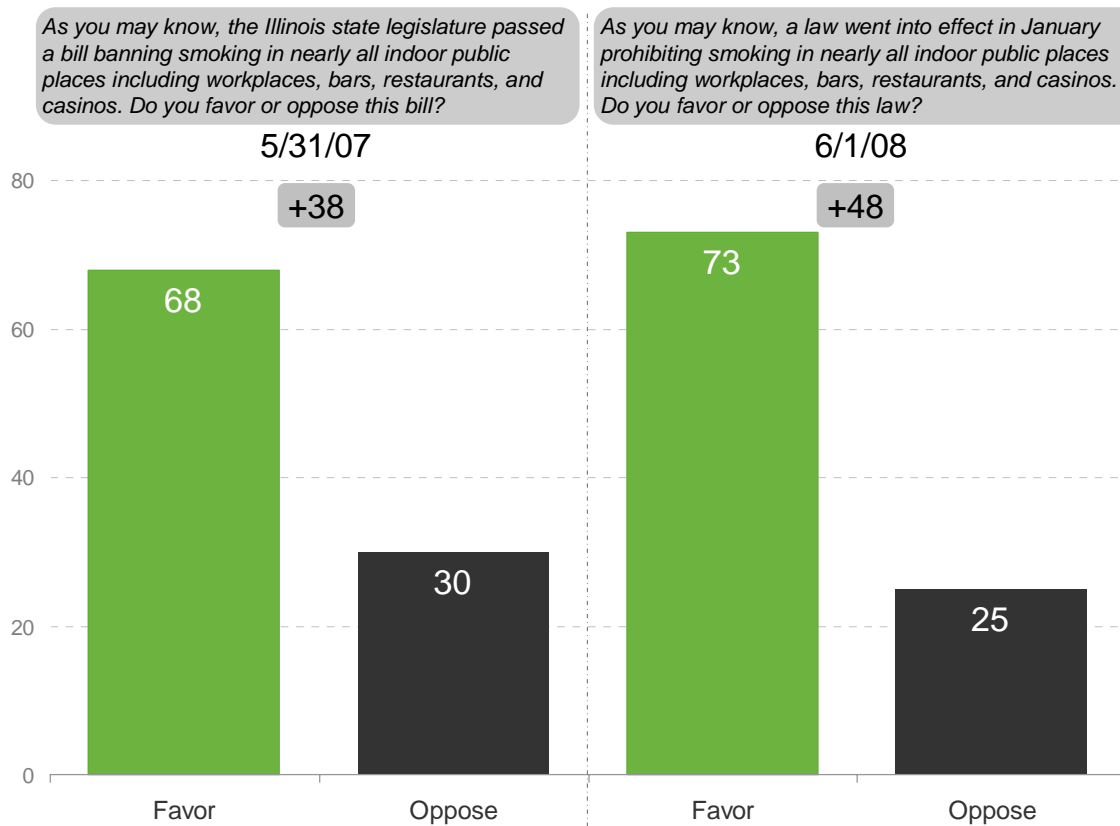
A year after the legislature passed Illinois' smoke-free law—and six months after the law went into effect—the legislation remains very popular among voters. In fact, when comparing the results of Greenberg Quinlan Rosner's most recent study with those of a year ago, support for the law has only grown stronger. Voters feel that casinos should continue to be covered under this law and would be less likely to go to a casino if smoking were allowed. Support for the law reflects voters' knowledge of the dangers of secondhand smoke, and their desire to protect not only themselves (the customers) but also employees from harm.

The following are the key findings from a survey of 606 registered voters in Illinois conducted by Greenberg Quinlan Rosner Research from May 28 to June 1, 2008. The survey is subject to a 4.0 percentage point margin of error at the 95 percent confidence level.

Key Findings

The smoke-free law is even more popular now than when passed a year ago by the state legislature. Nearly three out of four voters support Illinois' new smoke-free law (73 percent), while only 25 percent oppose. At the same time last year voters favored this legislation 68 to 30 percent.

Figure 1: Continued Strong Support for Smoke-free Law



The support for the smoke-free law remains intense and broad. There is significant intensity among supporters of this law; of the 73 percent of voters who support this law, 62 percent do so strongly (56 percent strongly favored the bill last year). Additionally, support comes from a broad coalition of voters including Democrats and Republicans and voters in every region of the state.

■ **Figure 2:** A Broad Coalition of Support

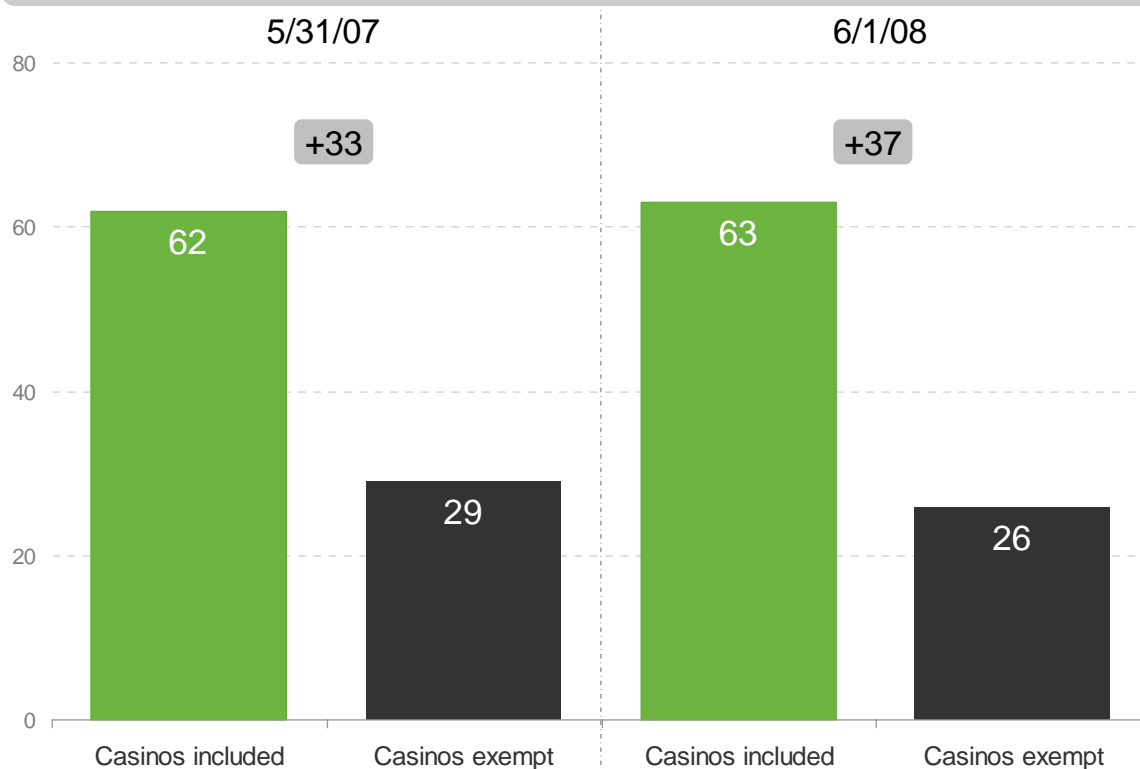
	2007			2008		
	Favor	Oppose	Favor – Oppose	Favor	Oppose	Favor – Oppose
Total	68	30	38	73	25	48
Democrats	71	27	44	76	23	53
Independents	67	30	37	71	23	48
Republicans	64	33	32	72	28	44
HS or less	54	40	14	65	33	32
HS grad	69	31	37	69	27	42
College grad	76	22	55	80	17	62
Chicago	68	30	38	72	25	46
Suburbs	73	25	47	78	22	56
Northern IL	64	34	31	67	26	40
Southern IL	60	35	25	68	29	38

Voters feel that casinos should remain under the smoke-free law. A year ago there was substantial support for including casinos under the smoke-free law with 62 percent of voters in favor and just 29 percent opposing. By a similar 2 to 1 margin voters continue to favor this inclusion (now 63 percent state that casinos should continue to be included and 26 percent believe an exemption should be allowed).

In addition, by a 2 to 1 margin voters would also be less likely to go to a casino if casinos were exempted from the law and allowed smoking.

Figure 3: Consistent Call for Casino Inclusion

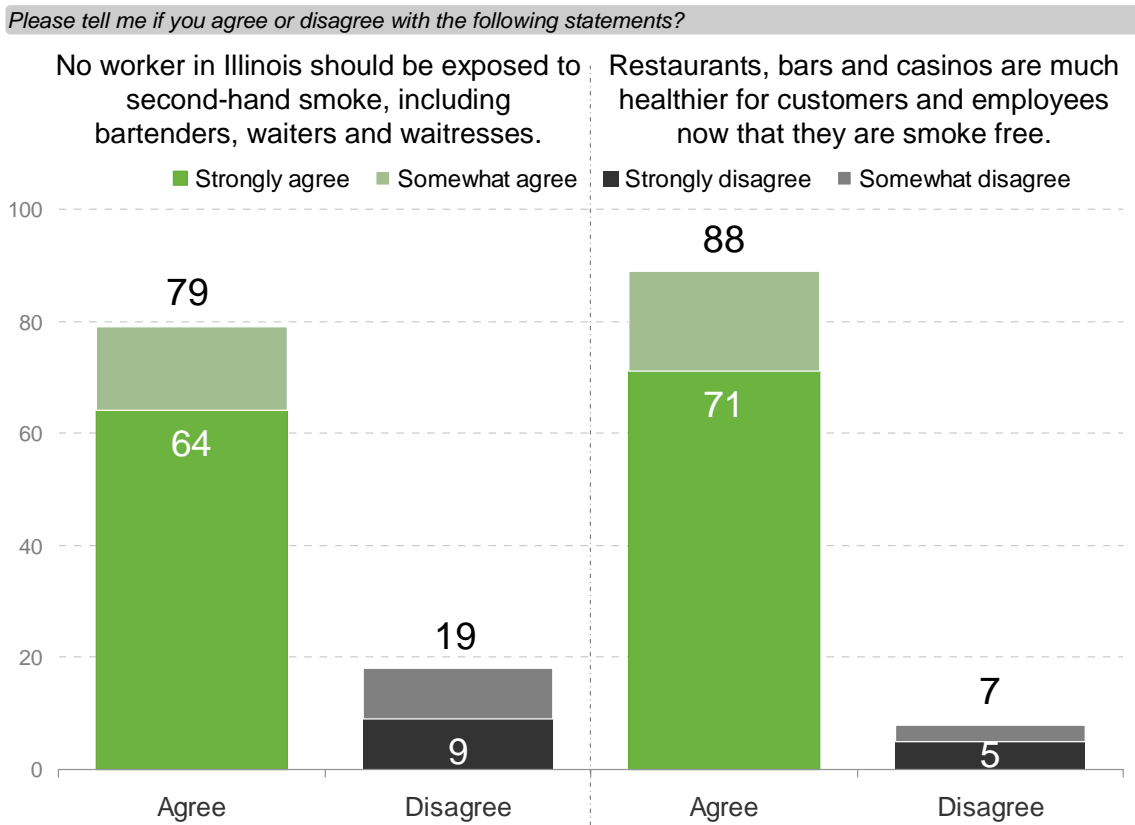
Some people have proposed exempting casinos from the smoke-free law, meaning smoking would be allowed inside casinos. Do you think casinos should be exempted from the smoke-free law or should they be included in the law?



Voters are well aware of dangers of second hand smoke and believe that all workers should be protected from it. More than 8 in 10 voters believe that secondhand smoke poses a serious or moderate health hazard (59 percent serious health hazard, 24 percent moderate). Voters overwhelmingly agree (88 percent) that “restaurants, bars and casinos are much healthier for customers and employees now that they are smoke free”—including 68 percent of smokers. Seventy-nine percent of voters also agree that “no worker in Illinois should be exposed to second-hand smoke, including bartenders, waiters and waitresses.”

By a wide margin (72 percent to 24 percent), voters also believe the right to breathe clean air in public places is more important than the right of smokers to smoke inside these places.

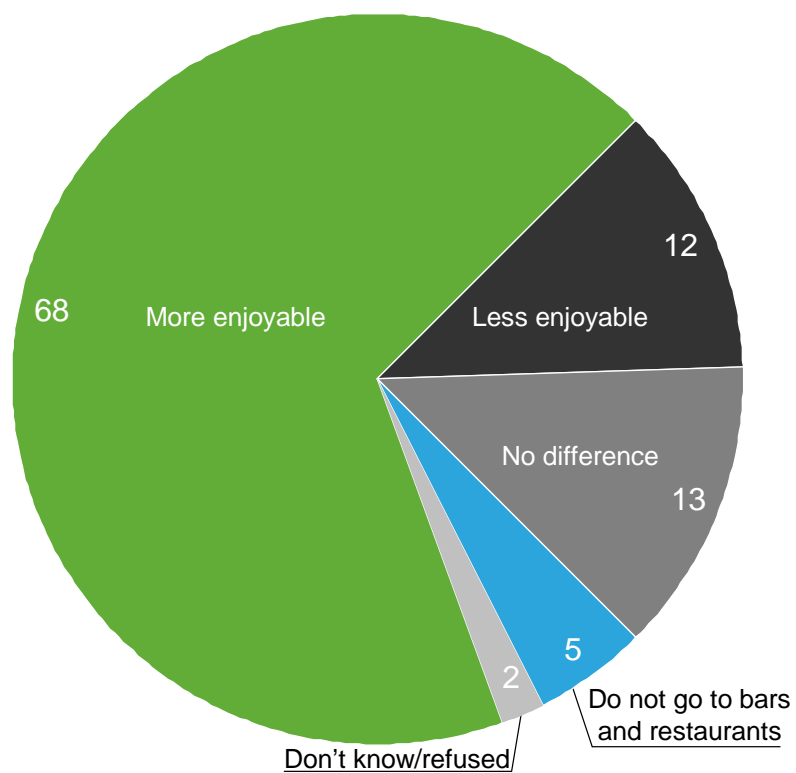
Figure 4: Protecting Employees from the Dangers of Secondhand Smoke



Voters indicate that going to bars and restaurants in Illinois is a more enjoyable experience since the smoke-free law took effect. Nearly 7 in 10 respondents state that since the legislation took effect going to bars and restaurants is now more enjoyable (68 percent), significantly, only 12 percent find such a venture less enjoyable.

■ **Figure 5:** The Benefits of Smoke-free Establishments

Since this smoke-free law has been in effect, would you say that going to bars and restaurants has been a more enjoyable experience or a less enjoyable experience?



Conclusion

Illinois' support for the smoke-free law was deep and overwhelming a year ago and has only grown strong since. The survey finds that voters are well aware of the dangers of secondhand smoke, and also sensitive to the risks associated with secondhand smoke in public places and workplaces. Moreover, a huge majority of Illinois patrons find going to restaurants a more enjoyable experience and oppose exempting casinos from the smoke-free law.