

HAMILTON, FREDERICK & SCHNEIDERS

1019 19th STREET, N. W. • SUITE 1300
WASHINGTON, D.C. 20036
(202) 857-1980

MEMORANDUM

TO: Tobacco Institute
FROM: Hamilton, Frederick & Schneiders
DATE: June 21, 1988
RE: Follow-up Opinion Research -- Airline Smoking

1. The opinion research projects just completed (five focus groups and n=300 poll of smokers who fly in the San Francisco area) have raised the following questions:

- o Among nonsmokers:

Is there a strong preference for a "total ban" airline on longer flights or does it not matter that much to them?

- o Among smokers:

How does the two year sunset provision make them feel about the two hour ban? What will they do in the fight for reversal?

Will they fight to stop a "total ban"?

Will they vote against a Congressman who supports a total ban?

Will they not fly a total ban airline on longer flights?

Will they fight a ban on terminal waiting area smoking?

Follow-up Opinion Research

June 21, 1988

Page 2

Are they mad enough at Northwest for going beyond the federal law that they will be less likely to fly the airline?

2. To quantify these questions, I'd suggest a national random sample of the flying public (taken a flight in the last year -- roughly 50% of all adults). A 1000 person sample would yield roughly n=750 nonsmokers and n=250 smokers.
3. Each group would be asked separate questionnaires with the nonsmoker questions lasting five to seven minutes and the smokers 10 to 12 minutes. (SEE ATTACHED PROPOSED QUESTIONS)
4. The objectives of this survey project are . . .
 - o To provide strategic input to the effort to reverse the federal two hour ban.
 - o To demonstrate the level of potential lost business among smokers by airlines who enforce a total ban.
 - o To demonstrate the lack of a competitive advantage among nonsmokers and the potential of a smoker backlash for airlines instituting a total ban.
5. The fee for this survey of 1000 Americans who have flown in the past year is \$28,500.

NONSMOKERS
[Flown in the Last Year]

1. Which of the following is the most important factor to you in choosing which airline to fly . . . (READ CHOICES; PUSH FOR ONE CHOICE)

- The schedule 1
- The airline safety record 2
- The airline on-time record 3
- The cost 4
- The airline's smoking policy 5
- No opinion 6

2. Which of these three policies do you think should govern smoking on airplanes . . .

- Allow for separate sections for smokers and nonsmokers. 1
- Ban smoking on flights of two hours or less. 2
- or
- Ban smoking on all flights. 3
- No opinion. 4

3. Would you be more likely to choose an airline which banned smoking completely based on this factor alone or are other factors such as convenient schedule and cost more important to you.

- Choose airline that bans smoking. 1
- Other factors more important. 2
- Don't know/Depends 3

4. Do you happen to know the name of the airline which recently banned smoking on all of its flights? (IF YES) Who is that?

- Yes, Northwest 1
- Yes, other 2
- No/Don't know 3

[POSSIBLE Q]

5. [FOR THOSE WHO DID NOT KNOW "NORTHWEST" IN Q4]
Well, that airline which has banned smoking on all flights is Northwest.

Now, suppose you had a choice of two different airlines with roughly the same schedule and price. If one was Northwest, which bans smoking, and the other was some other airline, would you be more likely to choose Northwest because of their no-smoking policy or does it really not matter that much to you.

- | | | |
|-----------------------|--------------------|---|
| <input type="radio"/> | Choose Northwest | 1 |
| <input type="radio"/> | Not matter | 2 |
| <input type="radio"/> | Don't know/Depends | 3 |

6. Who do you think should be in charge of setting the policy regarding smoking on airlines . . .

- | | | |
|-----------------------|--------------------------|---|
| <input type="radio"/> | Each airline themselves. | 1 |
| | <u>or</u> | |
| <input type="radio"/> | The federal government. | 2 |
| <input type="radio"/> | (VOL) Don't know. | 3 |

3 - 4 Demographics.

SMOKERS
[Flown in Last Year]

1. Have you heard or read anything recently about a federal government law banning smoking on all domestic airplane flights shorter than two hours in length?

- Yes, heard 1
- No, not heard 2
- Don't know 3

2. What one word or phrase would you use to describe how smokers are treated these days by the airlines?

3. Is there one airline in particular that you dislike more than others? (IF YES) What airline is that? (DO NOT READ CHOICES)

- Northwest 1
 - Eastern/Continental 2
 - Texas Air 2
 - U.S. Air 3
 - United 4
 - American 5
 - Delta 6
 - Other (Write In) 7
-

4. Were you aware that the federal government law banning smoking is scheduled to expire in two years or were you not aware of this.

- Aware 1
- Not aware 2
- Don't know 3

5. When this law banning smoking on flights of two hours or less expires in two years, Congress will decide whether to keep this ban in effect or change the law.

Which of these options would you prefer Congress take at that time . . .

- Keep the smoking ban on all flights two hours or less. 1

- o Change the law back to the policy of separate sections for smokers and nonsmokers on all flights. 2
- or
- o Change the law to allow each airline to decide their own policy regarding smoking. 3
- o (VOL) Don't know/Depends 4

6. All things being equal, if you had to take an airplane trip that was longer than two hours, and you had a choice between an airline that bans smoking and one which allows smoking; which would you choose?

- o One that bans 1
- o One that allows 2
- o (VOL) Depends on schedule/price 3
- o Don't know 4

7.

----- (IF ALLOWS/DEPENDS ON SCHEDULE/PRICE) -----

Suppose the airline which allows smoking has a slightly less convenient departure time than the airline which bans smoking. In this case, which airline -- the one that allows smoking but is slightly less convenient or the one that bans smoking -- would you choose?

- o Allows 1
- o Bans 2
- o (VOL) Depends 3
- o Don't know 4

8. Have you heard or read anything about one airline -- Northwest -- that went further than the two hours federal government smoking ban and actually banned smoking on all of its flights including those longer than two hours?

- o Yes, aware 1
- o No, not aware 2
- o Don't know 3

9. Are you less likely to fly Northwest because of this complete smoking ban, or are other factors such as convenient schedules and price more important to you?

- Yes, less likely 1
- Other factors important 2
- Don't know 3

10. Would you favor or oppose a federal government law banning smoking on all airplane flights including those over two hours long? (IF CHOICE) Do you strongly or only somewhat [FAVOR/OPPOSE] this ban?

- Strongly favor 1
- Somewhat favor 2
- Somewhat oppose 3
- Strongly oppose 4
- Don't know 5

11.

-----[OPPOSE]-----

| Would you be likely to vote for or vote against
| your Congressman if he or she voted in favor of
| a federal law banning smoking on all airline
| flights?

- For 1
- Against 2
- Don't know 3