

REPORT ON AIRLINE SMOKING BAN RESEARCH

MAY/JUNE 1988

Prepared for:
The Tobacco Institute

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1. This analysis reports on two opinion research projects: five focus group sessions (two with smokers only, three with mix groups of smokers/nonsmokers) and a poll of smokers in San Francisco who have flown in the last year (n=300).

2. BASIC FOCUS GROUP FINDINGS:
 - o Smokers are upset over the two hour ban mainly because they were not "consulted" or informed prior to the action. The "Russia" analogy of a government which acts without consulting the constituents is a strong one.
 - o The two hour ban, however, causes only minor rebellion. Smokers seem resigned to their fate as a shrinking minority whose privilege to smoke is being reduced continually. The desire to accommodate the rights of nonsmokers also plays into the acceptable resignation over the two hour ban. Most think it is the first step to total ban on airlines (and further restrictions on smoking in general).
 - o Northwest's arbitrary total ban causes a strong negative reaction among smokers. Most volunteer they would avoid Northwest on a longer flight.

- o Smokers (and nonsmokers) are unaware of the two year sunset provision in the two hour ban. When smokers are made aware, it gave some hope that the tide could be halted or reserved.
- o Still, smoker efficacy is low. Their belief in their ability to influence public policy is very low. ("We are a minority;" "it only takes one nonsmoker to rule;" "once Congress makes a law they never reverse it.")
- o Nonsmokers tend to believe ETS is harmful; smokers do not, but still, smokers respect and alter behavior to accommodate nonsmokers' rights.
- o The concept of "smokers' rights" is salient; but smokers aren't militant. Again, the desire to accommodate means "just give us our area to smoke in."
- o Even though nonsmokers acknowledged "smokers' rights" they tend to support a total ban on airline smoking (ETS rationale). They tend to support some type of physically separate "lounge."

3. POLL RESULTS:

Four findings emerge from this San Francisco smoking flyers poll that confirm focus group findings:

- o 95% are aware of the two hour ban.
- o Only 13% are aware of the sunset provision (87% unaware).

- o 78% agree that the airlines not government should set smoking policies.
- o And, by seven to two (68% to 19%) smokers would fly an airline that allows smoking rather than one that bans it on a flight over two hours long.

A few other poll results, however, show how complex this airline smoking issue becomes with smokers in their accommodating minority group identification mood.

- o Their opinions of Northwest for its actions are negative by two to one but the percentages -- 50% to 24% are not overwhelming.
- o Smokers oppose a total smoking ban on all flights by 2.5 to 1 but again a significant 26% "favor" the ban. (69% oppose, 26% favor a total ban on airline smoking on all flights)
- o While 68% say they would fly an airline that allows smoking over one that bans it on longer flights, just 47% of smokers say they'd stick with the smoking flight if the schedule were "slightly less" convenient.
- o In a three way policy choice;
 - o 57% chose separate sections on all flights,
 - o 24% chose the two hour ban rule, and
 - o 16% chose a total ban.

Thus, at best, 81% select the old policy or the current policy over a total ban. Still, the 57% for separate sections is lukewarm.

- o And, most counter-intuitive is the response to an early question about the two hour ban. By 59% to 35% smokers say the ban is a good idea not a bad idea.

4. STRATEGY IMPLICATION: PUBLICIZE THE TWO YEAR SUNSET

Both the focus groups and the poll show that smokers are unaware of the sunset provision. On the poll, prior to being informed about sunset 59% were positive about the two-hour ban. Post-information (about sunset) poll respondents were 40% pro-ban, a 19% drop.

Thus, it appears, the fact of publicizing sunset does help our cause. The question as to the degree smokers who fly will take political action on this issue was not addressed in the poll and as pointed out above, not overly encouraging in the focus groups.

THIS QUESTIONNAIRE IS THE PROPERTY OF: SAN FRANCISCO
 HAMILTON, FREDERICK & SCHNEIDERS AREA SMOKERS MAY 1988 JOB 1968

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PHONE NUMBER: _____
 (AREA CODE)

CITY: _____ COUNTY: _____ ST: CA

STREET ADDRESS: _____

ZIP CODE: _____

R's NAME: _____
 INTERVIEWER'S SIGNATURE: _____

RESPONDENT'S SEX
 IS: MALE FEMALE
 VALI-DATED BY: _____

O O	
F N	
C L SAMPLE	
. Y POINT:	
TIME BEGUN:	TIME ENDED:
LENGTH OF INTERVIEW IN MINS:	
INTERVIEWER ID:	
VALI-DATION DATE:	DATE OF INTERVIEW:

Hello, my name is _____ from HFS Research. We are conducting a poll of people's opinions toward the transportation industry and this number was selected at random. According to the research procedure, I have to speak to the youngest person in the household over the age of eighteen.
 (GO RIGHT TO QUESTION A)

A. Do you smoke cigarettes on a regular basis? Yes, smoker _____
 TERMINATE--No, do not smoker _____
 TERMINATE--Don't know _____

(RESPONDENT MUST SMOKE ON A REGULAR BASIS -- TERMINATE ALL OTHERS)

B. Have you traveled on a commercial airline during the past year or not? Yes _____
 TERMINATE--No _____
 TERMINATE--Don't know _____

(R. MUST HAVE TRAVELED IN PAST YEAR -- TERMINATE ALL OTHERS)

1. Approximately how many one-way commercial airline flights did you take during the last year, that is, in the past 12 months? (READ CHOICES)

1 to 2	52
3 to 5	30
Between 6 and 10	9
Between 11 and 20	7
More than 20	2
(VOL) Don't know	*

2. 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	95
No, not heard	4
Don't know	1

3. There are different opinions about whether this federal government smoking ban on airplane flights shorter than two hours is a good idea or a bad idea. What about you -- do you think this smoking ban on flights less than two hours is a good idea or a bad idea?

Good	59
Bad	35
Don't know	6

(IF CHOICE)

4. Do you have a strong opinion on this matter or a not so strong opinion?

Strong	61
Not so strong	30
Don't know	3
N/A	4

5. Are you aware that this federal government law banning smoking on airplane flights less than two hours long is scheduled to expire in two years, or were you not aware of this?

Aware	13
Not aware	86
Don't know	1

6. When this law banning smoking on flights less than two hours long expires in two years, which of the following policies do you think should govern smoking on airplanes... (READ CHOICES)

o A ban on smoking on flights less than two hours. 24

o A ban on smoking on all flights regardless of how long they are. 16

--OR--

o A return to the policy of separate sections on all flights for smokers and nonsmokers. 57

(VOL) Don't know 3

7. Do you agree or disagree with this statement: "It is better for the individual airline companies, rather than the federal government, to set the policy regarding smoking on airplane flights."

Agree	78
Disagree	12
Don't know	10

8. Have you heard or read anything about one airline -- Northwest -- which banned smoking on all of its flights including those that are longer than two hours or cross-country?

Yes, aware_____	76
No, not aware_____	24
Don't know_____	*

9. Does this smoking ban on all flights, including longer and cross-country flights, by Northwest, lead you to have a more positive opinion of the airline or a more negative opinion of the airline?

Positive_____	24
Negative_____	50
(VOL) No difference_____	22
Don't know_____	4

10. 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?

One that bans_____	19
One that allows_____	68
(VOL) Depends on schedule/price_____	11
Don't know_____	2

(IF ALLOWS/DEPENDS ON SCHEDULE/PRICE)

11. 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?

Allows_____	47
Bans_____	17
(VOL) Depends_____	12
Don't know_____	3
N/A	21

12. Would you favor or oppose a federal government ban against 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_____	17
Somewhat favor_____	9
Somewhat oppose_____	14
Strongly oppose_____	55
Don't know_____	5

Now, just a few questions for classification purposes only . . .

13. Sex. (DON'T ASK -- JUST RECORD):
- | | | |
|--------|-------|----|
| Male | _____ | 51 |
| Female | _____ | 49 |
14. Could you please tell me -- is your age between 18-24, 25-34, 35-49, 50-64, or 65 and over?
- | | | |
|-------|-------|----|
| 18-24 | _____ | 10 |
| 25-34 | _____ | 31 |
| 35-49 | _____ | 31 |
| 50-64 | _____ | 19 |
| 65-Up | _____ | 9 |
15. And just to make sure we have a representative sample -- could you tell me your race? (IF NEEDED) Well, most people classify themselves as black or white...
- | | | |
|-------------------|-------|----|
| Black | _____ | 7 |
| White | _____ | 73 |
| Other | _____ | 19 |
| Don't know/Refuse | _____ | 1 |

THANK YOU VERY MUCH.

(NOW GO BACK TO PAGE 1 AND MAKE SURE RESPONDENT'S NAME, ADDRESS, ZIP CODE, PHONE, ETC. -- AS WELL AS INTERVIEWER INFORMATION -- ARE COMPLETED)