



## The Survey Research Center at IUPUI

### Executive Summary

#### Survey Intro:

- Indiana Tobacco Prevention and Cessation (ITPC) and the American Cancer Society contacted the Survey Research Center to conduct a public opinion survey in Marion County (part of a larger project to study many Indiana counties).
- Purpose: to assess public opinion about smoking, second hand smoke and support for an ordinance requiring smoke-free public places.
- Describe sample: N=606, representative of adults in Marion County with a margin of error of no greater than +/- 3.9%. (85% registered voters, 73% white, nearly 42% had a college degree or higher, 16.5% are current smokers)

#### Workplace issues:

- Almost 89% of Marion County workers who work indoors do so in a smoke-free environment
- The majority (87%) agree that all Marion County workers should be protected from secondhand smoke in the workplace –67.7% of smokers agree.

#### Public Health:

- Over 83% agree that restaurants, bars and other public places would be healthier for customers and employees if they were smoke-free –62.7% of smokers agree.
- Over half of respondents (61.5%) agree that exposure to secondhand smoke is a serious health hazard.
- When asked about restaurants, bars and other public places, 83.5% of adults in Marion County feel that rights of customers and employees to breathe smoke-free air are more important than the rights of smokers to smoke in those areas.

#### Restaurants and Bars:

- Over two thirds (69.5%) of adults in Marion County would support an ordinance in Indianapolis prohibiting smoking in all workplaces including restaurants, bars, and bowling alleys. Over three quarters (80.9%) of respondents support an existing Indianapolis ordinance which bans smoking inside most public places (e.g. workplaces, public buildings, offices and most restaurants)
- Approximately 43% of Marion County adults say they would continue to go out as often as they do now if a broader smoke free ordinance was passed; 16.4% say they would go out less; but 40.3% say they would go out more (net gain of 23.9%).
- Throughout Indiana, a majority would continue to eat out in their home county as much as they do now if a smoke-free ordinance were passed; and in general twice as many say

they would eat out more than those who say they eat out less if a smoke-free ordinance were passed.

**Conclusion**

- Recognition by the public of the hazards of secondhand smoke
- Majority support for an ordinance that would prohibit smoking in public places like restaurants, bars, and bowling alleys in Indianapolis.
- No indication that passage of such a law would have a negative impact on restaurants, bars and bowling alleys in Marion County; if anything there is evidence that business might increase.

**APPENDIX: Charts**

*Figure 1.*

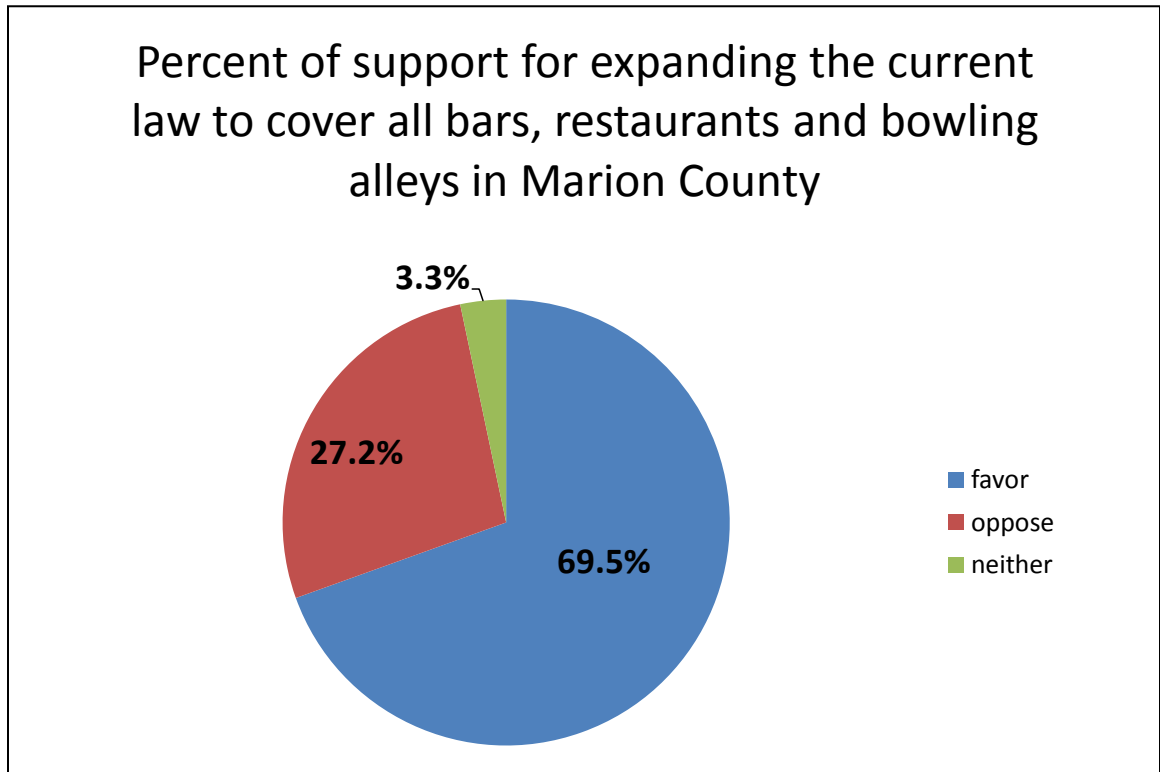


Figure 2.

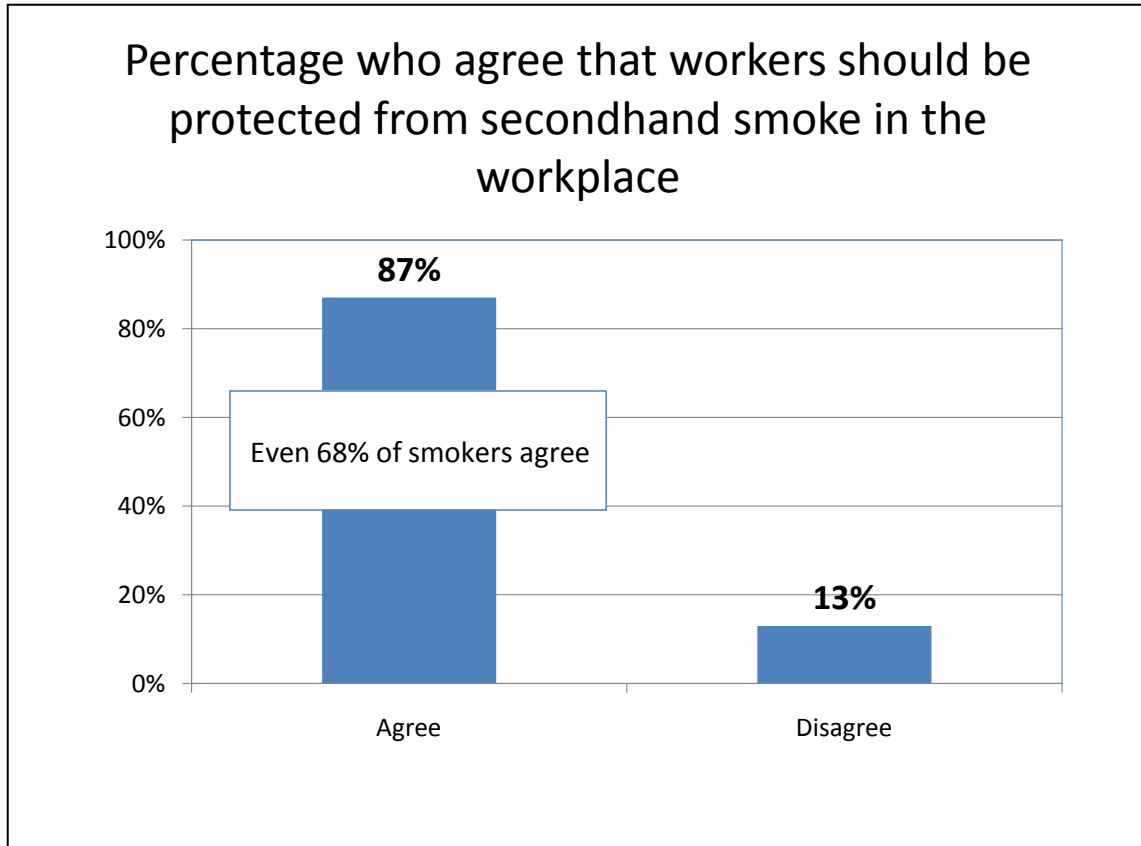


Figure 3.

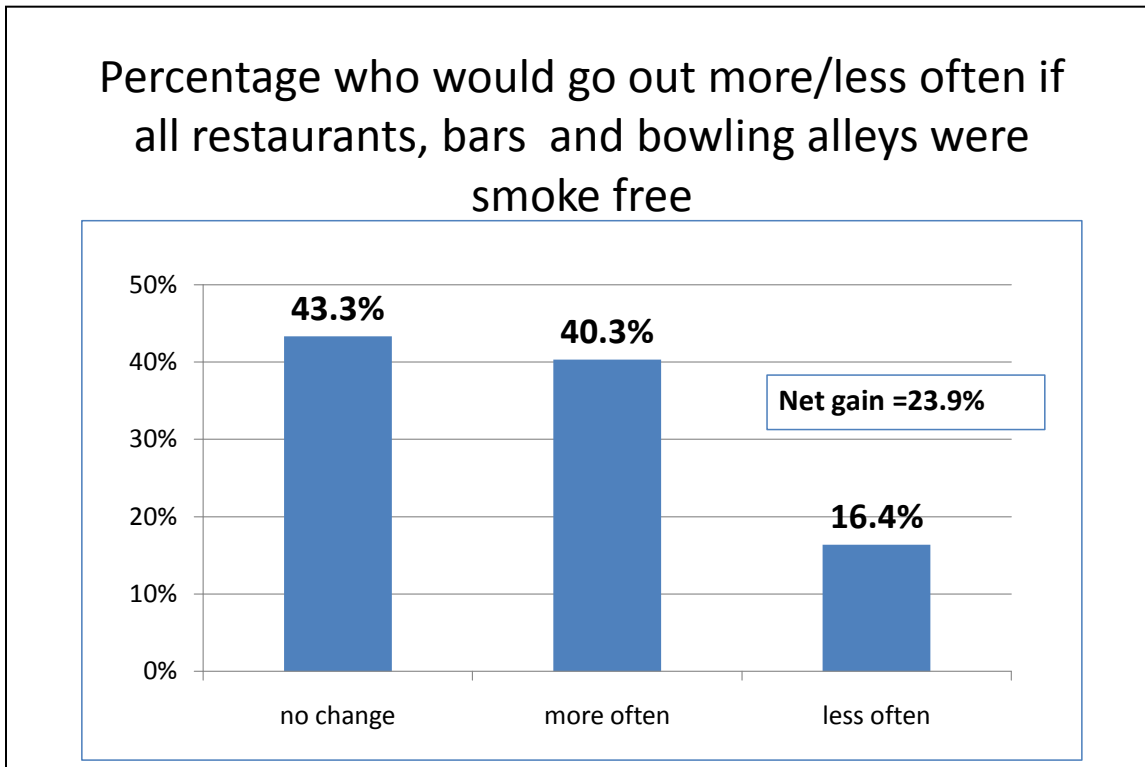
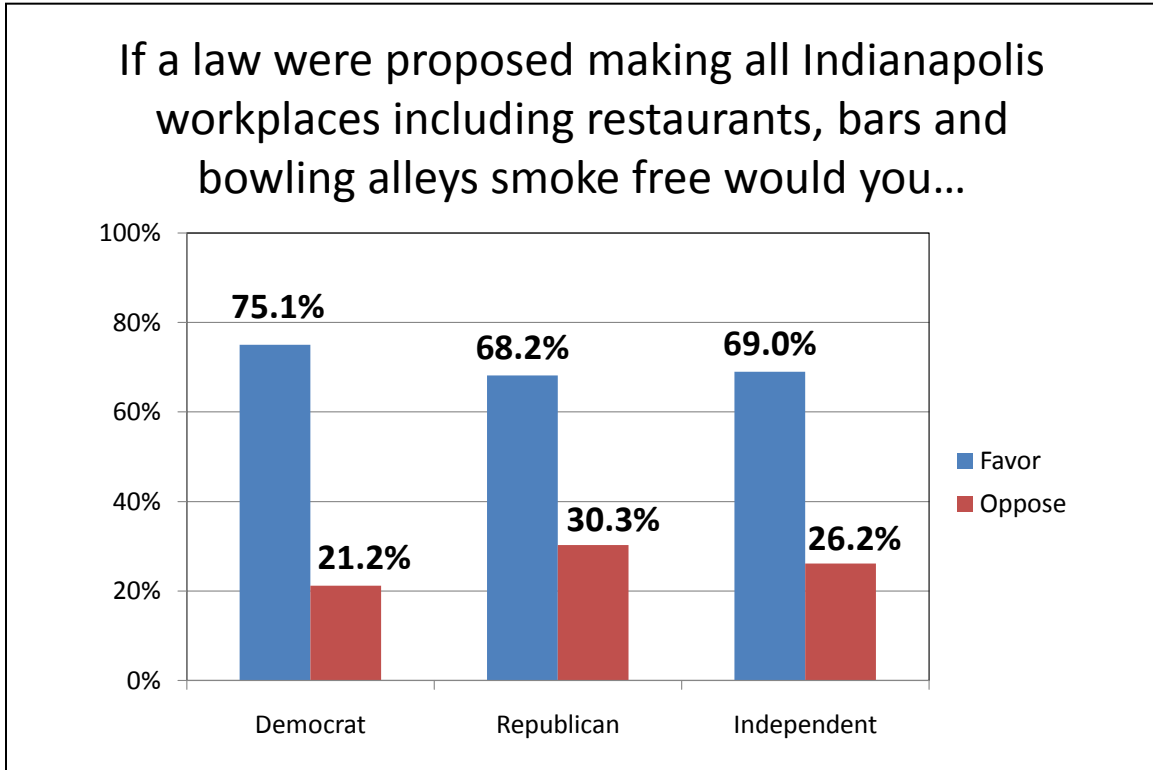


Figure 4.



Citation: Wolf, J., Sidenbender, S., Brake, B., Jolliff, A., Reed, S.D. "Public Attitudes toward Smoking and Smoke-Free Ordinances – Marion County." Survey Research Center – Indiana University School of Liberal Arts, May 2009.