



INDIANA STATEWIDE

Key findings from a statewide survey of 500 registered voters in Indiana conducted January 27-28, 2009.

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METHODOLOGY:

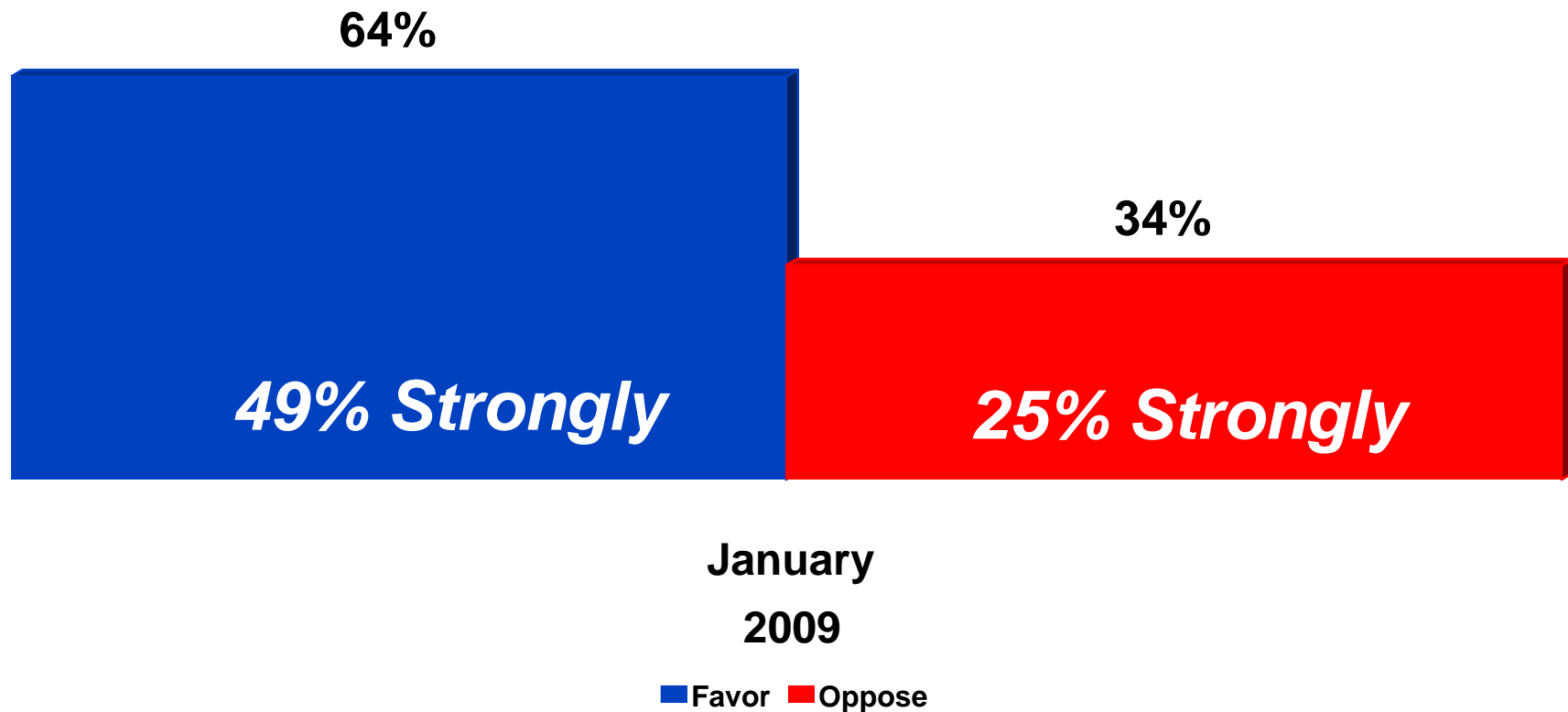
Public Opinion Strategies and The Mellman Group recently completed a statewide survey of 500 registered voters on behalf of the American Heart Association, American Cancer Society, Campaign for Tobacco-Free Kids, and the Robert Wood Johnson Foundation. The survey was completed January 27-28, 2009 and has a margin of error of plus or minus 4.38%.

KEY FINDINGS:

- ✓ **There is broad support for smokefree workplaces.**
- ✓ **Overwhelmingly, secondhand smoke is viewed as a health hazard.**
- ✓ **The rights of employees and customers to breathe clean air trumps the rights of owners and smokers.**
- ✓ **Hoosiers want to enjoy smokefree bars and restaurants.**
- ✓ **There is consensus that a smokefree law would be good for public health.**
- ✓ **The message: it's time to go smokefree.**

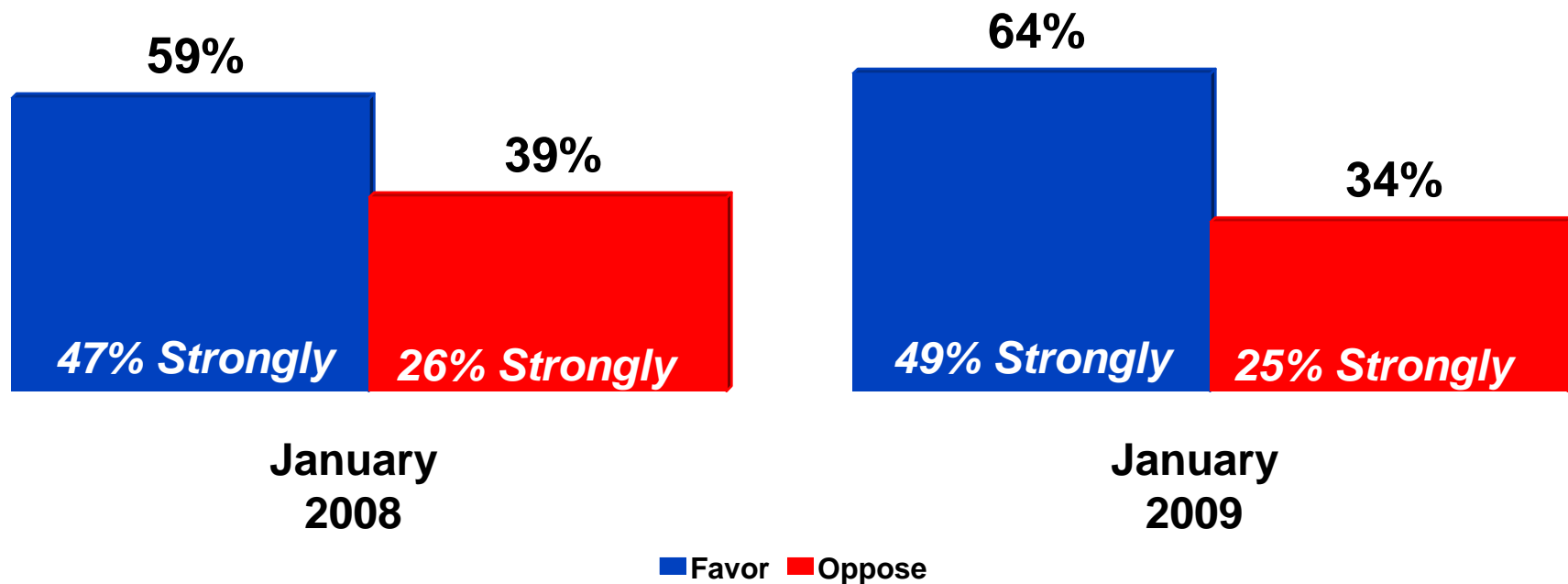
There is broad support for the smokefree law.

Would you favor or oppose a law in Indiana that would prohibit smoking in indoor public places, including workplaces, public buildings, offices, casinos, restaurants and bars?



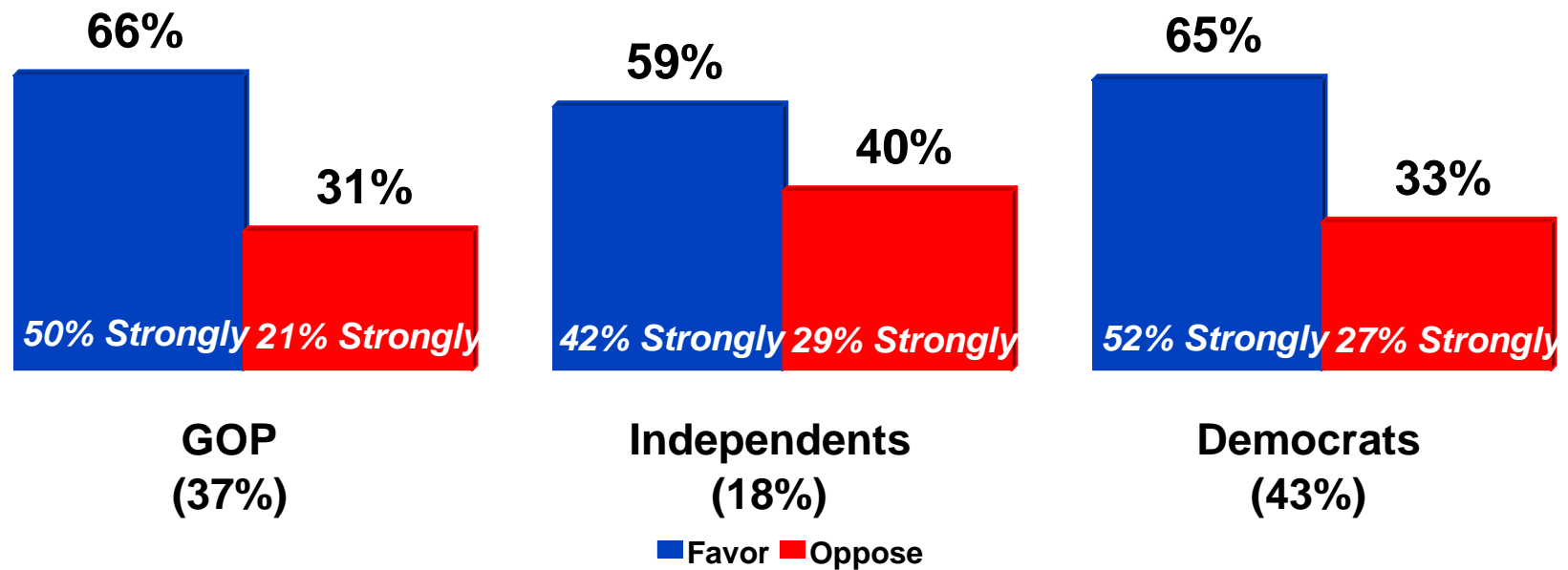
In fact, support for the smokefree law had increased over the past year.

Would you favor or oppose a law in Indiana that would prohibit smoking in indoor public places, including workplaces, public buildings, offices, casinos, restaurants and bars?



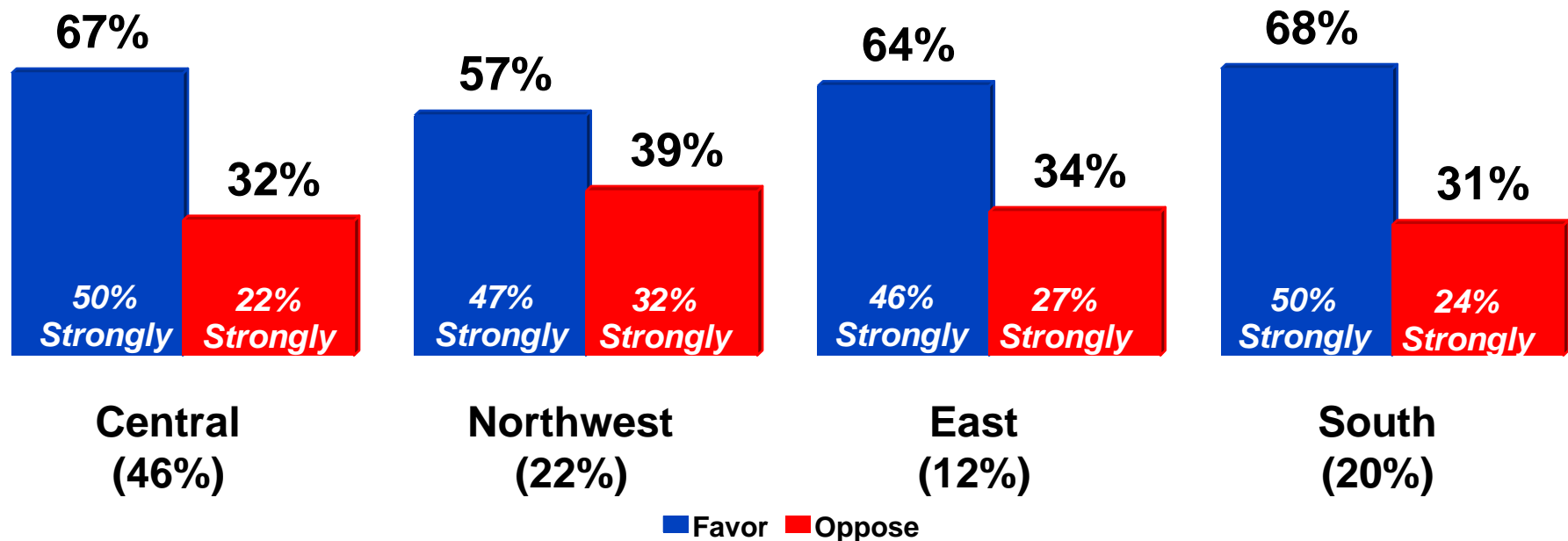
Voters across party lines support a smokefree law.

Would you favor or oppose a law in Indiana that would prohibit smoking in indoor public places, including workplaces, public buildings, offices, casinos, restaurants and bars?



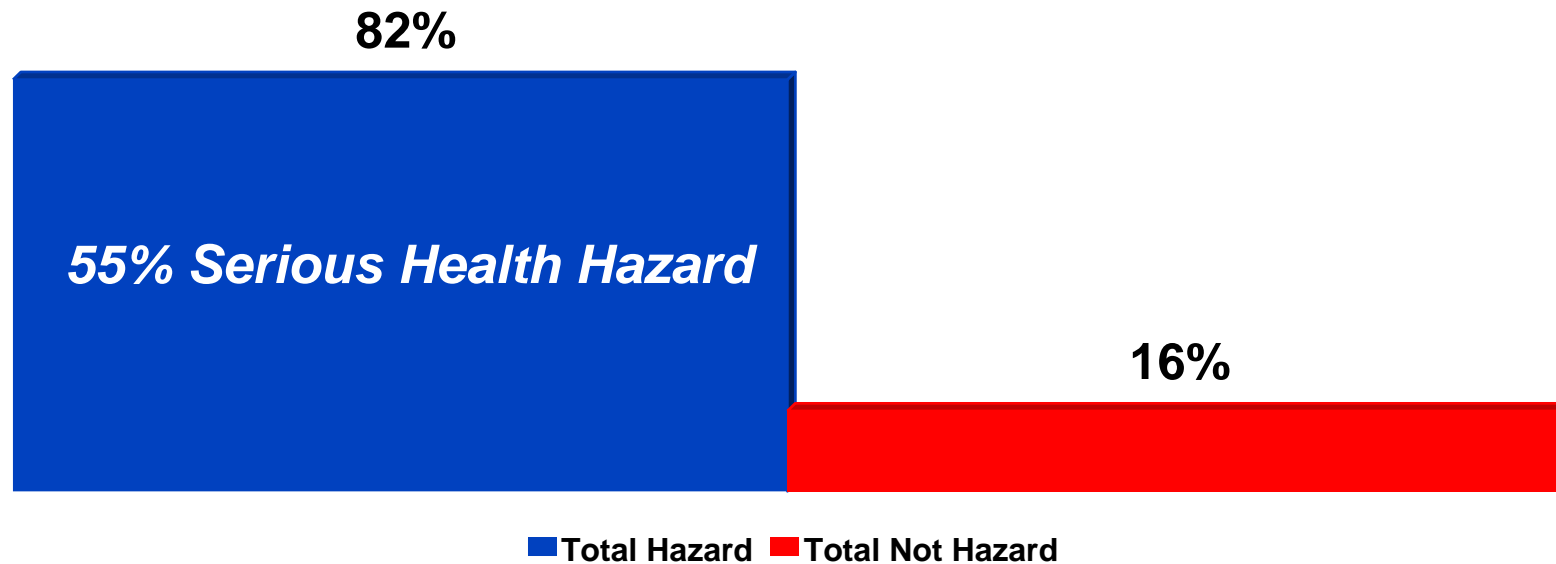
And, a majority in each region support smokefree workplaces.

Would you favor or oppose a law in Indiana that would prohibit smoking in indoor public places, including workplaces, public buildings, offices, casinos, restaurants and bars?



Secondhand smoke is seen as a serious health hazard.

In general, do you feel that exposure to secondhand smoke is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?



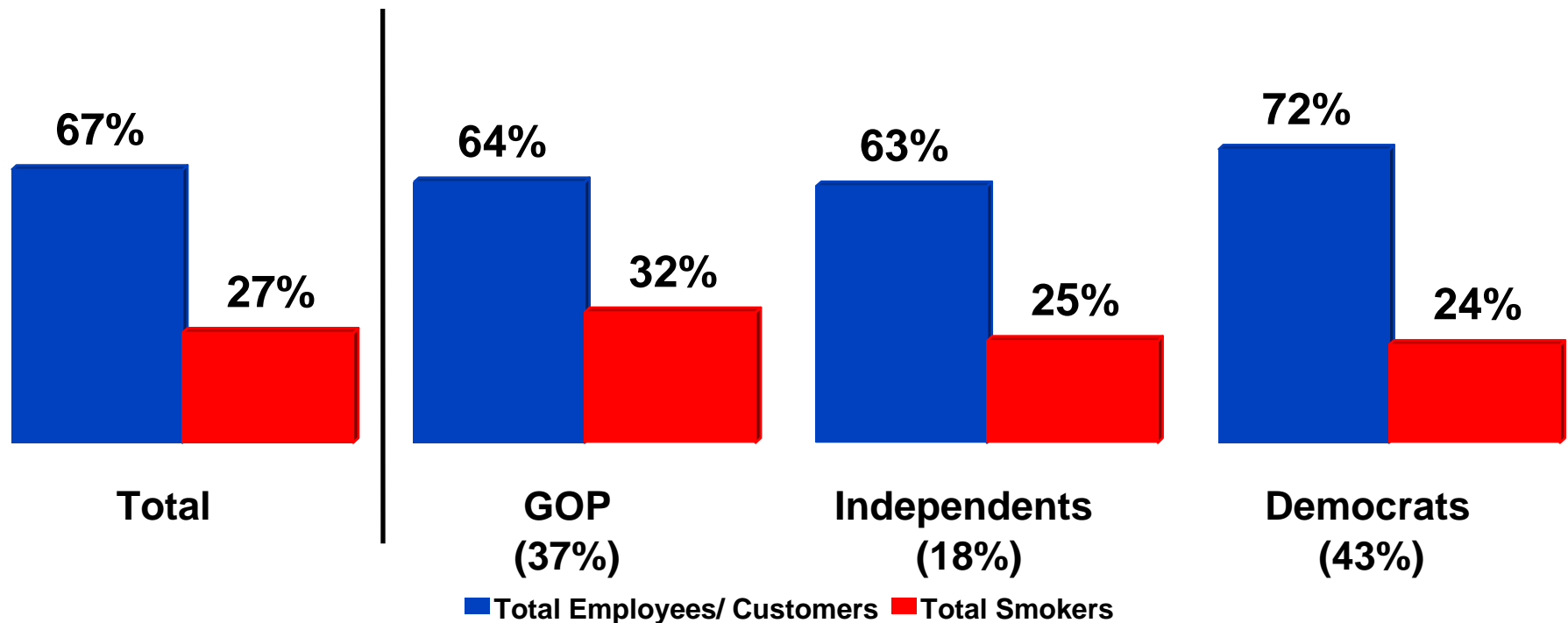
Voters believe protecting employees and customers trump the right of employers or smokers.

Please indicate which ONE of the following you think is more important:

The rights of employees and customers to breathe clean air in casinos, restaurants, and bars.

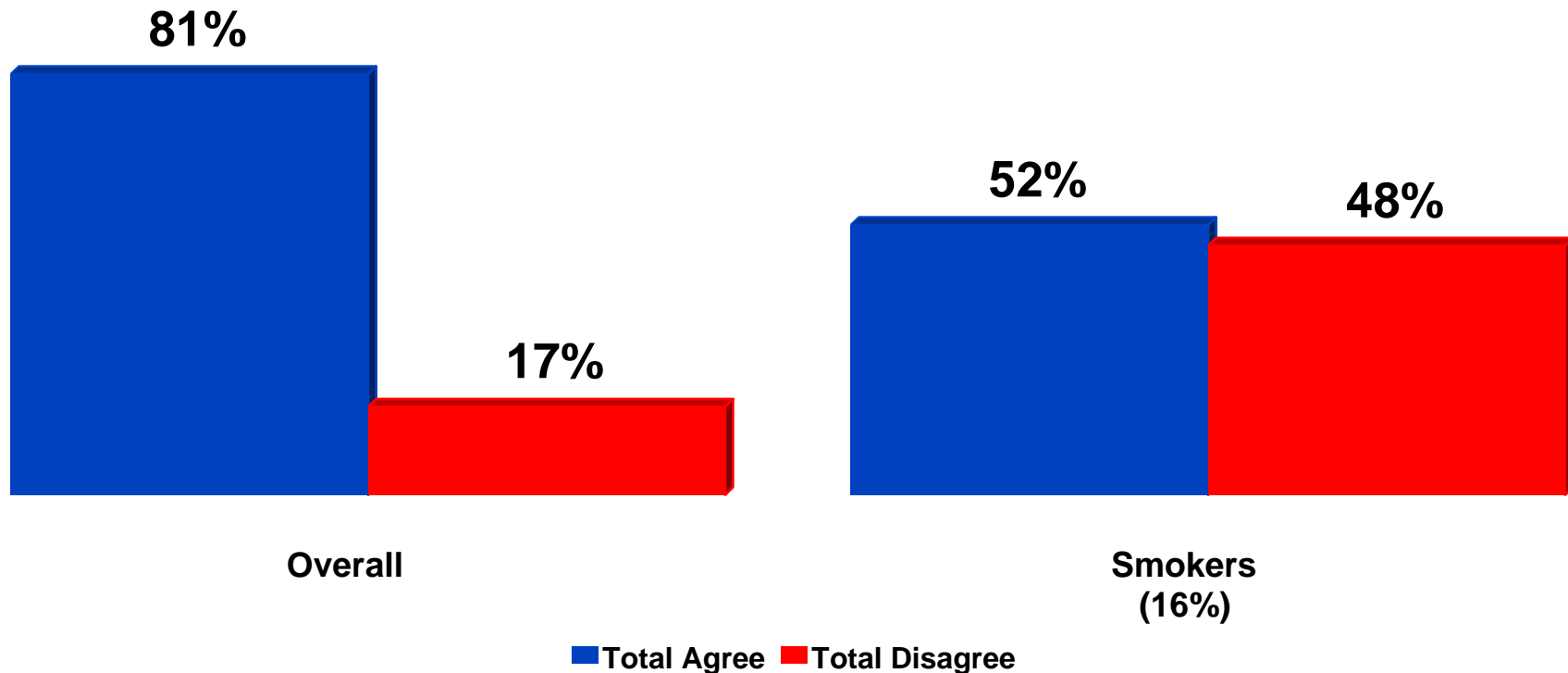
OR

The rights of smokers to smoke and owners to allow smoking in casinos, restaurants, and bars.



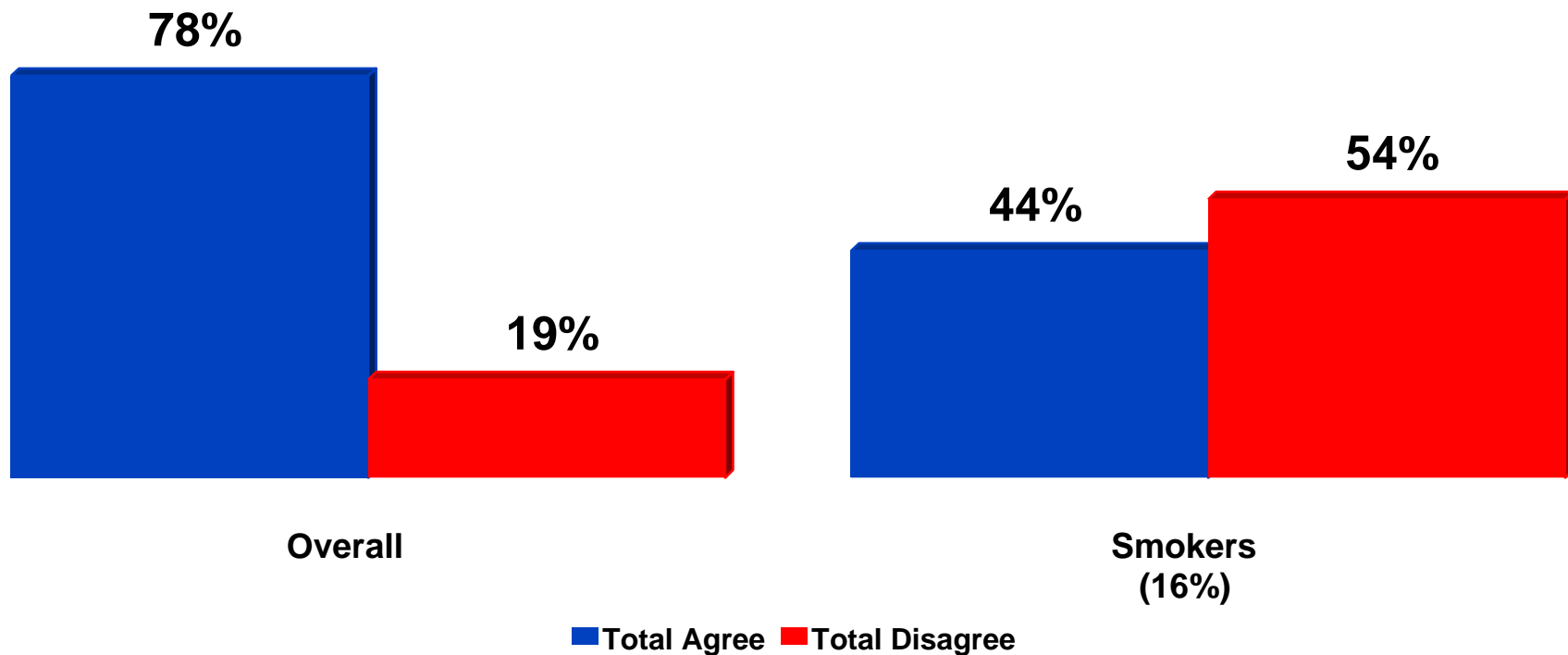
Overwhelmingly, voters say we need to protect workers from secondhand smoke.

All workers in Indiana should be protected from exposure to secondhand smoke in the workplace.



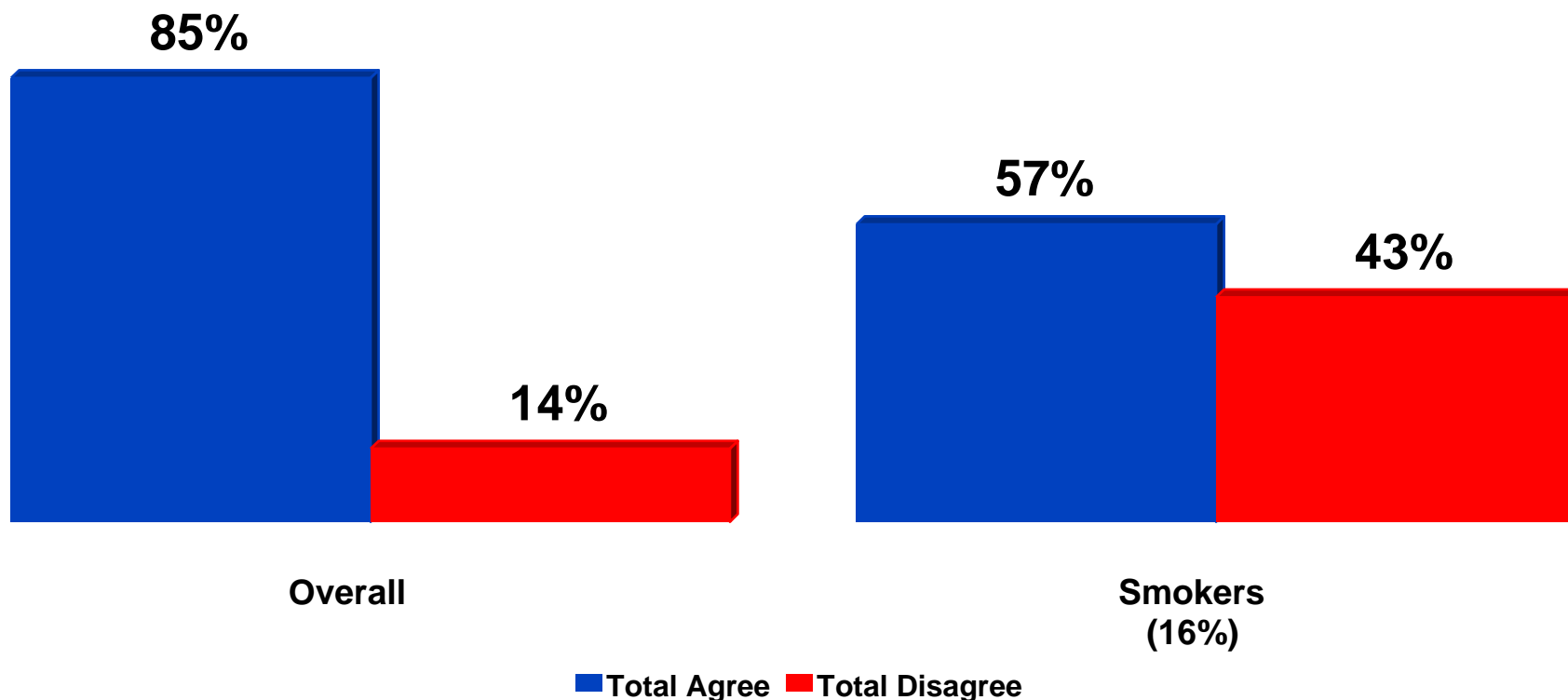
A smokefree environment is attractive to consumers.

It would be really nice to go out and enjoy casinos, restaurants and bars in Indiana without smelling like cigarette smoke when you get home.



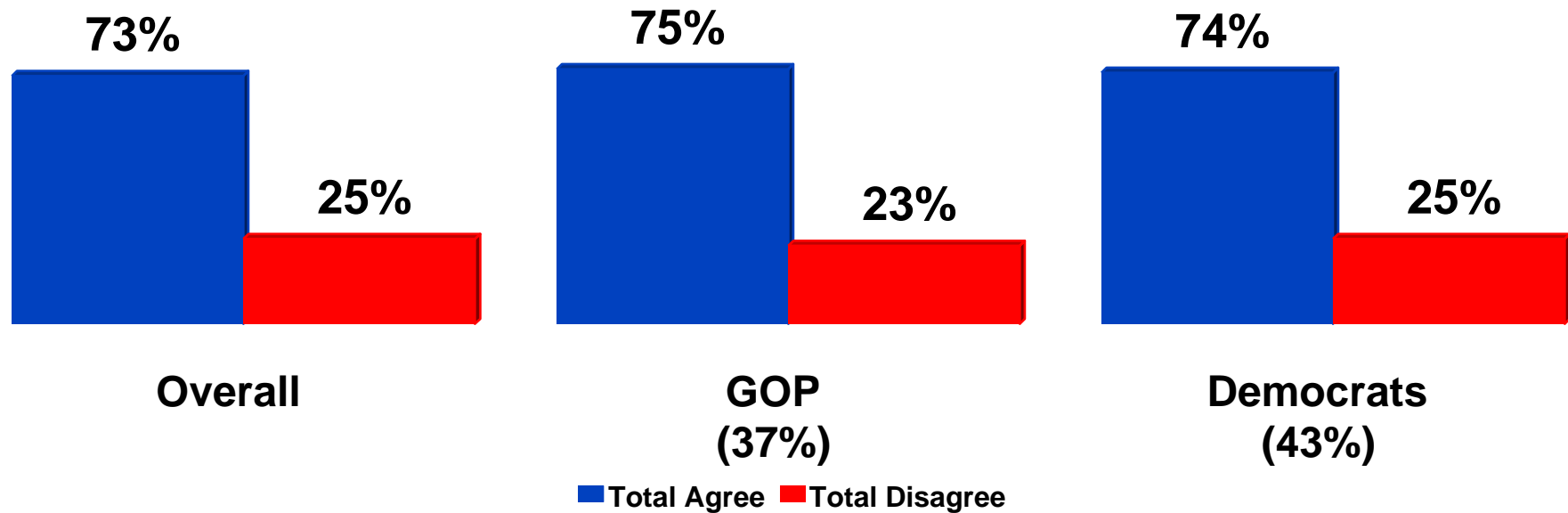
Even a strong majority of smokers believe restaurants, bars and casinos would be healthier if they were smokefree.

Casinos, restaurants and bars would be healthier for employees and customers if they were smokefree.



Republicans and Democrats agree it is time for Indiana to join the smokefree ranks.

States across the country are passing laws making all workplaces smokefree, it's time for Indiana to do the same.



For more information about this presentation or about Public Opinion Strategies, please feel free to give us a call.

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