

# **SUMMARY OF FINDINGS FROM THE RECENT SMOKE-FREE SURVEY**

*An survey commissioned by Voluntary Health Association of India, Delhi , and Healis Sekhsaria Institute for Public Health, Mumbai and conducted by Synovate's Global Omnibus, in four metropolitan cities of India revealed that there is a near universal support for the new regulations that prohibit smoking inside all public places and workplaces in India. A majority of residents surveyed in these cities indicate that they understand the health effects of secondhand smoke, believe all workers in India should be protected from it, and would look forward to going out and enjoying restaurants and bars in India without smelling like smoke.*

**Methodology:** *The interviews were conducted in the four metropolitan cities in India. A randomly selected sample of 1026 respondents between the age group of 15-64 was interviewed in person between December 8 and December 23, 2008. These interviews were distributed evenly in the four cities: Delhi (262), Mumbai (254), Chennai (258) and Kolkata (252). The interviews were evenly distributed between male and female respondents. Majority of the respondents belonged to the lower and middle income groups.*

## **OVERVIEW OF RESULTS**

- Overall, Indians surveyed in four cities favor the new regulations prohibiting smoking in all public places and workplaces, including restaurants and bars and think it is important that the government enforce those regulations
- Indians recognize that secondhand smoke is a health hazard
- They also see the benefits of smoke-free public places and feel all workers should be protected from exposure to secondhand smoke in the workplace

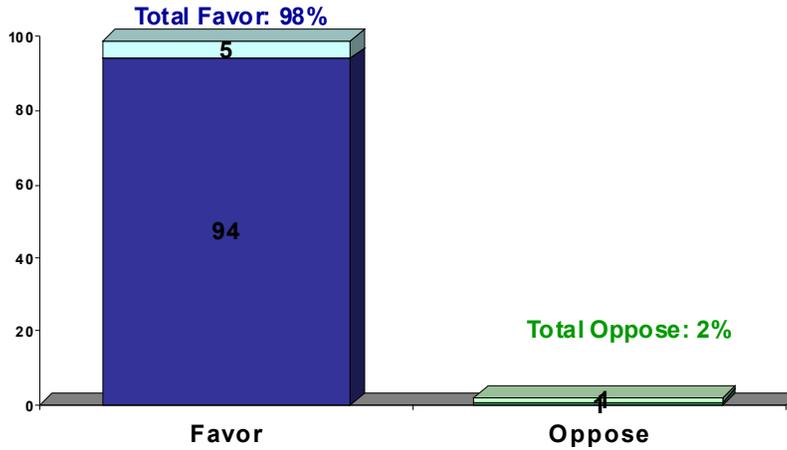
## **POST-IMPLEMENTATION OF 2<sup>ND</sup> OCTOBER, 2008 SMOKE FREE REGULATIONS IN THE COUNTRY**

### **Support For Smoke-free Regulations**

More than nine out of ten Indians surveyed in four cities favor the regulations prohibiting smoking in all workplaces and public places (94% strongly favor, with an additional 5% somewhat favoring the regulations). **Support for the regulations is strong in each city**, with a large majority of those interviewed in Delhi (90% strongly favor), Mumbai (98% strongly favor), Chennai (92% strongly favor), and Kolkata (93% strongly favor) **favoring the smoke-free regulations.**

## Indians Overwhelmingly Favor The Regulations Prohibiting Smoking In All Workplaces

As you may know, national regulations went into effect in October that prohibited smoking in all workplaces and public places. Smoking is no longer allowed inside public places, including workplaces, restaurants and bars. Would you say that you favor or oppose the regulations making all workplaces and public places in India smoke-free?

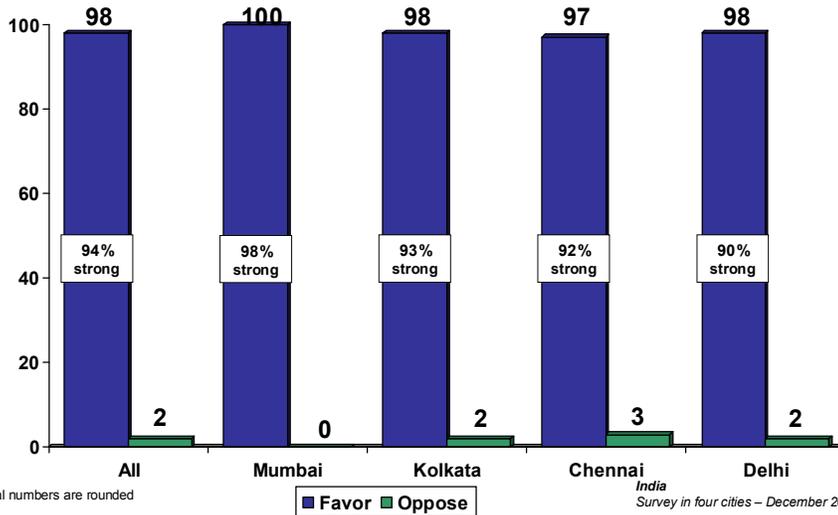


Darker shading equals stronger intensity  
Total numbers are rounded

India  
Survey in four cities – December 2008

## Support For Smoke-Free Regulations Spans All Cities

As you may know, national regulations went into effect in October that prohibited smoking in all workplaces and public places. Smoking is no longer allowed inside public places, including workplaces, restaurants and bars. Would you say that you favor or oppose the regulations making all workplaces and public places in India smoke-free?



Total numbers are rounded

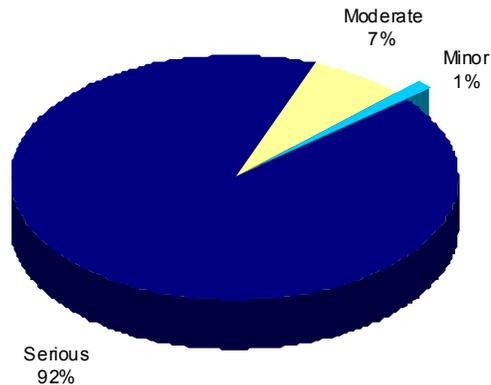
■ Favor ■ Oppose

India  
Survey in four cities – December 2008

## ***Indians Recognize That Exposure To Secondhand Smoke Is A Health Hazard***

Often people who do not smoke are exposed to the smoke from other people's cigarettes. In general, do you feel that breathing smoke from other people's cigarettes (also called secondhand smoke) is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all *for the non-smoker?*

**92% believe exposure to secondhand smoke is a serious health hazard**



Total numbers are rounded

India  
Survey in four cities – December 2008

### **Indians View Secondhand Smoke as a Health Risk**

The support for the smoke-free regulation is not surprising, given that **citizens surveyed in four Indian cities understand that secondhand smoke is a serious risk to people's health**. Nine out of ten (92%) believe exposure to secondhand smoke is a serious health hazard for the non-smoker. In addition, a 91% majority indicate that it bothers them a lot when they are exposed to secondhand smoke.

### **Indians Feel All Workers Should Be Protected From Secondhand Smoke**

Ninety-five percent of Indians surveyed strongly agreed that all workers in India should be protected from exposure to secondhand smoke in the workplace.

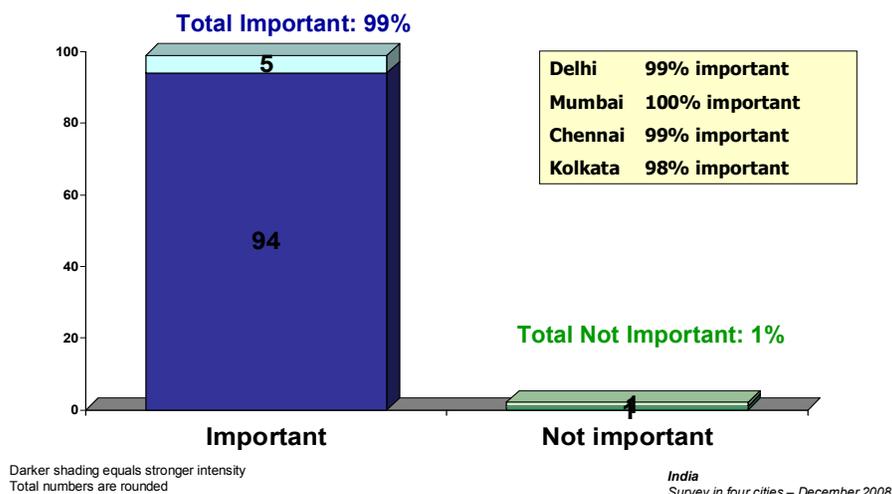
These concerns translate to the very strong belief among Indians surveyed (by a total margin of 94% to 4%) that the **right of customers and employees to breathe smoke-free air in workplaces and public places (including restaurants and bars) is more important than the right of smokers to smoke inside these places**.

### **Indians Believe That Smoke-free Restaurants and Bars Are Healthier**

Consumers interviewed in the four cities indicated that restaurants and bars are healthier and more enjoyable now that they are smoke-free. 72% of Indians interviewed strongly agreed (85% total agree) that these places are healthier and 88% strongly agreed (98% total agree) that it is nice to go out and enjoy local restaurants and bars without smelling like smoke when they get home.

## Indians Feel It Is Important For The Government To Enforce The New Regulations Prohibiting Smoking

How important is it to you that the government enforces the new regulations prohibiting smoking inside public places and workplaces, so that these places are in fact smoke-free? Would you say it is very important, somewhat important, not too important or not at all important?

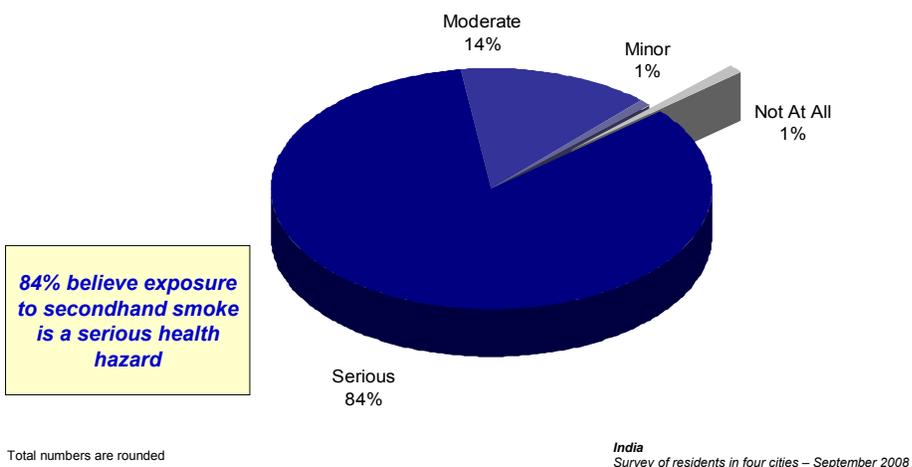


## Indian Residents View Secondhand Smoke as a Health Risk

The support for the smoke-free regulation is not surprising, given that **residents surveyed in four Indian cities understand that secondhand smoke is a serious risk to people's health.** Nine out of ten believe exposure to secondhand smoke is a serious (84%) or moderate (14%) health hazard for the non-smoker. **In addition, a 73% majority indicate that it bothers them a lot when they are exposed to secondhand smoke.**

### Residents of Indian Cities Recognize That Exposure To Secondhand Smoke Is A Health Hazard

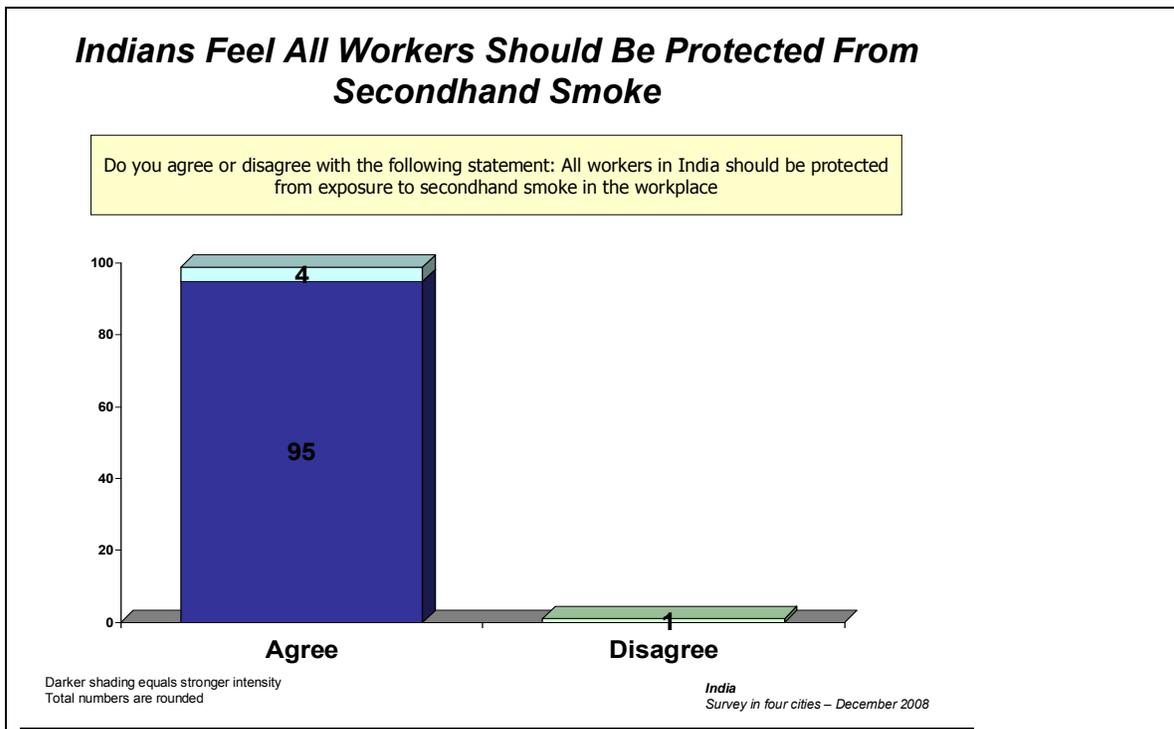
Sometimes people who do not smoke are exposed to the smoke from other people's cigarettes. In general, do you feel that breathing smoke from other people's cigarettes (also called secondhand smoke) is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all for the non-smoker?



## Indian Residents Feel All Workers Should Be Protected From Secondhand Smoke

Eighty-seven (87) percent of Indian residents surveyed strongly agreed that all workers in India should be protected from exposure to secondhand smoke in the workplace. An additional 12% of residents surveyed somewhat agreed with the idea that all workers should be protected.

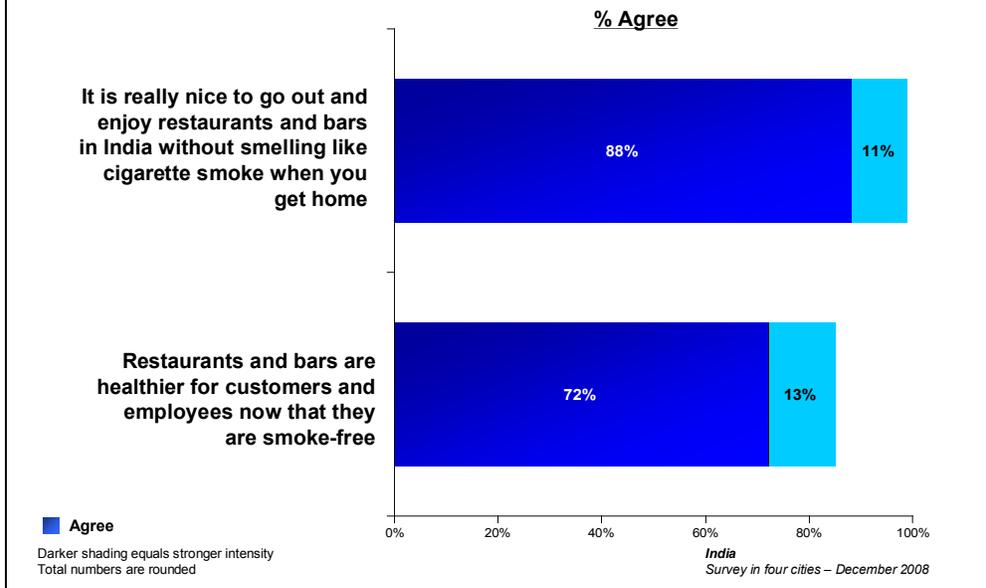
**These concerns translate to the very strong belief among residents surveyed (by a total margin of 95% to 4%) that the right of customers and employees to breathe smoke-free air in workplaces and public places (including restaurants and bars) is more important than the right of smokers to smoke inside these places.**



## Indians Believe That Smoke-free Restaurants and Bars Would Be Healthier

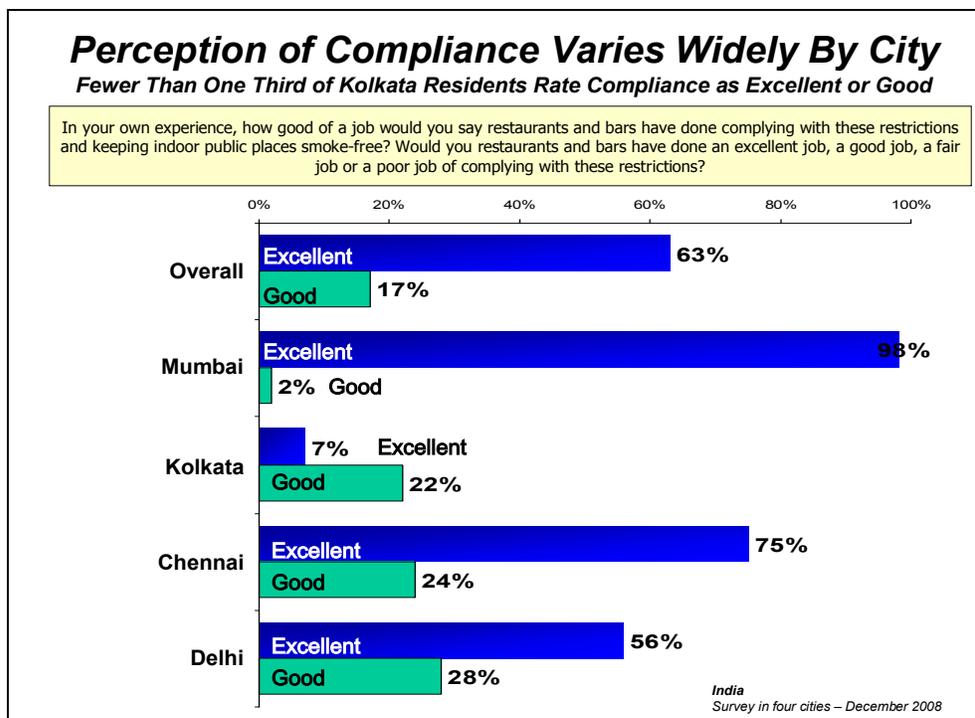
Consumers interviewed in the four cities indicated that restaurants and bars would be healthier and more enjoyable if they were smoke-free. Eighty-three (83) percent of residents interviewed strongly agreed (99% total agree) that these places would be healthier and 83 percent strongly agreed (97% total agree) that it would be nice to go out and enjoy local restaurants and bars without smelling like smoke when they get home.

## Indians See The Benefits of Smoke-Free Restaurants and Bars



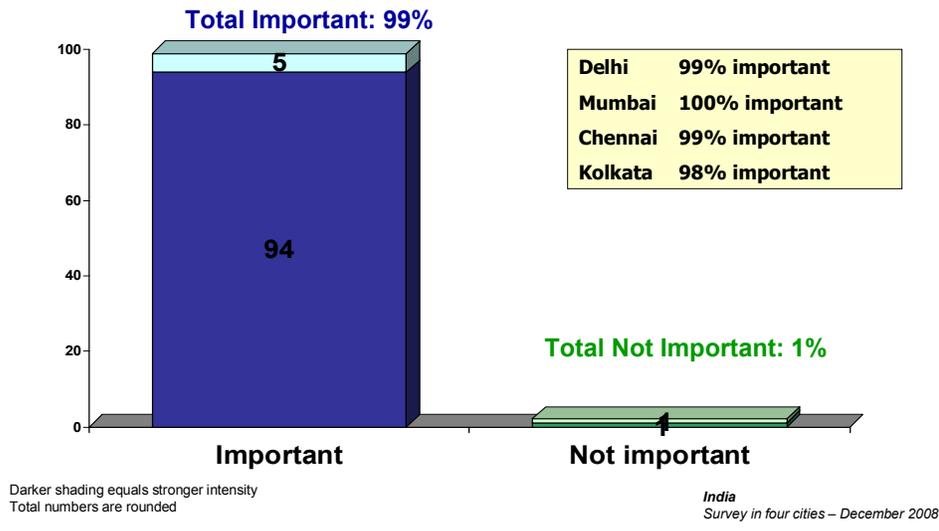
## COMPLIANCE WITH THE SMOKE-FREE REGULATIONS

Perception of compliance with the law varies widely by city. **A total of 63 % of Indian citizens surveyed say that restaurants and bars have done an excellent job complying with the new restrictions, and an additional 17% said these places have done a good job keeping their spaces smoke-free.** However, less than one third of residents in Kolkata rate compliance as excellent or good, while 45% call it fair or poor.



## Indians Feel It Is Important For The Government To Enforce The New Regulations Prohibiting Smoking

How important is it to you that the government enforces the new regulations prohibiting smoking inside public places and workplaces, so that these places are in fact smoke-free? Would you say it is very important, somewhat important, not too important or not at all important?



### IMPORTANT ROLE OF GOVERNMENT IN ENFORCING THE LAW

Despite the difference in compliance, nearly all agree that it is important for the government to enforce the smoke-free law. **Ninety-four (94%) of residents surveyed feel it is very important that the government enforces the new regulations so public places and workplaces are in fact smoke-free (99% total important).**

Therefore it is evident from the survey that Indians all over the country want to be in smoke free public places and want to go to smoke free restaurants and bars. They also strongly support the enforcement of the smoke free legislation and want that there should be high level of compliance of this law.