

Support For Smoke-Free Regulations

Survey in Four Indian Cities

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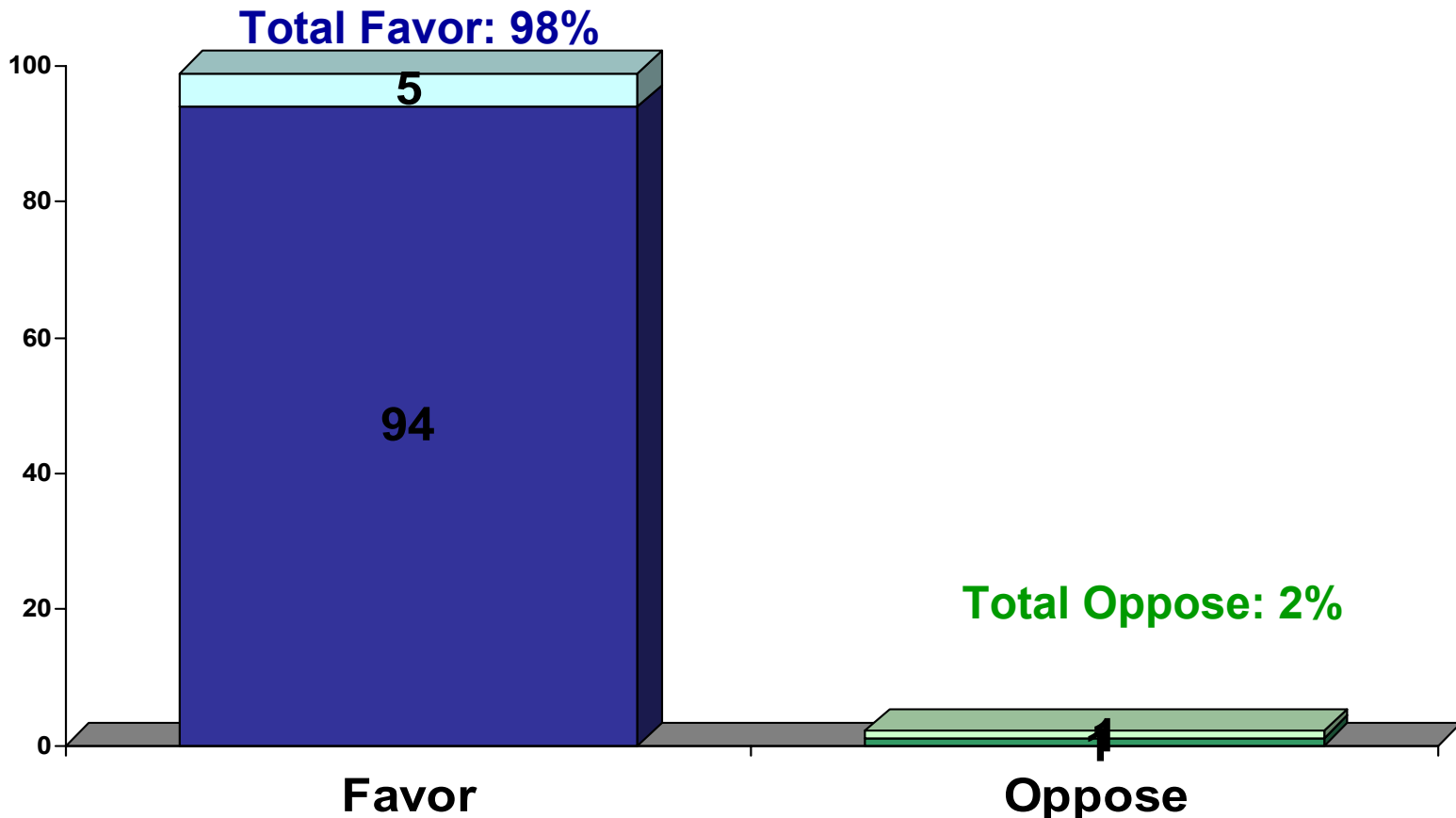
Overview of Results

- 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 second-hand smoke in the workplace

Results: Broad-Based Support for Smoke-Free Regulations in India

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?

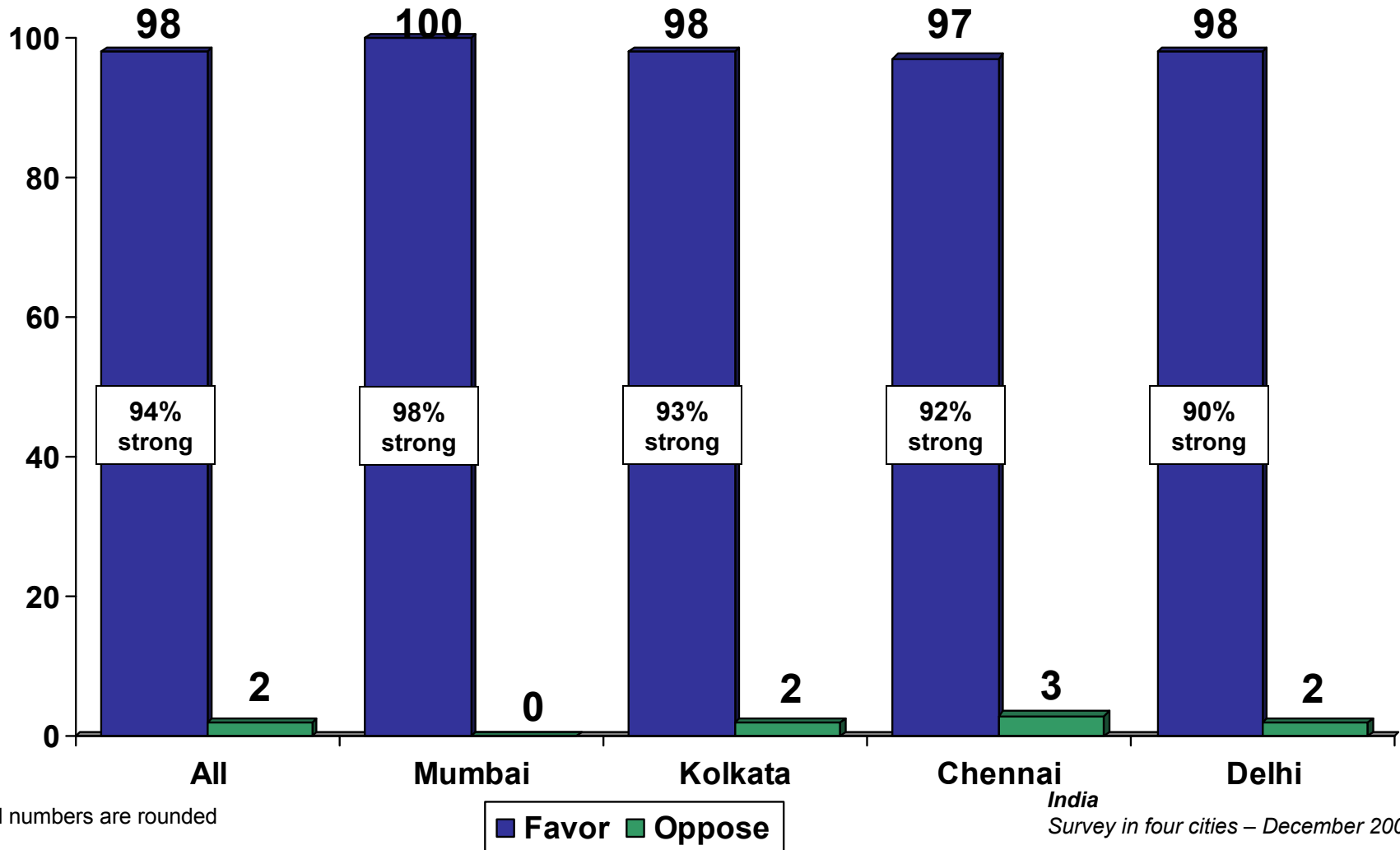


Darker shading equals stronger intensity
Total numbers are rounded

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?



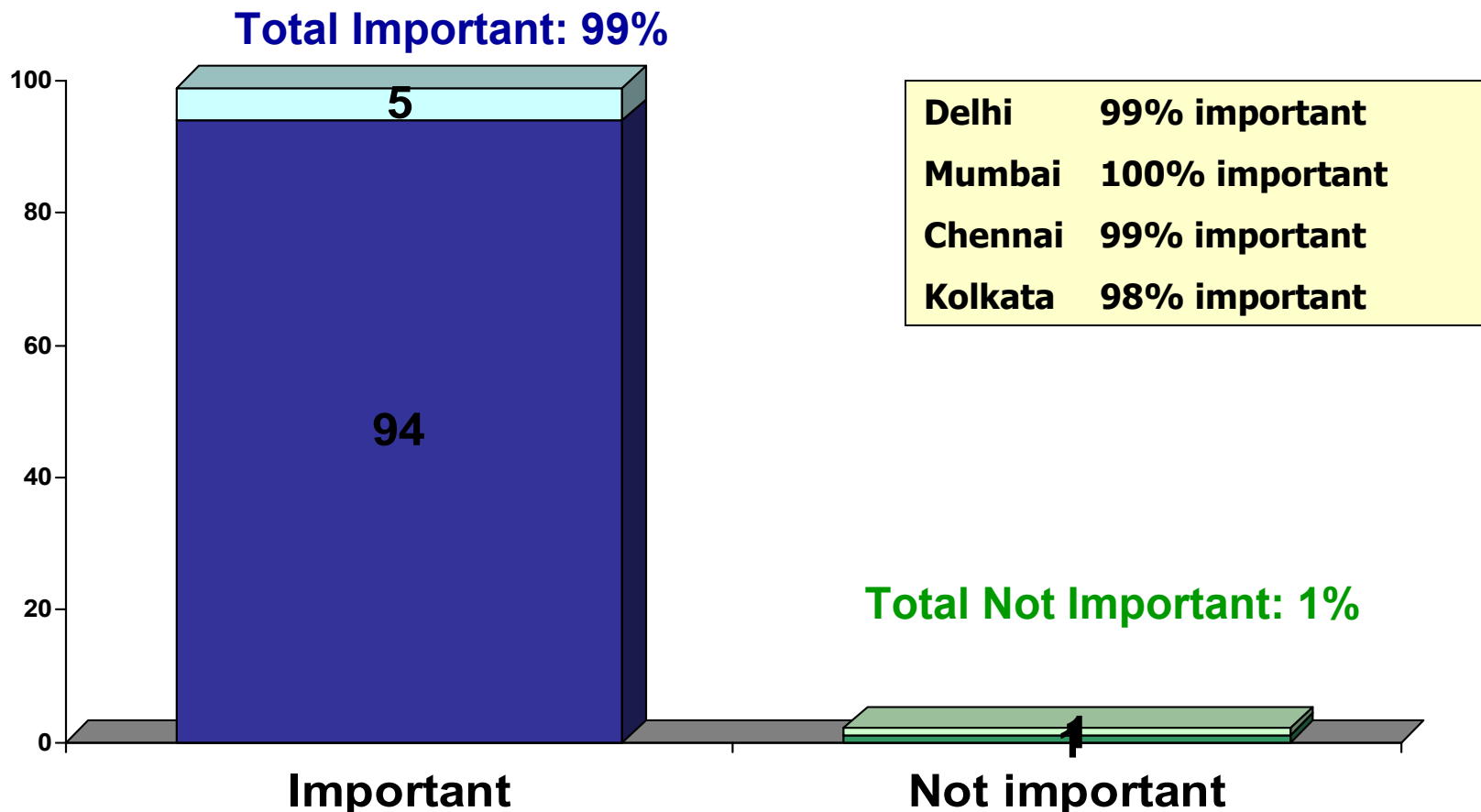
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India

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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?

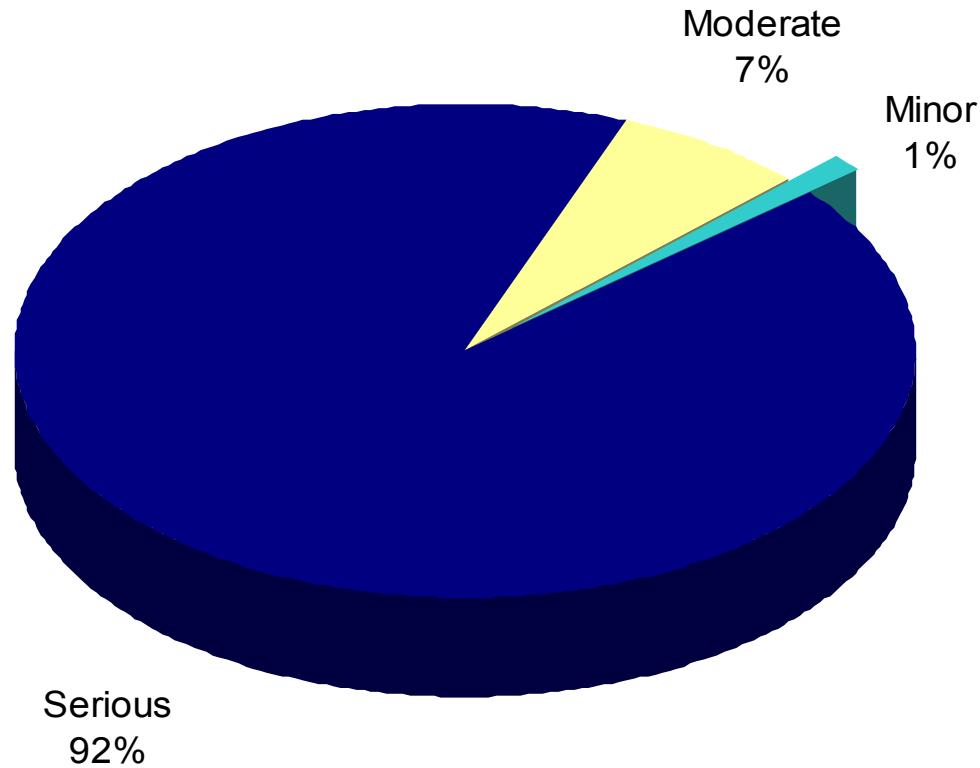


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Urban Indians Understand the Hazards of Secondhand Smoke

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*?

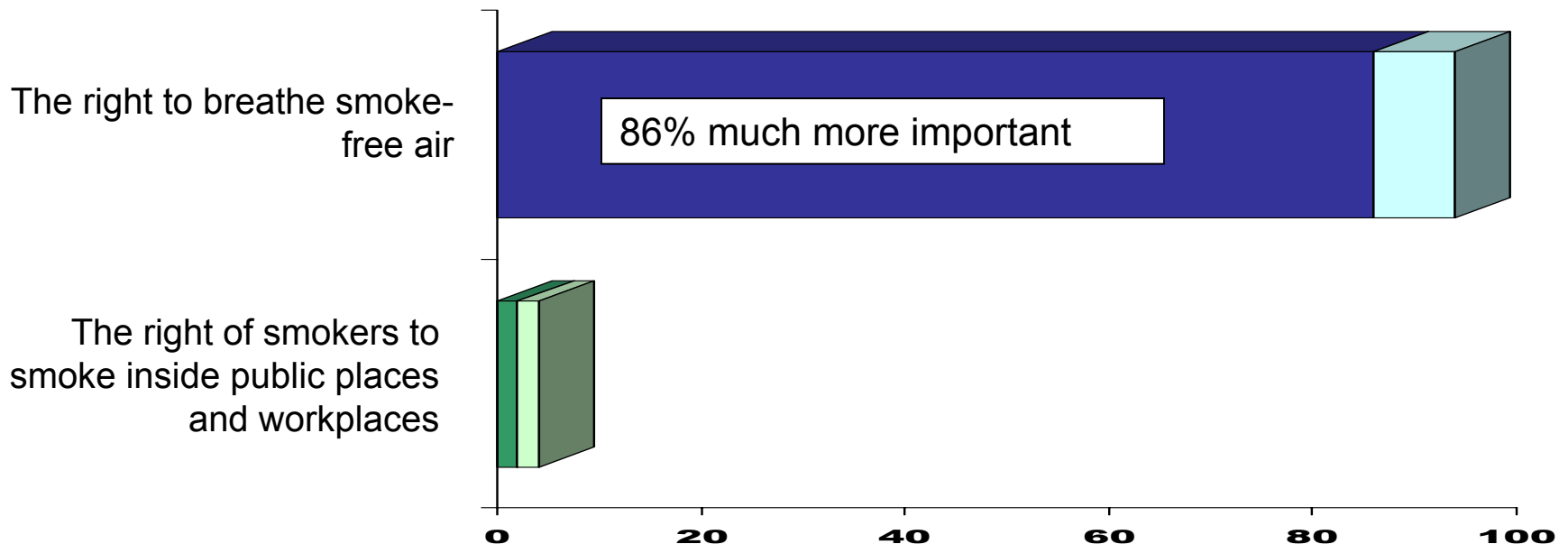


92% believe exposure to secondhand smoke is a serious health hazard

Indians Feel The Right To Breathe Smoke-Free Air Is More Important Than Allowing Smoking Inside Public Places

Which of the following do you think is more important?

-  The rights of customers and employees to breathe clean, smoke-free air in workplaces and public places, including restaurants and bars
-  The rights of smokers to smoke inside public places and workplaces, including restaurants and bars

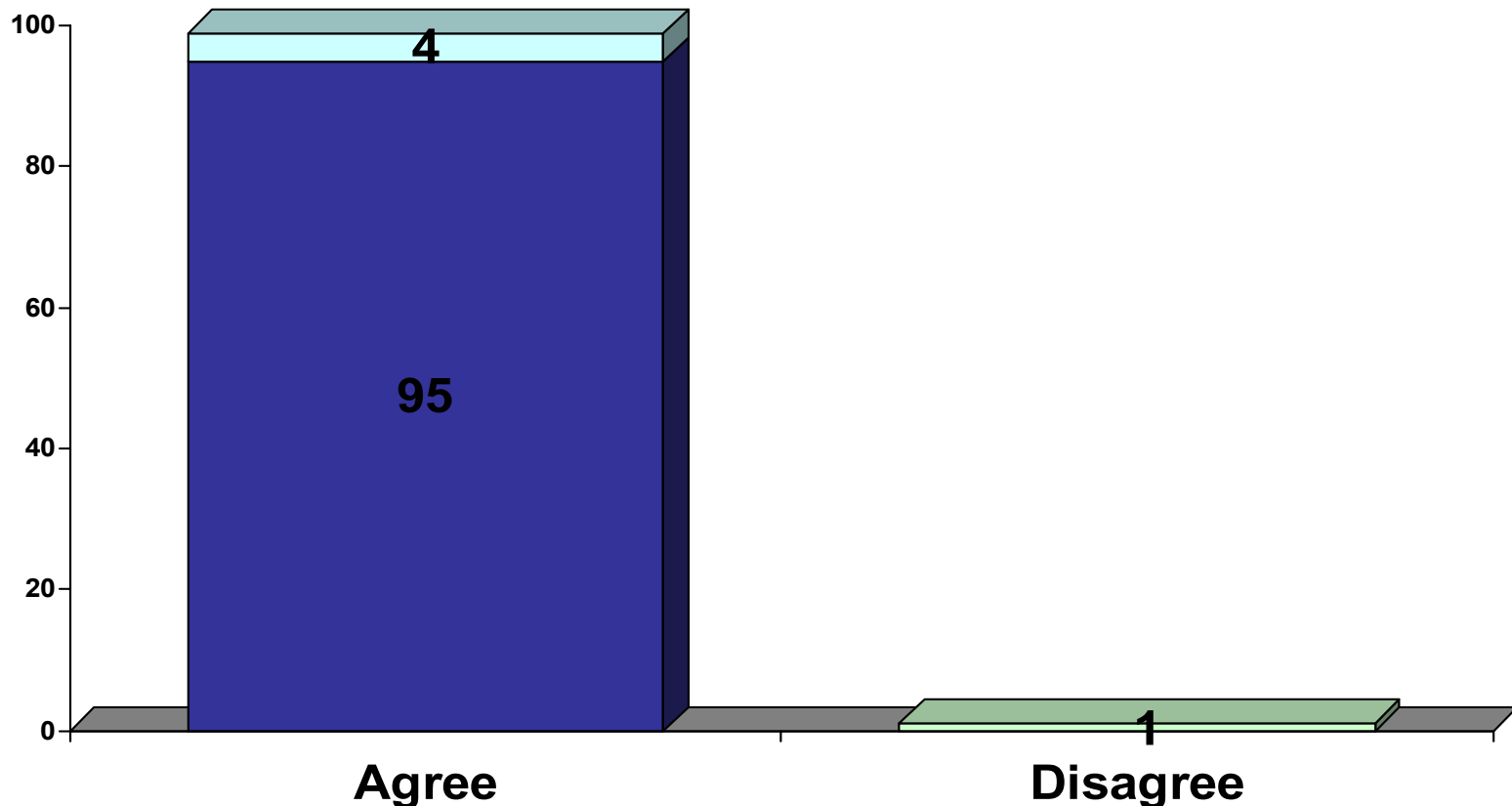


India

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Indians Feel All Workers Should Be Protected From Secondhand Smoke

Do you agree or disagree with the following statement: All workers in India should be protected from exposure to secondhand smoke in the workplace



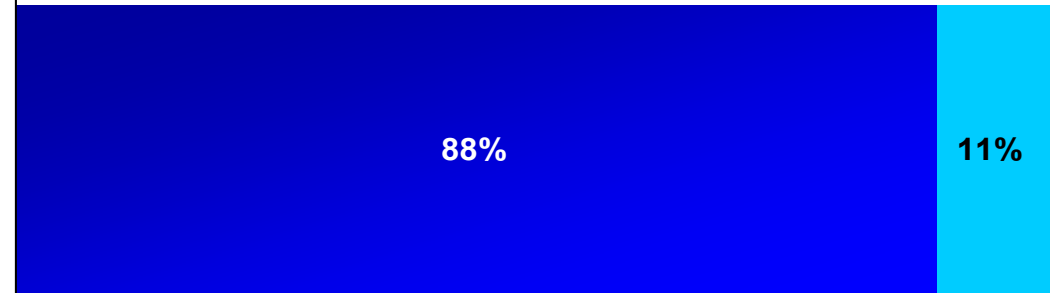
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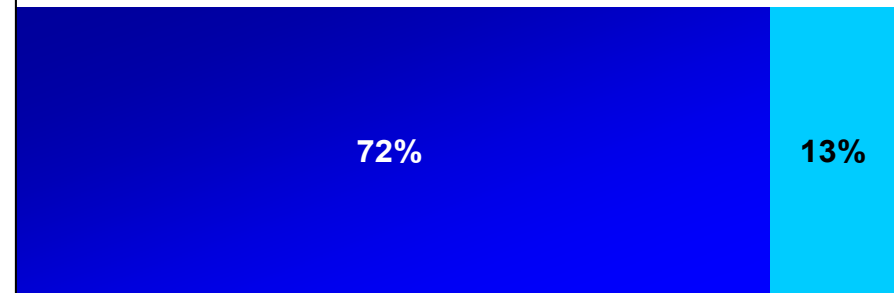
Indians See The Benefits of Smoke-Free Restaurants and Bars

% Agree

It is really nice to go out and enjoy restaurants and bars in India without smelling like cigarette smoke when you get home



Restaurants and bars are healthier for customers and employees now that they are smoke-free



■ Agree

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Total numbers are rounded

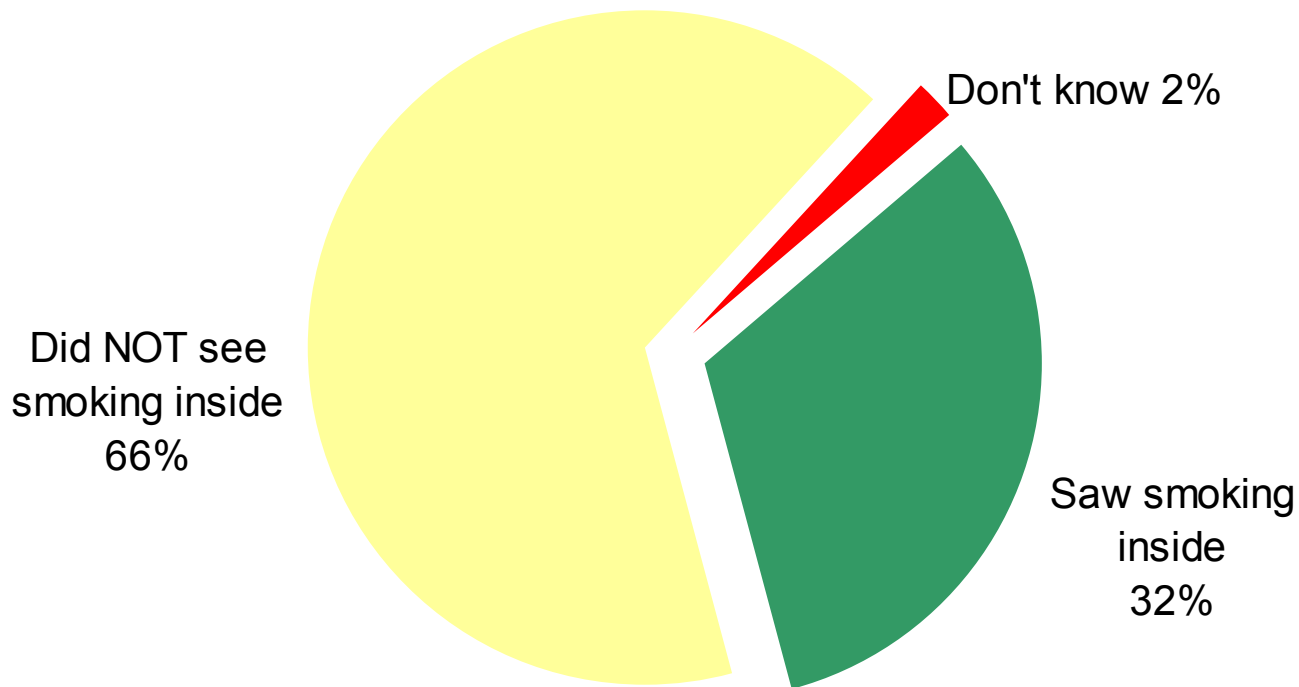
0% 20% 40% 60% 80% 100%

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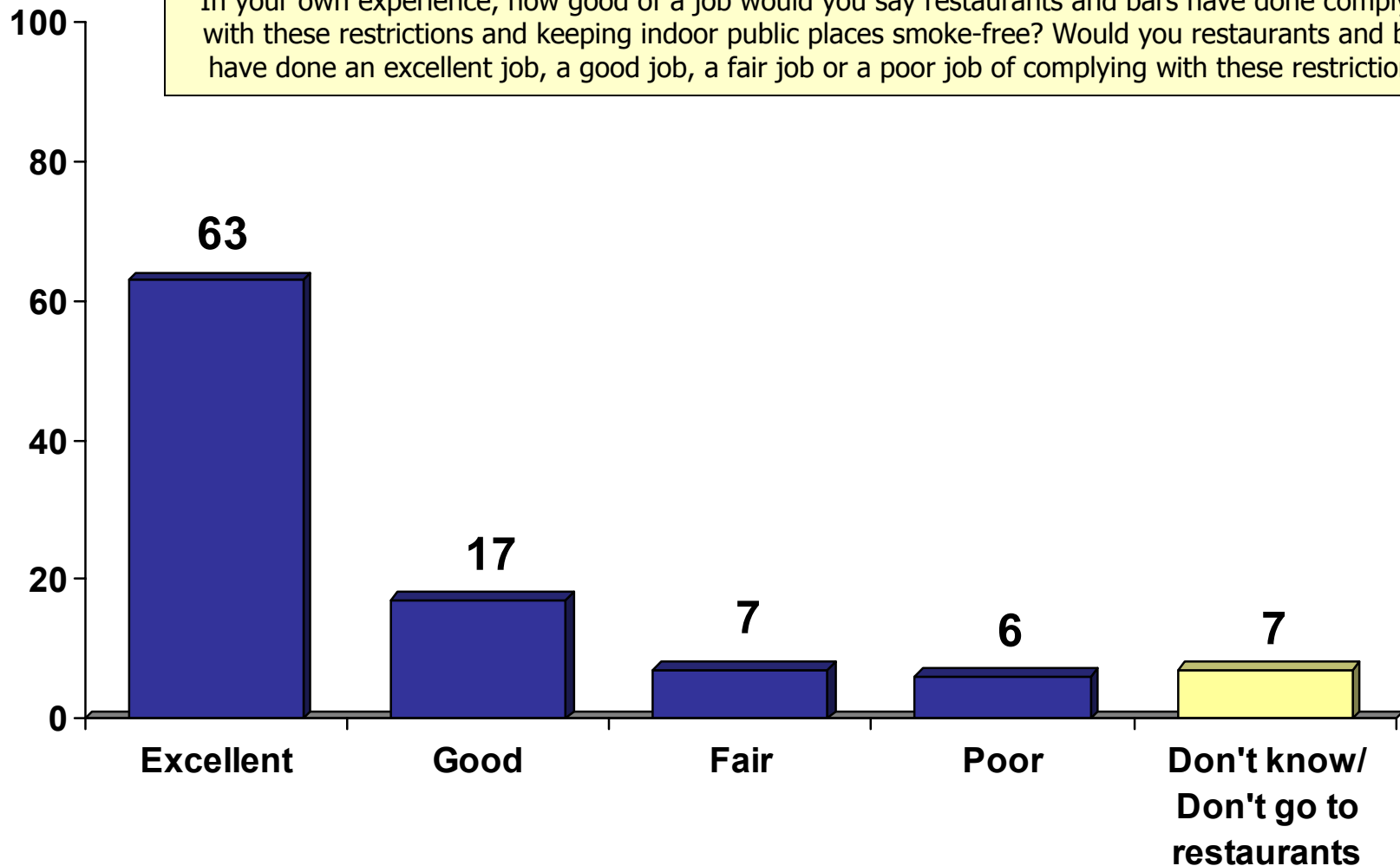
Two-Thirds of Residents Have Not Seen Smoking Inside Restaurants and Bars In The Past Month

Among those residents visiting a restaurant or bar in the past 30 days: When you went to a restaurant or a bar in the past 30 days, do you recall seeing anyone smoking inside, or did you not see anyone smoking inside?



Although There Is Room For Improvement, Most Indians Think Restaurants and Bars Are Complying With The Smoking Restrictions

In your own experience, how good of a job would you say restaurants and bars have done complying with these restrictions and keeping indoor public places smoke-free? Would you restaurants and bars have done an excellent job, a good job, a fair job or a poor job of complying with these restrictions?



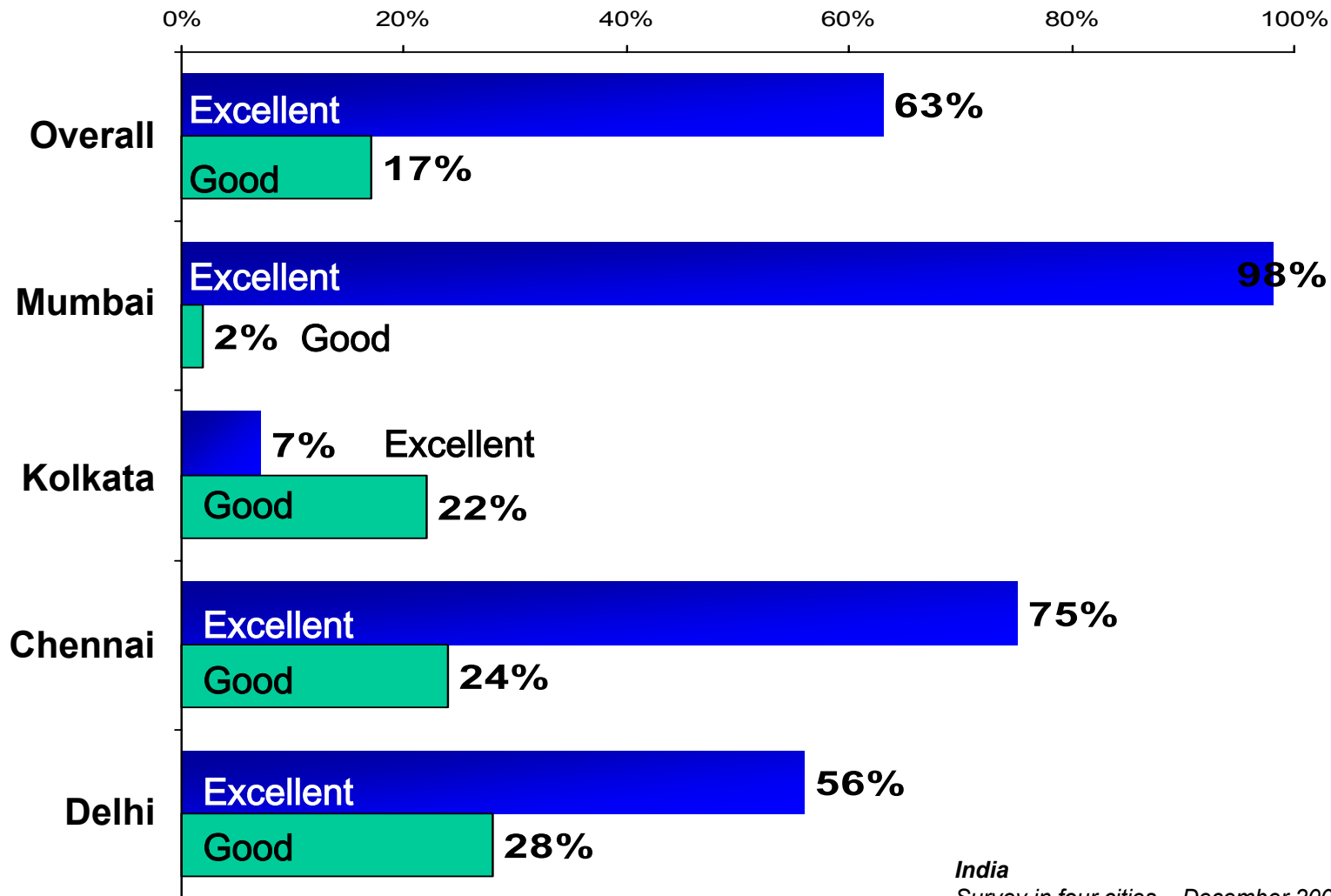
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Perception of Compliance Varies Widely By City

Fewer Than One Third of Kolkata Residents Rate Compliance as Excellent or Good

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Methodology

- Survey conducted by Synovate's Global Omnibus, a regular survey of attitudes and behavior among consumers in four major Indian cities
- Face to face interviews with adult consumers in Delhi, Mumbai, Chennai, and Kolkata
- All interviews were conducted between December 8 and December 23, 2008
- The margin of error for the full sample of 1,026 respondents is +/- 3.05%.
- The margin of error for sub-groups is larger.

14WCOTH

- The 14th World Conference on Tobacco OR Health will be held at NCPA, Mumbai from 8th to 12th March 2009.
- It is happening after 12 years in a developing country and will be preceded and followed by pre and post conference events
- The conference intends to bring together the global tobacco control community for the first time in a developing country since the adoption of the World Health Organization Framework Convention on Tobacco Control (FCTC)

Thank You