

To: Interested Parties  
From: Christine Matthews  
Date: August 3, 2020  
Subject: Indiana Statewide Survey Findings

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On behalf of the American Lung Association in Indiana, Bellwether Research conducted a survey of 600 registered voters in Indiana. The poll was conducted July 8-16, 2020 and has a  $\pm 4\%$  margin of error. The survey measured voter attitudes on smoking and public places.

### Key Findings:

- Over half (55%) of Hoosier voters consider secondhand smoke to be a *serious* health hazard, while 28% say it is a *moderate* health hazard, and just 13% say it is a *minor* health hazard; only 4% consider it to be no hazard.
- There is strong support (70%) for making public places, like bars, restaurants, and casinos smoke-free. A majority (52%) *strongly* favors prohibiting smoking in these places.
  - Overall support rises to 82% among Hoosiers who have never smoked. 69% of former smokers favor this action, as do 43% of current smokers.
  - There is broad agreement across party lines, with support of 68% of Republicans, 65% of Democrats, and fully 75% of independents.
- Two-thirds (65%) of voters are in favor of prohibiting smoking *and* vaping inside casinos.
  - Over half (52%) of regular casino visitors favor a tobacco-free environment.
  - Republicans (63%), Democrats (61%) and Independents (69%) are supportive.
- If smoking were prohibited in casinos, 38% would be more likely to visit, 18% would be less likely to visit, and 45% say this change would have no impact.
  - A 51% majority of those who visit casinos *once or twice a year* would be more likely to come if casinos were smoke-free – a significant potential market expansion.
- If smoking were prohibited in casinos, voters say...
  - It would be a more pleasant experience for customers (71% agree).
  - It would be cleaner and safer for customers and workers (79% agree).
- Voters don't think casino workers should have to choose between their health and a job:
  - Nearly four-fifths (79%) say casino workers should not have to be exposed to second-hand smoke at work, and also casinos should prioritize the health and safety of workers and customers over profits.
- In line with previous Bellwether Research polls, 63% of voters favor increasing the cigarette tax with revenue going to public health and smoking cessation programs.
- Nearly seven-in-ten support imposing a tax on e-cigarettes equal to the tax on cigarettes.

## Sample Composition

100% Registered voters (sample matched to vote file)

48% Male

52% Female

84% White

9% Black

1% Asian

3% Mixed race

3% Hispanic

16% 18-29

14% 30-34

14% 35-44

15% 45-54

21% 55-64

20% 65+

30% High school degree

5% Vocational/technical training

25% Some college

16% Associate's Degree

15% Bachelor's Degree

9% Post graduate Degree

22% Currently smoke

28% Formerly smoke

50% Never smoked

10% Currently vape/use e-cigarettes

14% Formerly vape/use e-cigarettes

76% Never vaped/used e-cigarettes

38% Republican

36% Democrat

26% Independent