SmokeFreeColorado
Good health is good business

COLORADO SMOKE-FREE LAW MARKET RESEARCH
F A C T S

In April 2006, Market Perceptions, Inc., a Denver market research firm, conducted research to better understand how restaurant and bar owners and managers, as well as consumers, perceive smoking as well as to get their thoughts on the recently passed Colorado Clean Indoor Air Act. The smoke-free law will require most businesses and indoor areas open to the public, including bars, restaurants, bowling alleys and bingo halls, to be smoke-free beginning July 1. Colorado is the 13th state to enact a smoke-free law.

Results from Colorado adult consumers*:	***Results from owners/managers of establishments where smoking is currently allowed**:***
· 32 percent will eat out at restaurants more often; 23 percent will go to bars more often.	· 58 percent believe business will decrease; 28 percent feel it will stay the same; 13 percent say it will increase.
· 91 percent had heard of the Colorado Clean Indoor Air Act. · 71 percent agree the law is good for Colorado; 40 percent of these residents are smokers themselves.	· 22 percent are "strongly in favor" of the new law.
· 18 percent currently smoke.	· 47 percent believe that up to 74 percent of Colorado adult residents smoke.

- ✓ Two-thirds (67 percent) of smokers in Colorado aged 25 to 34 said they intend to smoke less once the smoke-free law goes into effect.
- ✓ A third (35 percent) of smokers in Colorado aged 25 to 34 said they would be more likely to quit smoking once the state becomes smoke-free.

Additional research from other states and local communities in Colorado has shown that smoke-free laws have **positive economic outcomes**.

- Sales tax revenue from dining and drinking establishments in Fort Collins was more than 5 percent higher a year after the city's smoke-free ordinance went into effect.
- Boulder showed positive economic growth in the years following passage of its smoke-free restaurant ordinance in 1995. In both 1998 and 1999, revenues were up more than 4 percent.
- A Zagat Survey for New York restaurants showed that nearly a quarter of respondents dined out more often after the state's smoke-free law went into effect in June 2003.
- In California, restaurant and bar receipts have increased every year since its smoke-free law was enacted in 1997.

Smoke-free laws are emerging as a way to **improve the public's health and limit workers' exposure to harmful secondhand smoke**.

- Studies in Helena, Mont., and Pueblo, Colo., found significant drops in heart attack rates in the 18 months after their smoke-free ordinances went into effect.
- Bar workers typically inhale the equivalent of one-and-a-half to two packs of cigarettes during an eight-hour shift through secondhand smoke alone, according to the Colorado Tobacco Education and Prevention Alliance.

For more information or to speak to someone about Colorado's smoke-free law, please contact Stephanie Hernandez (shernandez@schenkein.com) or Jenny Atchley (jatchley@schenkein.com) at (303) 292-6655.

* 600 Colorado adult residents were surveyed
**258 Colorado restaurant and bar owners were surveyed