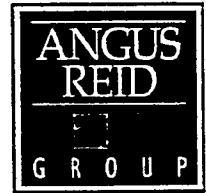


NO SMOKING BY-LAW SURVEY



- Final Report -

*Submitted To: Regional Municipality of
Ottawa-Carleton*

September, 1996

TABLE OF CONTENTS

INTRODUCTION	PAGE 1
Background and Objectives	Page 1
Analysis of the Response Rate	Page 2
SURVEY RESULTS	PAGE 3
Frequency of Visiting Various Public Places	Page 3
Reasons for Not Visiting Various Places More Often	Page 5
Support for a 100% Prohibitive By-Law for Specific Places	Page 6
Support for a Limited By-Law for Specific Places	Page 8
Effects of Smoking Prohibitions on Patronage	Page 9
Support for the Proposed No-Smoking By-Law	Page 11
Reasons for Supporting the By-Law	Page 12
Reasons for Opposing the By-Law	Page 13
Effect of Communication on Those Opposed to the By-Law	Page 14
Perceived Effect of the By-Law on Restaurants	Page 15
Perceived Effect of the By-Law on Bars	Page 16

INTRODUCTION

Background and Objectives

The Angus Reid Group was commissioned to conduct a survey on attitudes toward a 100% smoke-free municipal by-law in public places in the Ottawa-Carleton region. The survey instrument was based on a similar survey conducted in several municipalities in Toronto. The questionnaire was designed by the Angus Reid Group in consultation with the municipality of Ottawa-Carleton and experts in the field including:

- Dr Stan Glantz
- Dr Michael Siegal
- Dr John Pearce

This study was designed to investigate the following issues:

- To what extent smoking in public places deters people from going.
- To determine whether people would be more or less likely to go to various public places if those places were made 100% smoke-free.
- To what extent the public supports a 100% smoke-free by-law both in general and for specific types of public places.
- Why people support or oppose a 100% smoke-free by-law.
- Whether or not the public feels a 100% smoke-free by-law is a threat to the hospitality industry.

A total of 400 interviews were conducted in the Ottawa-Carleton region (Ottawa, Nepean, Gloucester, Vanier, Cumberland, Osgoode township, Rideau township, Kanata, Rockcliffe village, and West Carleton) between September 9th and September 12th, 1996. A sample of 400 has an associated margin of error of ± 4.9 percentage points, nineteen times out of twenty.

Analysis of the Response Rate

The following table summarizes the details of the response rate for this study:

Call Status	Count	Percentage
Total Contacts	1,250	100%
Refused to Answer	749	60%
Terminated during Interview	10	0.8%
Disqualified*	91	7%
Completes	400	32%

* Reasons for disqualification: less than 18 years old (10); sex quota achieved (6); employment screener (13); language barrier (62).

SURVEY RESULTS

Frequency of Visiting Various Public Places

The most popular public places are restaurants and cafes: two fifths (40%) of respondents report going once or twice a week and a further two fifths (40%) report going once or twice a month. Other popular places are food courts in shopping malls (15% and 31%), donut shops (17% and 23%), and arenas and recreation centers (26% and 13%). The least frequented public places are racetracks (0% and 2%), casinos (1% and 4%), and bingo halls (3% and 3%).

How often do you go to the following places?

	Once or twice a week	Once or twice a month	Less than once a month	A few times a year or less	Never
Restaurant/cafe	40%	40%	8%	13%	0%
Food court	15%	31%	10%	29%	14%
Donut shops	17%	23%	10%	27%	23%
Pub	12%	24%	5%	24%	35%
Bar/lounge	12%	21%	6%	29%	32%
Bowling alley	4%	2%	2%	34%	58%
Bingo hall	3%	3%	1%	7%	87%
Casino	1%	4%	2%	25%	69%
Racetrack	0%	2%	0%	17%	81%
Pool hall	4%	7%	1%	16%	72%
Arena/rec center	26%	13%	4%	33%	25%

Base: 400

Demographics:

- Younger respondents visit pubs, bars and lounges, restaurants and cafes, and arenas and recreation centers more often compared to older respondents.
- People who smoke every day are more than twice as likely to go to pubs once or twice a week (22%) compared to no-smokers (9%). Similarly, people who smoke every day are more likely to go to bars or lounges once or twice a week (19%) compared to non-smokers (9%).
- More non-smokers visit arenas or recreation centers more than once or twice a week (27%) compared to those who smoke every day (20%).

Reasons for Not Visiting Various Places More Often

Three fifths (62%) of those who visit restaurants or cafes less than once a week reported that financial constraints were the most or second most important reason for not going more often. This compares to 12% who do not go more often because tobacco smoke bothers them. Places for which being bothered by tobacco smoke was the most or second most important reason for not going more often were: bars or lounges (27%); bingo halls (24%); and pubs (20%).

Why do you not go to the following places more often?

- First and second mentions -

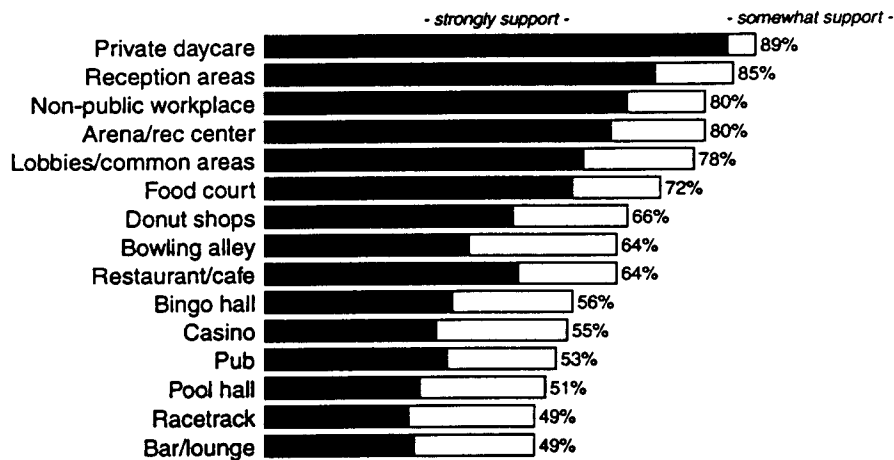
	Financial constraints	Not interested	Tobacco smoke bothers me	No reason to go	Not applicable	Other
Restaurant/caf�	62%	28%	12%	44%	10%	27%
Food court	26%	49%	13%	58%	10%	28
Donut shops	12%	58%	11%	57%	10%	30
Pub	32%	48%	20%	45%	10%	25
Bar/lounge	28%	57%	27%	45%	9%	21
Bowling alley	13%	73%	8%	57%	11%	20
Bingo hall	11%	80%	24%	49%	8%	13
Casino	38%	62%	11%	45%	9%	21
Racetrack	21%	73%	4%	56%	10%	17
Pool hall	11%	73%	19%	55%	10%	14
Arena/rec center	21%	59%	6%	59%	13%	22

Base: go less than once or twice a week

Support for a 100% Prohibitive By-Law for Specific Places

When asked about their level of support for the no-smoking by-law with regard to specific public places, more respondents supported the by-law for unlicensed private daycare centers than any other place (84% strongly support, 5% somewhat support). Prohibiting smoking in reception areas and waiting rooms of establishments open to the public garnered the second highest support (71% strongly support, 14% somewhat support). Less than a majority support smoking prohibition for racetracks (26% strongly support, 23% somewhat support) and bars and lounges (22% strongly support, 27% somewhat support).

For each of the following places would you support or oppose a by-law that makes that place 100% smoke free?



Base: 400

Trends:

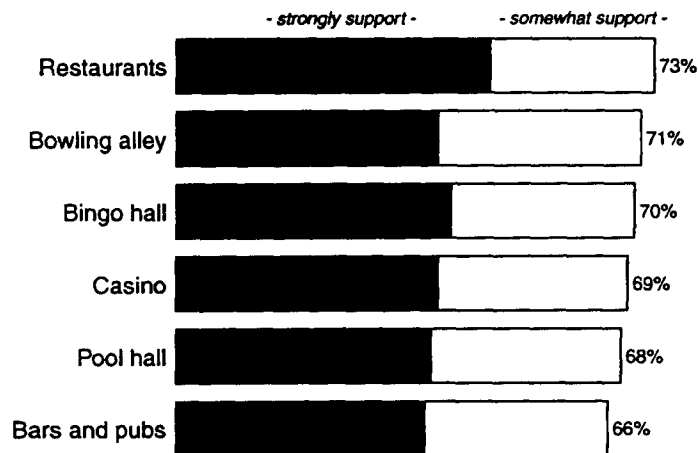
- Non-smokers are substantially more likely to support the by-law in all places compared to respondents who smoke every day. For example, three quarters of non-smokers (76%) support the by-law for restaurants compared to one quarter (26%) of those who smoke every day.

- In general, older respondents are more likely to support the by-law for specific places compared to younger respondents. For instance, less than half (46%) of those aged 18 to 29 support the by-law for bars and lounges compared to 59% of those aged 50 or older.

Support for a Limited By-Law for Specific Places

Respondents were also asked if they would support a limited non-smoking by-law. For every type of public place, support for this type of by-law is stronger than for the 100% smoke-free by-law. Three quarters (73%) of respondents support such a by-law for restaurants (48% strongly, 25% somewhat). Bars and pubs garnered the lowest support at two thirds (66%) of respondents (38% strongly, 28% somewhat).

For each of the following places would you support or oppose allowing smoking only in a section that is *completely enclosed and separately ventilated to the exterior?*



Base: 400

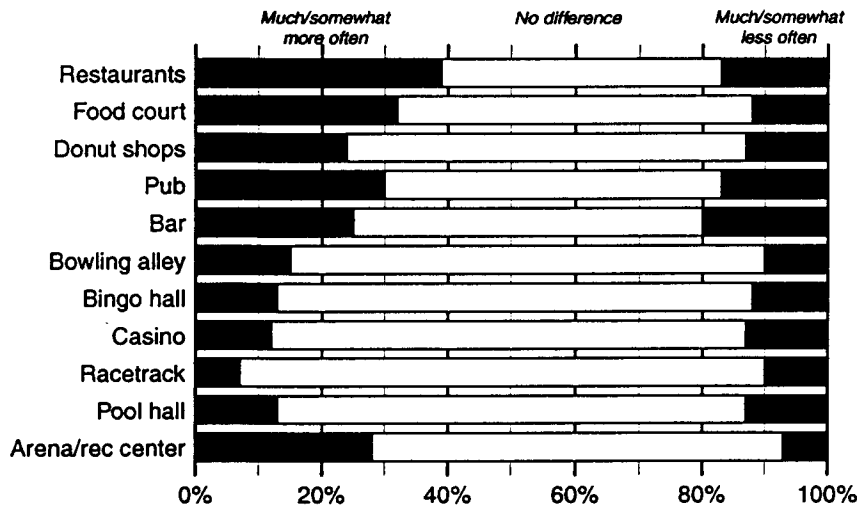
Trends:

- Again, non-smokers were more likely to support the limited by-law compared to those who smoke every day. For example, less than half (45%) of those who smoke every day support the limited by-law for bars and pubs compared to three quarters (73%) of non-smokers.
- In general, older respondents are also more likely to support the limited by-law for specific places compared to younger respondents. This was most pronounced for bars and pubs, 61% of those aged 18 to 29 support the by-law for bars and pubs compared to 74% of those aged 50 or older.

Effects of Smoking Prohibitions on Patronage

Respondents were asked specifically whether the proposed by-law would affect their patronage of various types of establishments. For the most part, respondents report that a smoking prohibition would not have any effect on their patronage. The "no difference" result is most pronounced for establishments such as casinos, racetracks, bingo halls, and bowling alleys whose appeal is more specialized.

Would you frequent the following places more or less often specifically because there was no smoking allowed?



Base: 400

The elimination of smoking has a net positive effect on anticipated attendance at almost all establishments, especially restaurants (+22%), food courts in shopping malls (+20%), and arenas and recreation centers (+21%). The lowest net effect of smoking prohibition is for racetracks (-3%) and casinos (-1%).

Since regular customers are the most important part of any business, the next table examines whether this pattern holds up for each establishment type among respondents who identified themselves as going once or twice a week.

	Perceived Effect of By-Law on Attendance by those who go Once or Twice a Week			
	<i>much/somewhat more often</i>	<i>no difference</i>	<i>much/somewhat less often</i>	<i>net effect</i>
Restaurant or cafe	40%	40%	20%	+20%
Shopping mall food fair	40%	45%	15%	+25%
Donut shop	24%	53%	23%	+1%
Neighbourhood pub	27%	38%	35%	-8%
Bar or lounge	29%	33%	38%	-9%
Arena or rec center	36%	60%	4%	+32%
Donut shop	24%	53%	23%	+1%

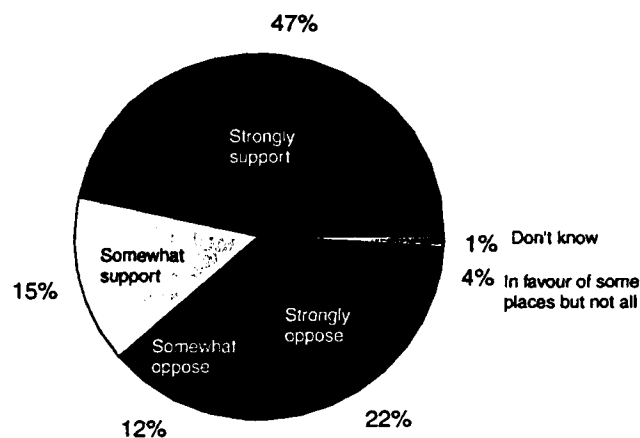
The net effect of smoking prohibition for those patrons who go once or twice a week depends on the type of establishment. Those establishments which primarily serve food such as restaurants or food fairs show signs of net positive change. Places that are primarily social establishments such as pubs or bars or lounges, however, would likely see a decline in their frequent patrons.

Note, the above table only includes places for which the number of respondents who reported going once or twice a week was large enough to perform the analysis.

Support for the Proposed No-Smoking By-Law

Almost one half (47%) of respondents strongly support a by-law that would make all enclosed places 100% smoke-free. This is more than twice as many respondents as are strongly opposed to the by-law (22%). A further 15% somewhat support the proposed by-law and 12% of respondents are somewhat opposed.

Would you support or oppose a local by-law that would make all enclosed public places 100% smoke free?



Base: 400

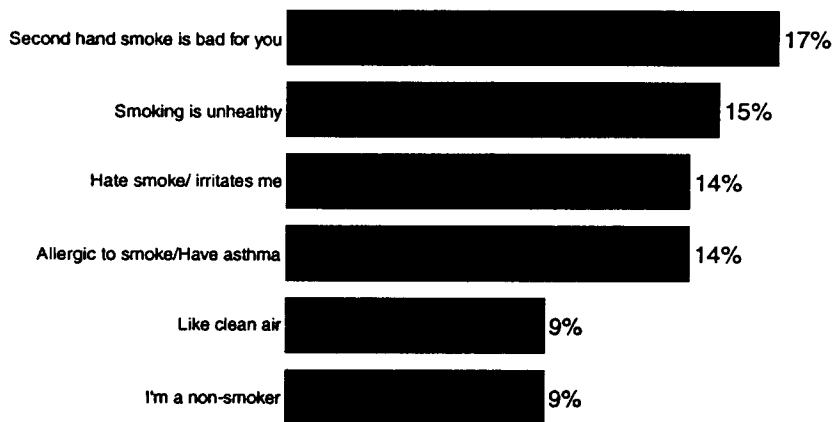
Demographics:

- Non-smokers are much more likely to support the by-law (61% strongly, 16% somewhat) than are those who smoke every day (10% strongly, 10% somewhat).
- English speaking respondents are more likely to support the by-law (62% strongly, 15% somewhat) compared to those who speak French (45% strongly, 15% somewhat).

Reasons for Supporting the By-Law

The most common reason for supporting the by-law is that "second hand smoke is bad for you" (17%) followed by "smoking is unhealthy" (15%).

Why are you in favour of the by-law?



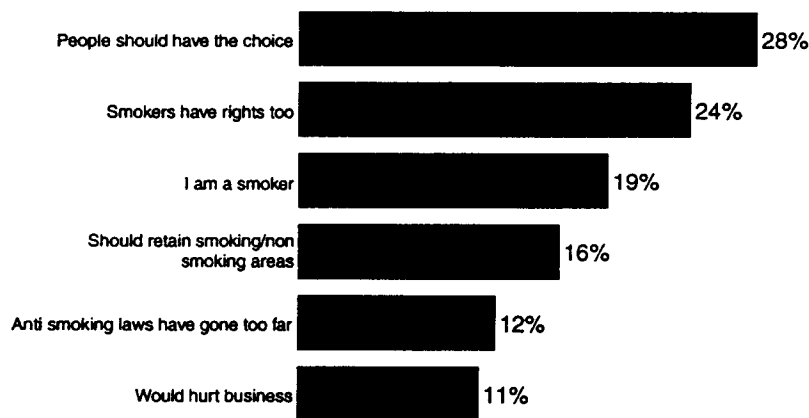
Base: in favour of by-law: 249

Note, this question was open-ended: only responses greater than 9% have been reported.

Reasons for Opposing the By-Law

The most common reason for opposing the by-law is that "people should have the choice" (28%) followed by "smokers have rights too" (24%).

Why do you oppose the by-law?



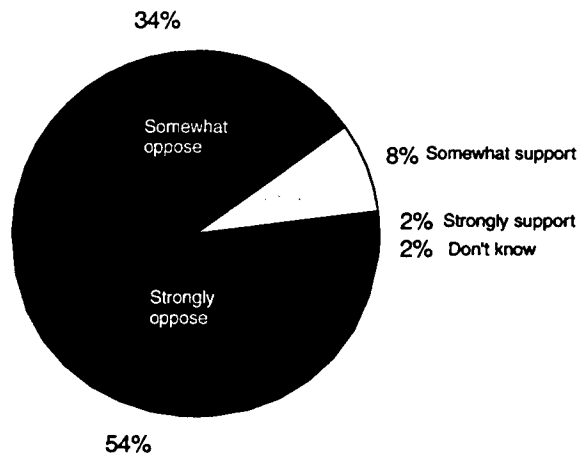
Base: opposed to by-law: 134

Note, this question was open-ended: only responses greater than 11% have been reported.

Effect of Communication on Those Opposed to the By-Law

Those respondents who reported being opposed to the by-law were informed that health authorities have found that second hand smoke is dangerous to people's health. They were then asked if they were still opposed the by-law. More than half (54%) were still strongly opposed to the by-law and a further third (34%) were still somewhat opposed. Only 10% shifted to being in support of the by-law (8% somewhat, 2% strongly).

What if I told you that health authorities have found that environmental tobacco smoke is dangerous to a person's health. Knowing this, are you in favour or opposed to the by-law?



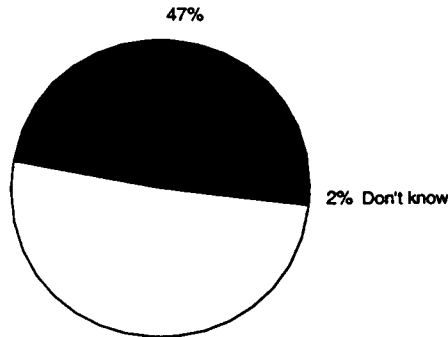
Base: opposed to the by-law: 134

Perceived Effect of the By-Law on Restaurants

Half of respondents (51%) believe that making restaurants 100% smoke-free is not a threat to that industry. Almost half (47%) believe that it is a threat.

Which statement is closer to your own point of view?

Making restaurants 100% smoke-free is a threat to the hospitality industry because people who smoke will no longer go to those places.



Making restaurants 100% smoke free is not a threat because people who do not smoke may be more likely to go.

Base: 400

Demographics:

- French speaking respondents are more likely to believe that the by-law is a threat to restaurants (49%) compared to English speakers (33%).
- Younger respondents are more likely to believe that the by-law is a threat to restaurants (54% of those aged 18 to 29) compared to older respondents (42% of those aged 50 or older).
- Non-smokers are far less likely to believe the by-law is a threat to restaurants (33%) compared to those who smoke every day (84%).