

## CLEARING THE AIR ABOUT BRANTFORD'S CLEAN AIR BYLAW

### Economic Impact of Smoke-Free Bylaws

Studies have consistently shown that business is either unaffected or increases following implementation of smoke-free bylaws. From these studies, there is no evidence to support the notion that smoke-free legislation will result in any form of long-term economic hardship for bars and restaurants.<sup>1</sup>

Colman, Ronald. "The Economic Impact of Smoke-Free Workplaces: An Assessment for Nova Scotia". *Tobacco Control Unit, Nova Scotia Department of Health*, September 2001.

- ◆ This study presents data on the effects of second hand smoke on employees in restaurants, bars, casinos and bowling alleys in Nova Scotia. It also shows that tourism receipts increase following smoke free bylaws. Claims of declining revenues due to smoking bans have always been proven to be false.

Conference Board of Canada. *The Economics of Smoke-Free Restaurants*. Ottawa: The Conference Board of Canada, 1996.

- ◆ This study examined 16 restaurants that adopted smoke-free policies to assess the costs and benefits of going smoke-free. A survey of 50 similar restaurants was conducted to determine whether their experiences were similar to those of the case study restaurants. About 74% of the 16 restaurants and over half of the comparison group did not experience a poor impact on sales.

Conference Board of Canada. *Smoking and the Bottom Line: The Costs of Smoking in the Workplace*. Ottawa: The Conference Board of Canada, 1997.

- ◆ This report gave examples of the costs associated with employing a smoker compared to a non-smoker per year such as: increased absenteeism costs of \$230.00 and decreased productivity costs of \$ 2, 175 per person. The benefits of implementing a smoking cessation policy are also discussed, such as an increase in productivity and a decrease in life insurance premiums.

Cremieux Pierre-Yves; Ouellette P. "Actual and perceived impacts of tobacco regulation on restaurants and firms". *Tobacco Control*, 2001: (10); 33-37.

- ◆ This study looks at the concerns owners/operators had with smoking bylaws, such as increased costs due to ventilation requirements and a decrease in overall sales. Although an expectation in decrease patronage was reported, none was actually observed.

Ontario Tobacco Research Unit of the Centre for Health Promotion, University of Toronto. "Patrons in Toronto and Across the Province Avoid Smoky Restaurants and Bars, New Study Shows" press release. July 4, 1996.

- ◆ This study was presented on behalf of Health Canada. It contained data on the smoking attitudes of residents of Ontario, 44% say they avoid certain restaurants/bars because of smoke, 76% said they would prefer non-smoking sections over smoking sections.

<sup>1</sup>The Regional Municipality of Niagara

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Pacific Analytics Inc. "The Economic Impact of the Proposed Amendment to the ETS Regulation", Prepared for The Worker's Compensation Board of British Columbia, February, 2001.

- ◆ This report shows that there is no evidence of long-term negative impacts on places affected by smoking bylaws in British Columbia.

Stanwick RS, Thompson MP, et al. "The response of Winnipeg retail shops and restaurants to a bylaw regulating smoking in public places". Canadian Journal of Public Health. 1988;79;226-230.

- ◆ A 1986 survey of 490 shops and 61 restaurants found that 97% of respondents were aware of the ordinance (brought into effect in September 1983). While respondents reported some unfavourable customer reactions to the ordinance (primarily smokers complaining about the restrictions on smoking), business response was generally positive. Less than 2% of merchants felt the bylaw had an adverse effect on their businesses. Over 87% of respondents favoured regulating smoking in public places.

For further information, call the Tobacco Information Line at 732-6222



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