



PUBLIC OPINION POLL ON SMOKING IN PUBLIC PLACES

Presented to

TAKE HEART ALGOMA

JUNE 11, 2002

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EXECUTIVE SUMMARY

- ☞ When asked if they would support a by-law that would make all indoor public places 100% smoke-free, 73% of respondents suggested they would support such an endeavour.
- ☞ When asked if they would change their frequenting habits if public places became smoke free, in all cases respondent suggest they would not change their pattern of attendance.
- ☞ When asked if they are concerned about second hand smoke exposure, 85% of respondents suggested they are concerned.
- ☞ When asked if they would support a by-law that would make all workplaces 100% smoke-free, 84% of respondents suggested they would support such a by-law.



METHODOLOGY

i. OBJECTIVE

- ☞ To survey an adequate proportion of Sault Ste. Marie to identify the level of support among citizens for the creation of more smoke-free public places and workplaces as well as giving them a voice in with respect to smoking in public places and workplaces.

ii. METHODOLOGY Questionnaire

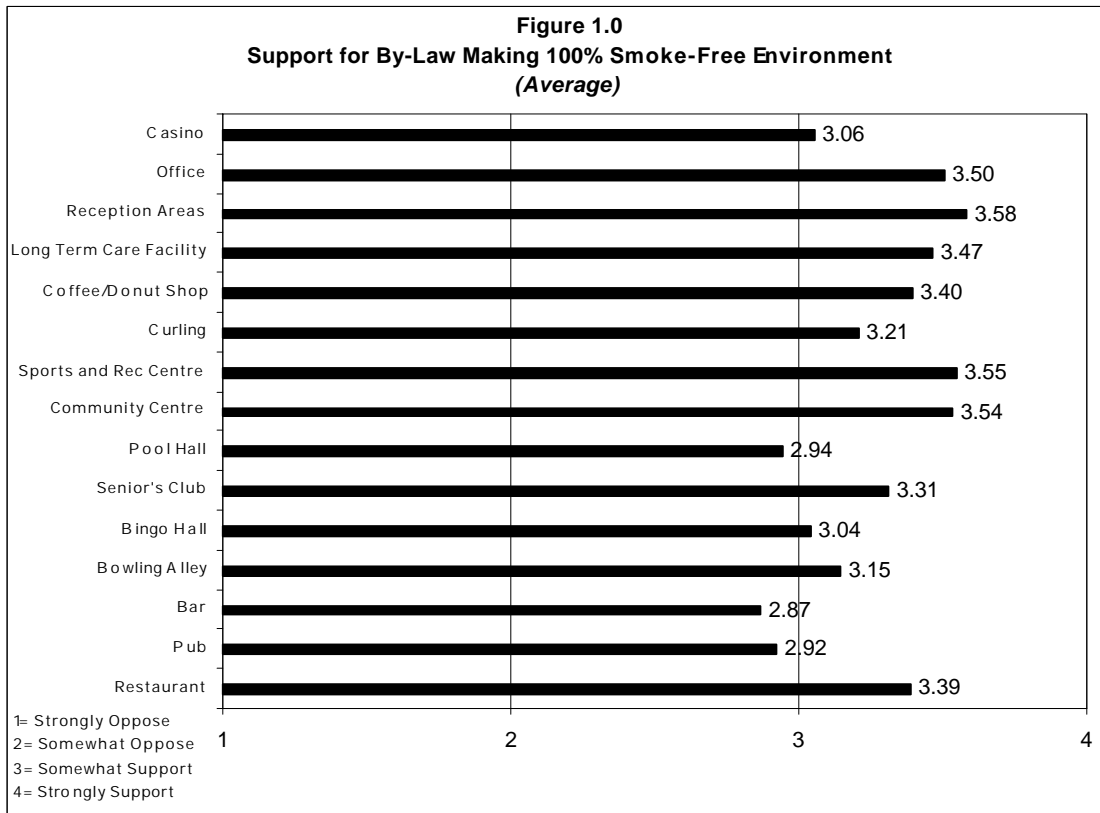
- ☞ Veri/Fact with Take Heart Algoma staff worked to develop a telephone questionnaire suitable to meet the goals of the public survey, which included 14 well-rounded questions.
- ☞ The telephone questionnaire worked to identify the community support for the implementation of a community No-Smoking by-law. As well it allowed for the citizens to express their support and or opposition to such a by-law, with the use of open-ended questions which permitted such expression.
- ☞ Telephone Surveys were conducted in English or French given the preference of the client.

Survey Method and Confidence Levels

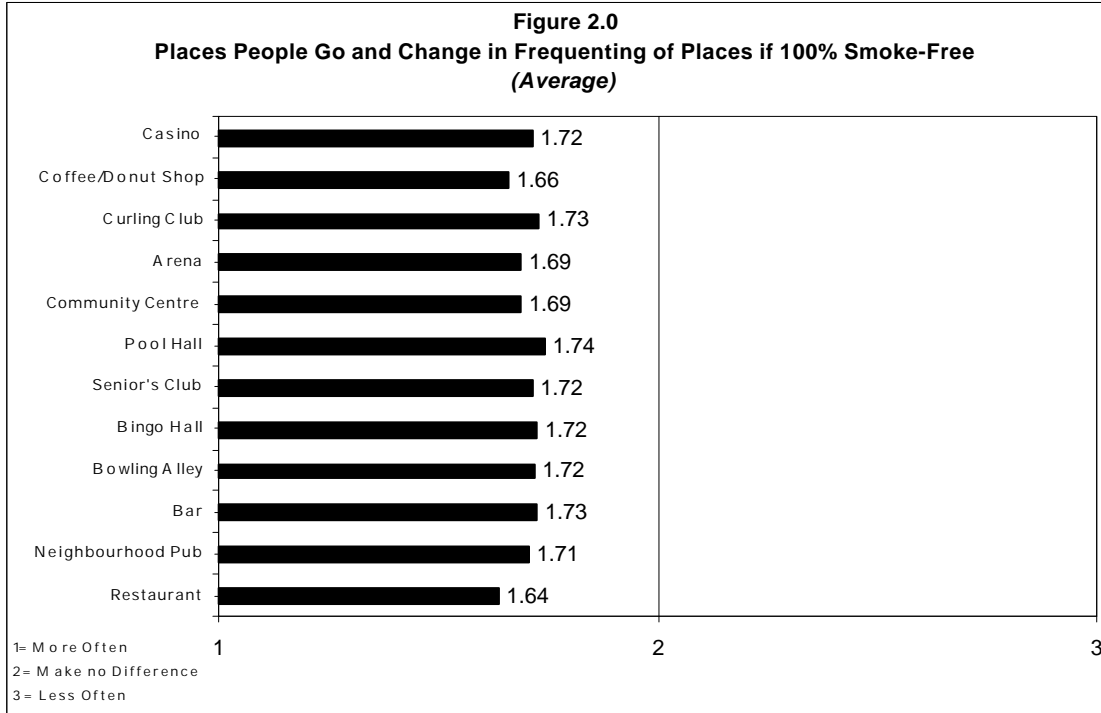
- ☞ The telephone survey of 625 respondents, was conducted using random sample process for the City of Sault Ste. Marie. A confidence level of 95% or nineteen times out of twenty with a confidence interval of +/-3.9%. The survey was implemented using computer-assisted randomizing techniques and tabulation methods. No pre-imposed demographic quotas were set, as the survey method used ensures a representative sample of the general population.

SURVEY RESULTS

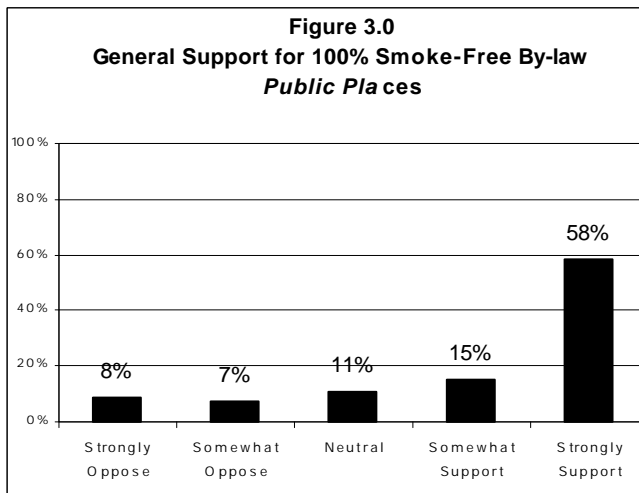
The Survey began by asking respondents to indicate to what degree they would support a by-law, which would make that place a 100% smoke-free environment. In most cases, for all locations the average response indicates a level of support between ‘somewhat’ (3) and ‘strongly’ (4). The lowest average responses are indicated for the Bar and Neighbourhood Pub, with the highest average noted for Reception Areas and Sports Facilities. Although this data is presented as an average of responses, the Appendix to this report show all data by individual public place as mentioned in this graphic. They are represented by Figure 1.1, through 1.15.



The survey then asked respondents to consider, if their communities public places and workplaces became 100% smoke free, would it affect their level of frequenting those places. Figure 2.1 though 2.12 demonstrate the results of that question and are available in the Appendix. In Figure 2.0, very consistently, respondents note that on average would attend more often, or make no difference at all to their frequenting habits.



The survey went on to ask respondents specifically, to what degree they would support 100% Smoke-free environment for all enclosed public places. The results of those questions are demonstrated in Figure 3.0.



As indicated, 58% of respondents suggest they would 'Strongly Support' a by-law that would make public places 100% smoke free. Together with the respondents who suggested 'Somewhat in Favour', in total, 71% of respondents were generally 'in favour' of 100% smoke free public places.

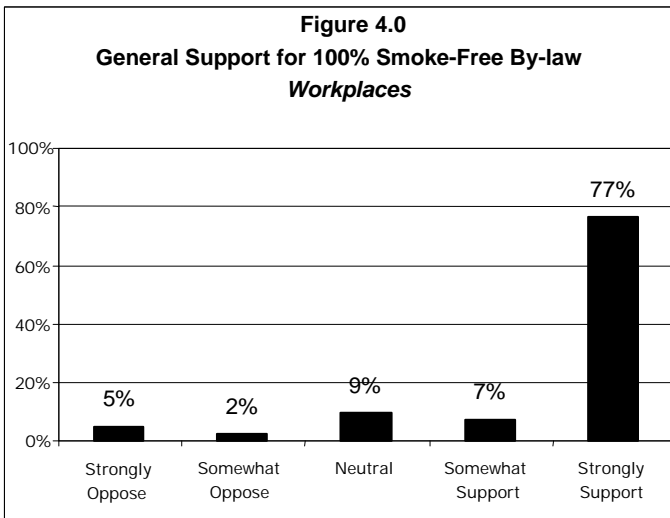


Respondents were also asked to provide a reason why they responded the way they did. Table 3.0 represents those open-ended responses. Most respondents (37%) suggested smoke was bad for your health, followed by (17%) who suggested Smokers had rights. This is the highest response of those who were against the smoke free public places.

This total was closely followed by (8%) those who advocated for those who do not smoke.

Table 3.0
Reasons to support or oppose 100% smoke free public places

	Frequency	Percent
Health	133	37%
Smokers rights	59	17%
Non-smokers rights	27	8%
2nd hand smoke	23	6%
Bad for you	17	5%
Equal rights	16	5%
Some but not all	15	4%
Owners decision	13	4%
Kids and sports	9	3%
Ventilated area	9	3%
Designated areas	8	2%
Doesn't matter	8	2%
Smell	6	2%
No blanket law	5	1%
Food	3	1%
Opposed	2	1%
Annoying in public places	1	0.3%
Does not like smoke	1	0.3%
Total	355	100%



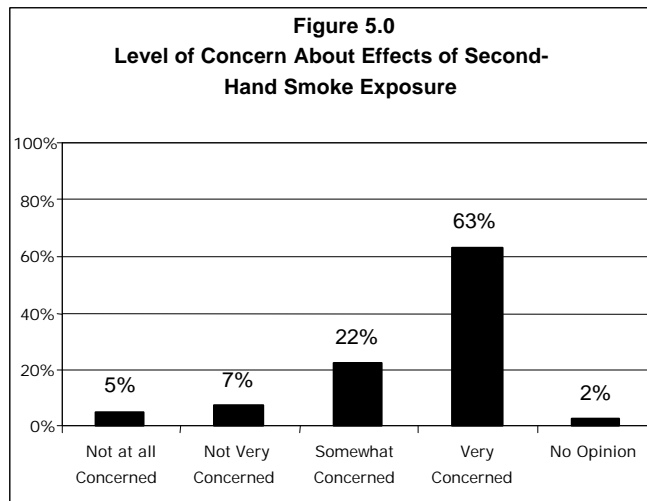
Respondents were then asked to indicate their level of support for a by-law that would make all workplaces 100% smoke-free. The results here demonstrate 77% of respondents showing support for the by-law. The average of responses suggests an 86% approval rate for this question. Open-ended responses are shown in Table 5.0.



Table 4.0
Reasons to support or oppose 100% smoke free Work places

	Frequency	Percent
Health/smell	210	57%
Designated areas	30	8%
2nd hand smoke	27	7%
There to work not smoke	26	7%
Smokers rights	22	6%
Owners decision	21	6%
Non-smokers rights	7	2%
Depends	4	1%
Doesn't matter	4	1%
Some but not all	4	1%
Hurt business	3	1%
Productivity issues	3	1%
Closed environments not fair to smokers	2	1%
Kids an sports	2	1%
Lose business	1	0.3%
Total	366	100%

Question 5 asked respondents about their level of concern about the effects of second hand smoke exposure. From Figure 5.0, 63% stated they are very concerned about it and in general 85% have some concern.



DEMOGRAPHICS

Figure 6.0 represents the respondent distribution by age. It shows a high proportion of respondents over the age of 40 years, which is consistent with current demographic data for the City of Sault Ste. Marie at this time.

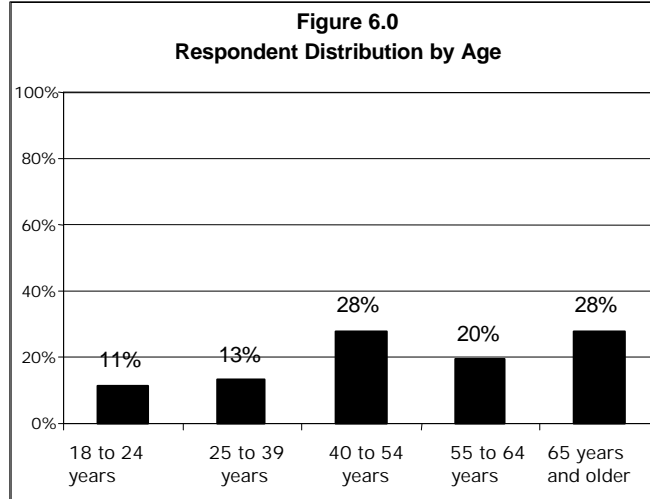
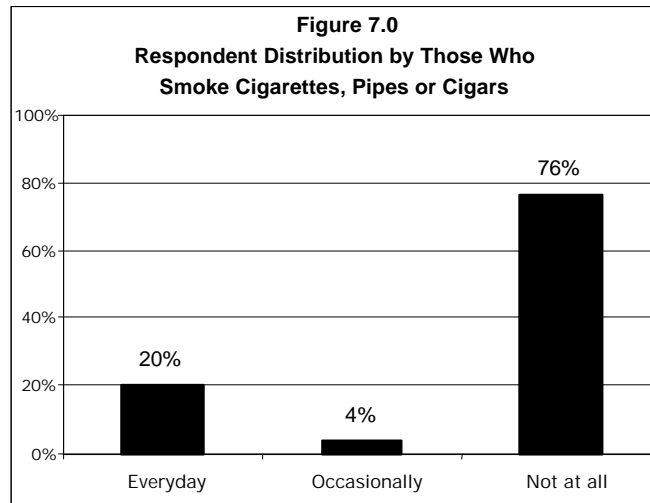
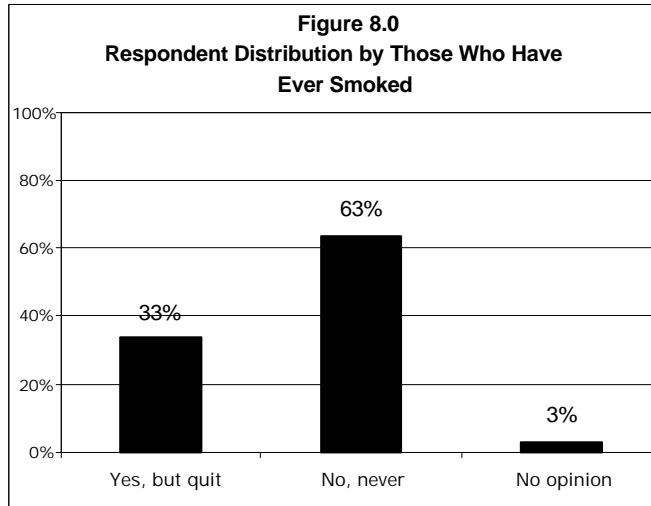


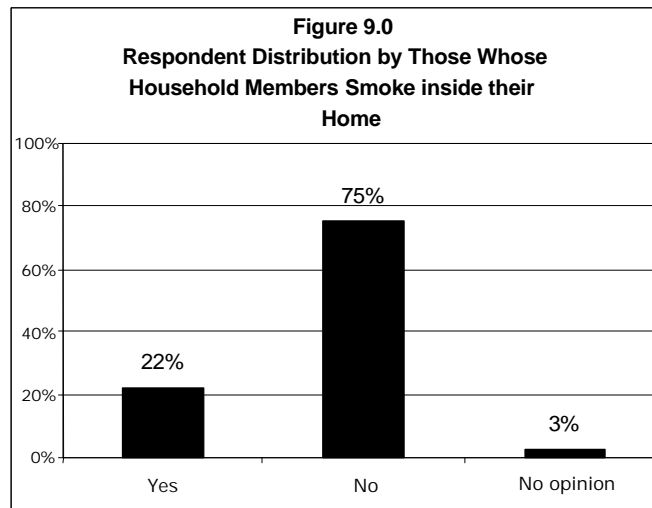
Figure 7.0 represents respondent distribution by those who smoke. More than 75% of respondents noted they are non-smokers.

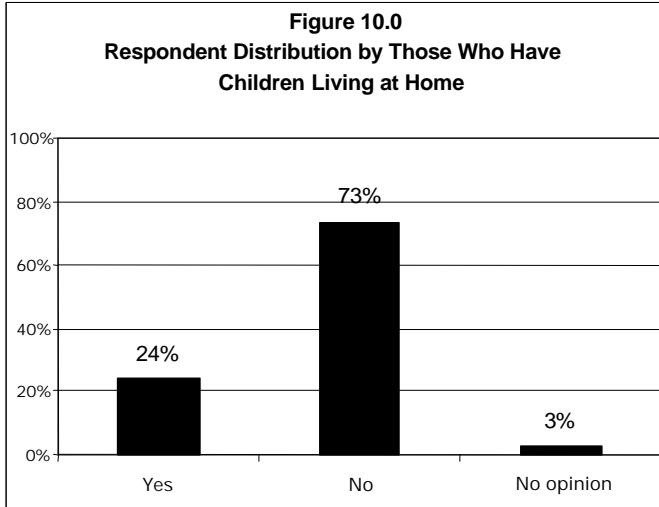


Question 8 asked respondents to indicate whether they had ever smoked at all. Responses indicate that 63% had never smoked, where 33% smoked but quit.



Question 9 asked respondents to indicate if they have members of their household who do smoke inside their home. More than 75% suggested they do not have smokers in their household, where 22% suggested they did.





Question 10 referred to the number of children residing at home and a surprising 73% stated no, where 24% did note they have children at home.

When asked how many respondents were exposed to smoke at work, 84% said they were not.

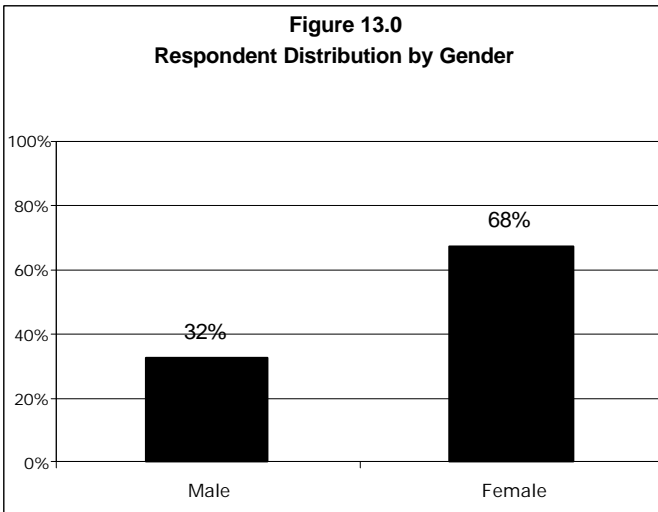
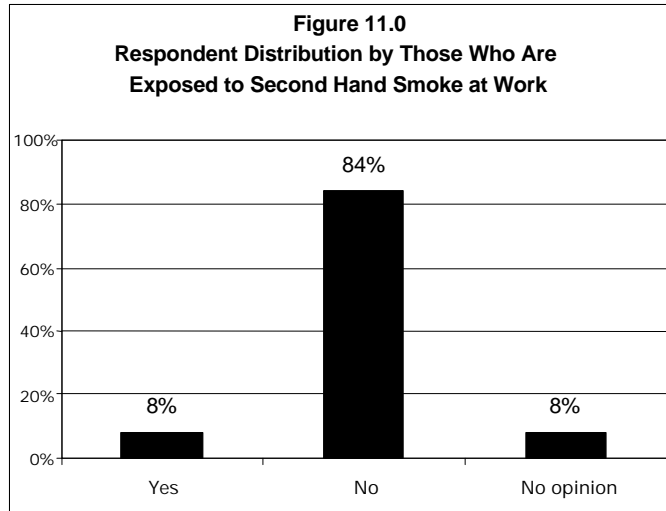


Figure 13.0 represents the respondent distribution by Gender which show 68% of respondents were female which is a slightly higher demographic, but is not uncharacteristic for a survey of this nature. It is often the case that surveys relating to health and other 'family' related matters, are often responded to by the female in the household regardless of who answers the call.

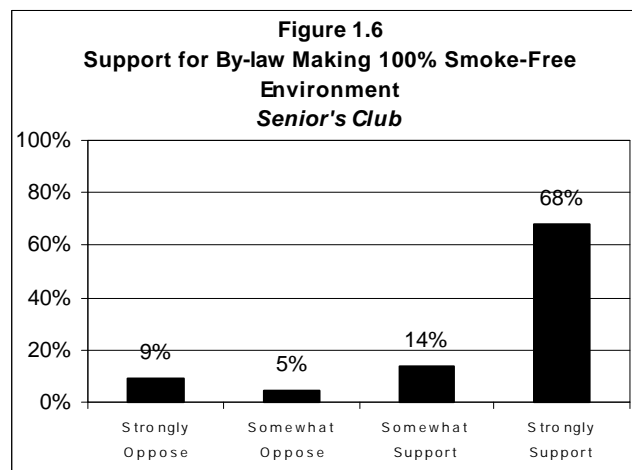
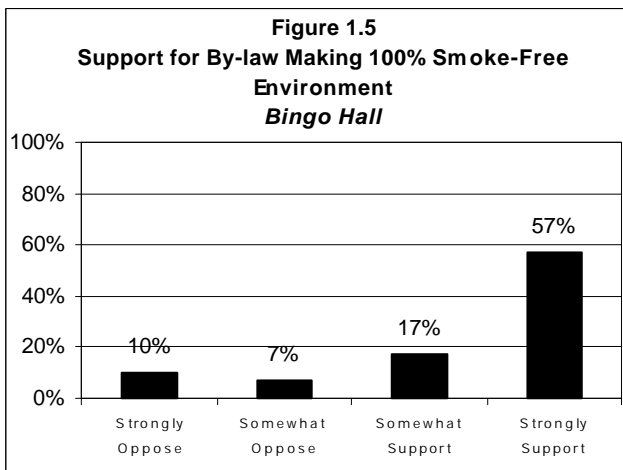
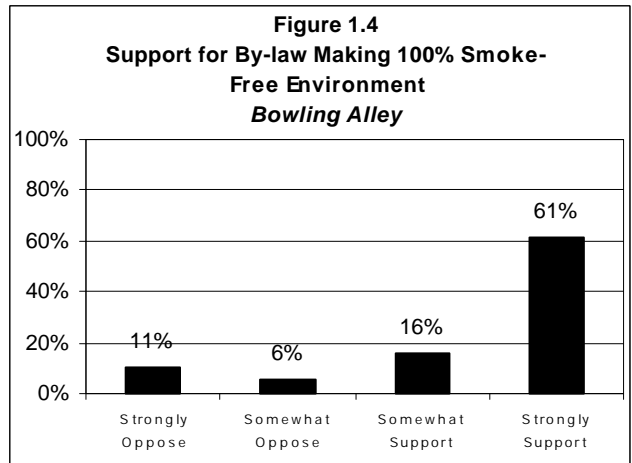
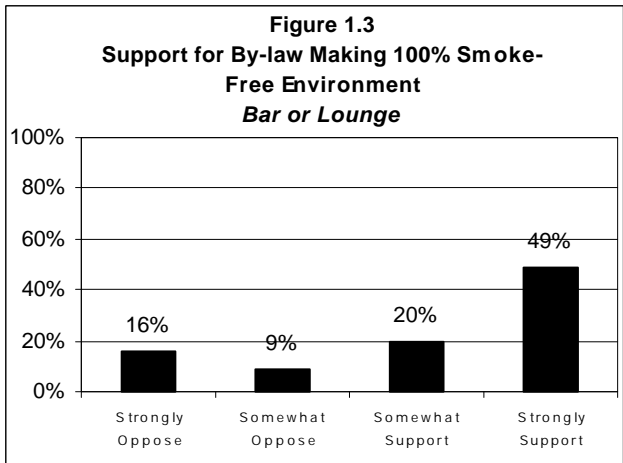
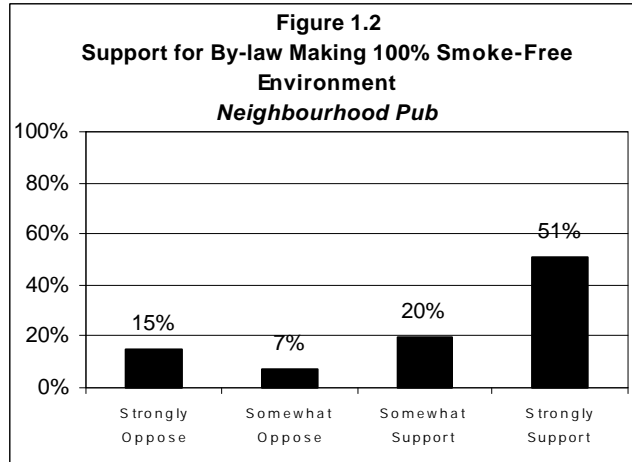
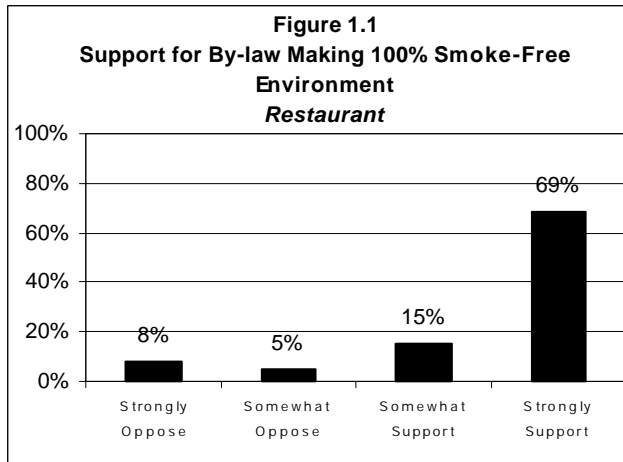


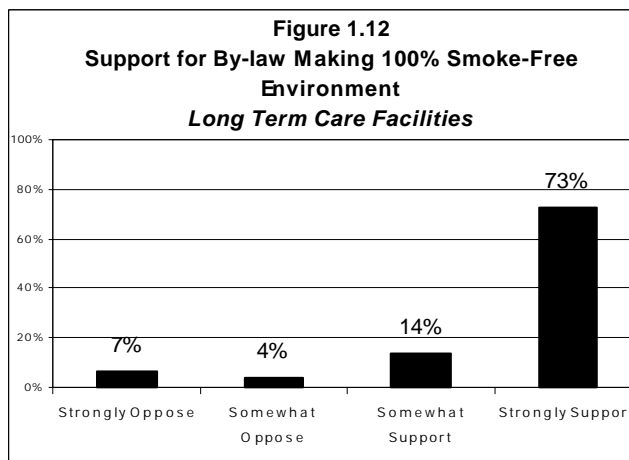
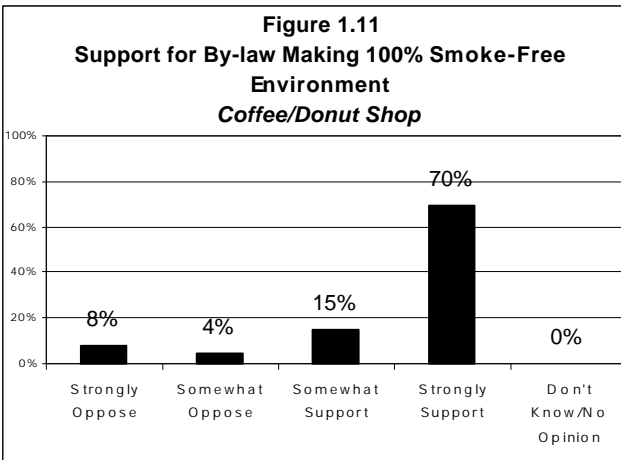
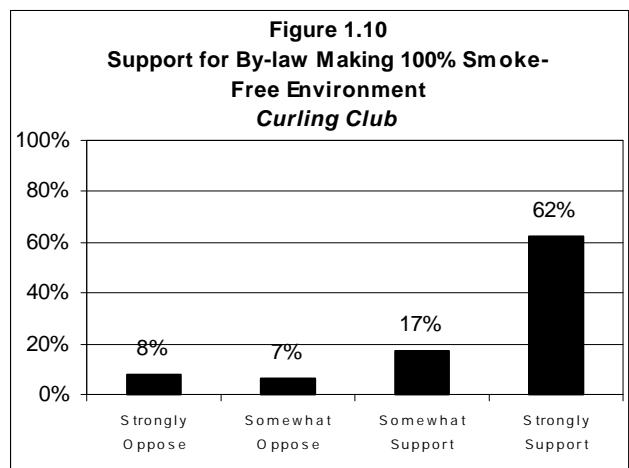
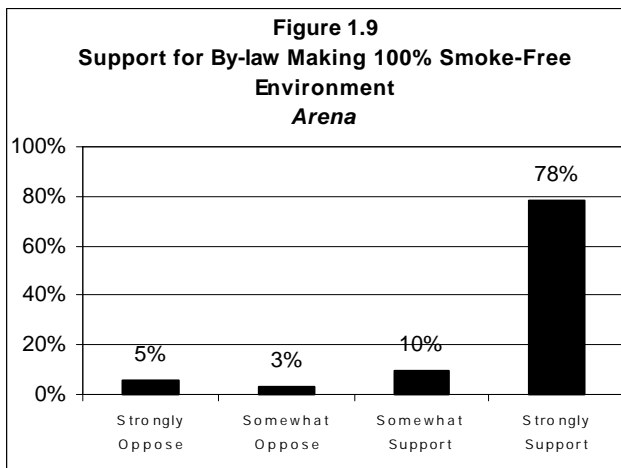
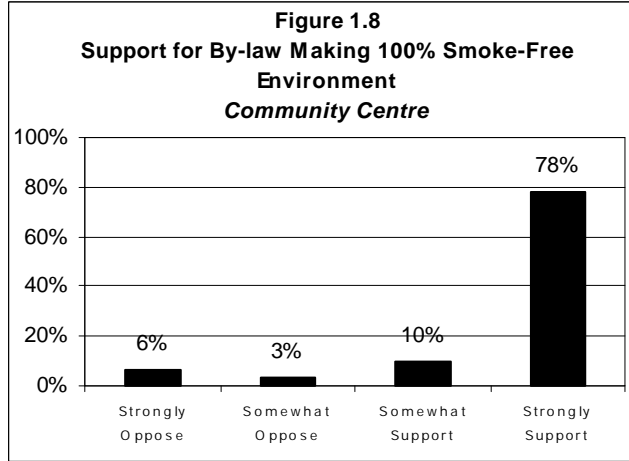
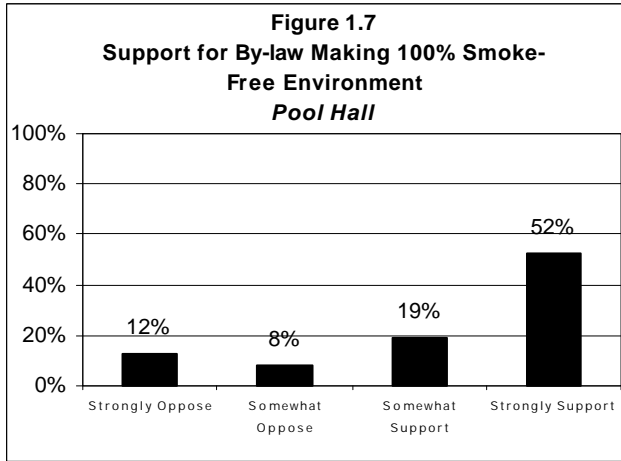
Table 12.0 represents the general comments people made regarding the survey and its content in addition to the topic of smoking.

Table 12.0		
General Comments		
	Frequency	Percent
In favour	115	40%
Designated areas	25	9%
Soon as possible	18	6%
Smokers rights	17	6%
Doesn't matter	15	5%
Oppose	14	5%
Doesn't like government involvement	10	3%
Health issues	10	3%
Protect children	8	3%
Raise price of Cig/Don't sell them	8	3%
Some but not all	8	3%
Equal rights	7	2%
Hurt business	7	2%
Businesses choose which they want	5	2%
Individual choice/rights	5	2%
No blanket law	5	2%
Smell	3	1%
Vote	2	1%
Breathing not a choice	1	0.3%
Consider addictive nature	1	0.3%
Help people quit	1	0.3%
Legislate smoking out of existence	1	0.3%
Make changes all at once	1	0.3%
Must do gradually	1	0.3%
Other more important things	1	0.3%
Would like to see Canada wide, if not smoke free - enclosed smoking areas	1	0.3%
Total	290	100%



APPENDIX





TAKE HEART ALGOMA

