

YORKTON SMOKE FREE PUBLIC PLACES COMMITTEE

Public Opinion Survey

Final Report

September 2003

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EXECUTIVE SUMMARY

This Fast Consulting research project was conducted by telephone between September 12th and 28th, 2003 among a representative cross section of 406 Yorkton residents. The main objective of the survey was to determine the extent of community support for a bylaw for Smoke Free Public Places.

With a sample of 406 we can say with a 95% level of certainty that the overall results are within plus or minus 4.9% of what they would be if the entire adult population of Yorkton were polled. The margin of error will be larger within sub-groupings of the survey population.

- More than two thirds of Yorkton residents strongly agree that everyone should have the right to breath clean are free of tobacco smoke and that second hand smoke carries health risks to non-smokers.
- The majority of Yorkton residents currently avoid restaurants, bars and/or other places because of other people smoking or because it is too smoky.
- The large majority of residents indicate they would visit restaurants the same or more often if they were 100% smoke free. The majority would visit bowling alleys, bars and lounges and the casino the same or more often if they were 100% smoke free.
- The majority of residents would be strongly supportive of a 100% smoking ban in all workplaces in Yorkton and if there was a 100% smoking ban in all public places in the city.
- The majority of Yorkton residents would be strongly supportive of a local bylaw for the City of Yorkton than would make all enclosed public places 100% smoke-free.

OBJECTIVES & METHODOLOGY

Fast Consulting was retained by the Yorkton Smoke Free Public Places Committee to conduct a survey with Yorkton residents to determine the extent of community support for a bylaw for Smoke Free Public Places.

The survey was designed in consultation with the Yorkton Smoke Free Public Places Committee. Fast Consulting assembled the survey questions into an interview format and pre-tested it with respondents to ensure that the information being gathered addressed the research objectives.

The sample frame for this survey was constructed to obtain complete interviews from 406 Yorkton residents. Interview respondents were selected from the Yorkton telephone directory using standard polling practices to ensure random selection of households and respondents; however, the survey sample was also monitored to ensure proportionate representation of important demographic characteristics within the Yorkton population such as gender and age.

Four hundred and six Yorkton residents were interviewed between September 12th and 28th, 2003. Interviews were conducted by telephone at times that were appropriate and convenient for respondents – weekdays between the hours of 5:00 pm and 9:00 pm and weekends between the hours of 11:00 am and 3:00 pm. All interviews were conducted by Fast Consulting's in-house public opinion interviewers using our DASH CATI (computer aided telephone interviewing) call centre.

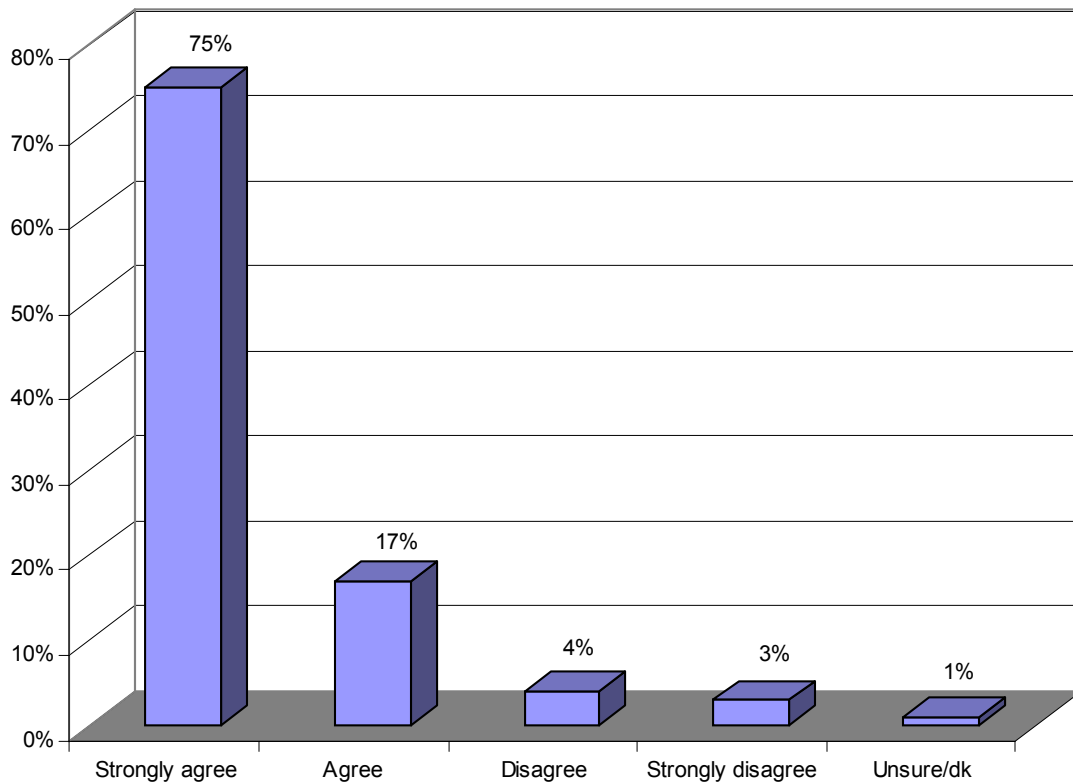
Fast Consulting designed and implemented programs to facilitate the statistical analysis of the Yorkton Smoke Free Public Places Committee opinion data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy. Frequency charts for all public opinion issues are illustrated in this report.

With a sample of 406 we can say with a 95% level of certainty that the overall results are within plus or minus 4.9% of what they would be if the entire adult population of Yorkton were polled. The margin of error will be larger for results within specific sub-groupings of the survey population.

SURVEY RESULTS

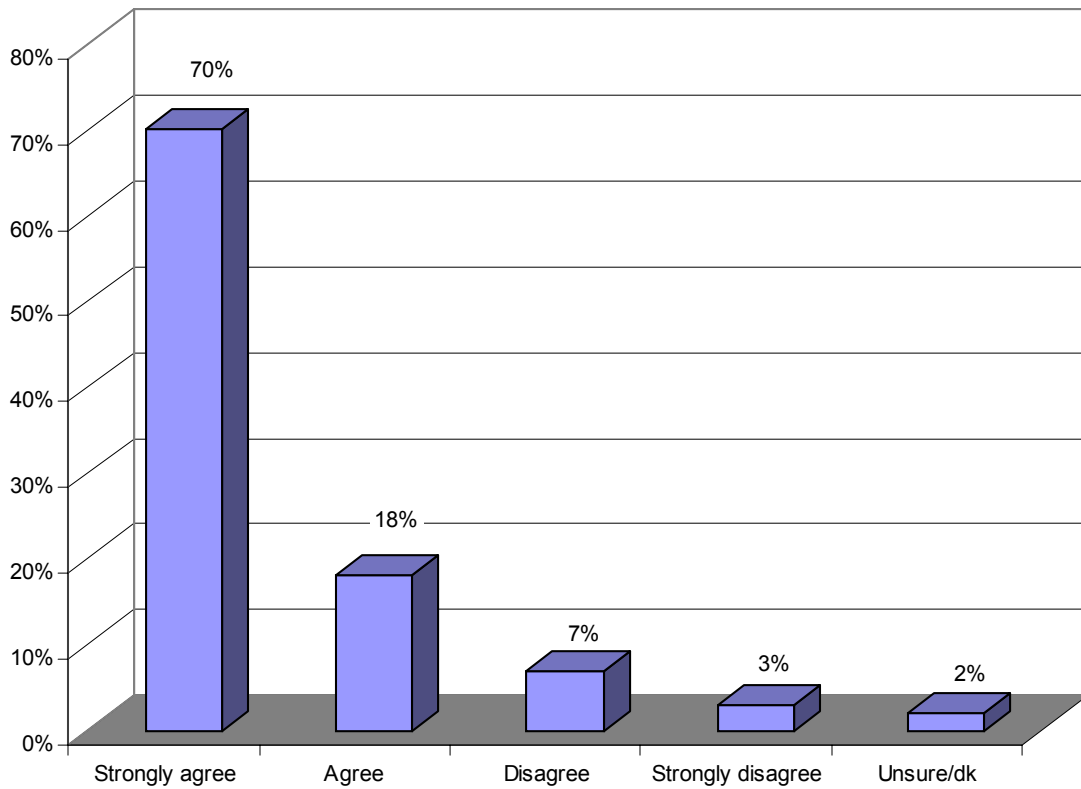
Question. I'm going to read you two statements, and I would like you to tell me on a scale of 1 to 4, where 1 means strongly disagree and 4 means strongly agree, how much you agree with each statement.

a) Everyone should have the right to breathe clean air free of tobacco smoke.



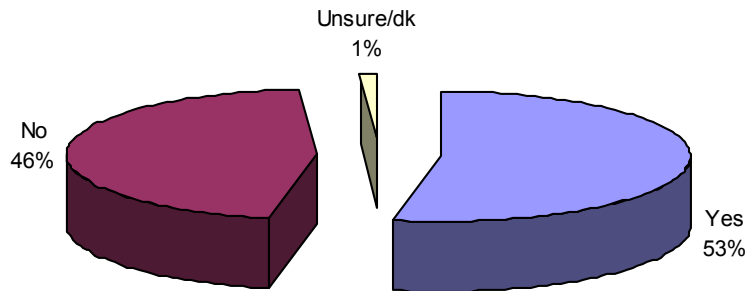
- Three quarters (75%) of Yorkton residents strongly agree that everyone should have the right to breathe clean air free of tobacco smoke.

b) Second-hand smoke carries health risks to non-smokers.



- More than two thirds (70%) of residents strongly agree that second-hand smoke carries health risks to non-smokers.

Question. Do you currently avoid restaurants, bars and/or other places because of other people smoking or because it is too smoky?



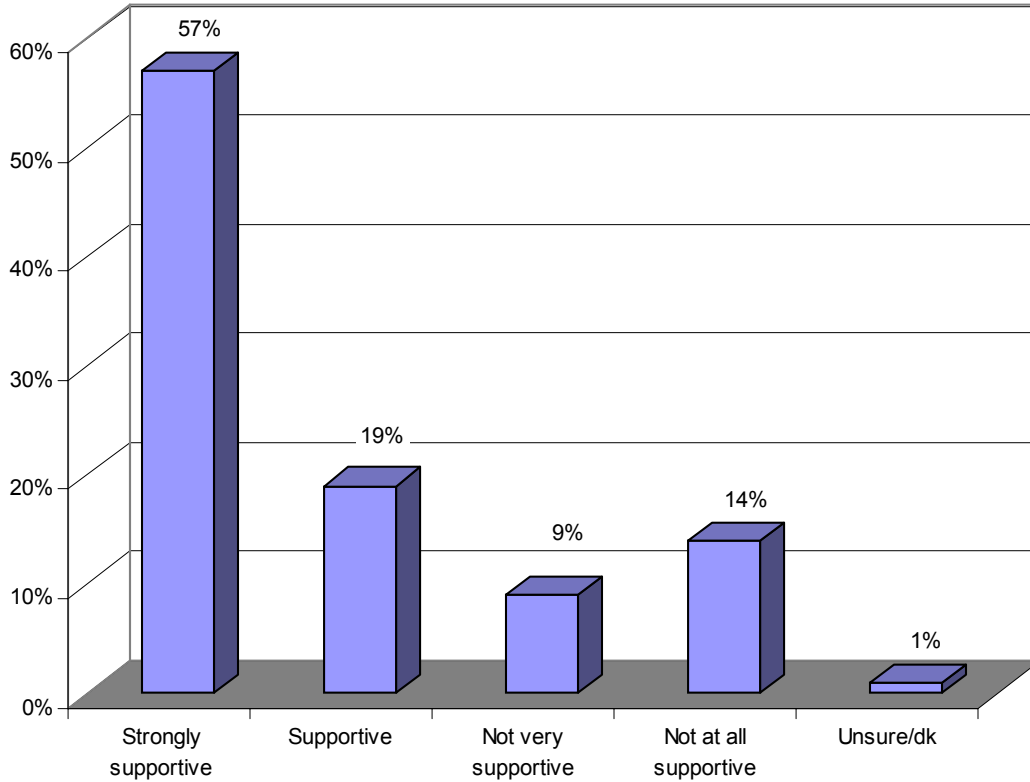
- The majority (53%) of Yorkton residents currently avoid restaurants, bars and/or other places because of other people smoking or because it is too smoky.
- Females (59%) are more likely than males (47%) to currently avoid restaurants, bars and/or other places because of other people smoking or because it is too smoky.
- As age increases respondents are more likely to avoid restaurants, bars and/or other places because of other people smoking or because it is too smoky (18 to 34 – 38%, 35 to 54 – 47% and over 55 – 68%).

Question. If the following places were 100% smoke free would you go more often, less often or about the same amount?

	More often	Same	Less often	Don't use
Restaurants	45%	42%	11%	2%
Bowling Alley	28%	31%	7%	34%
Bars and Lounges	26%	30%	12%	32%
Casino	24%	27%	9%	40%
Bingo Hall	16%	19%	6%	59%

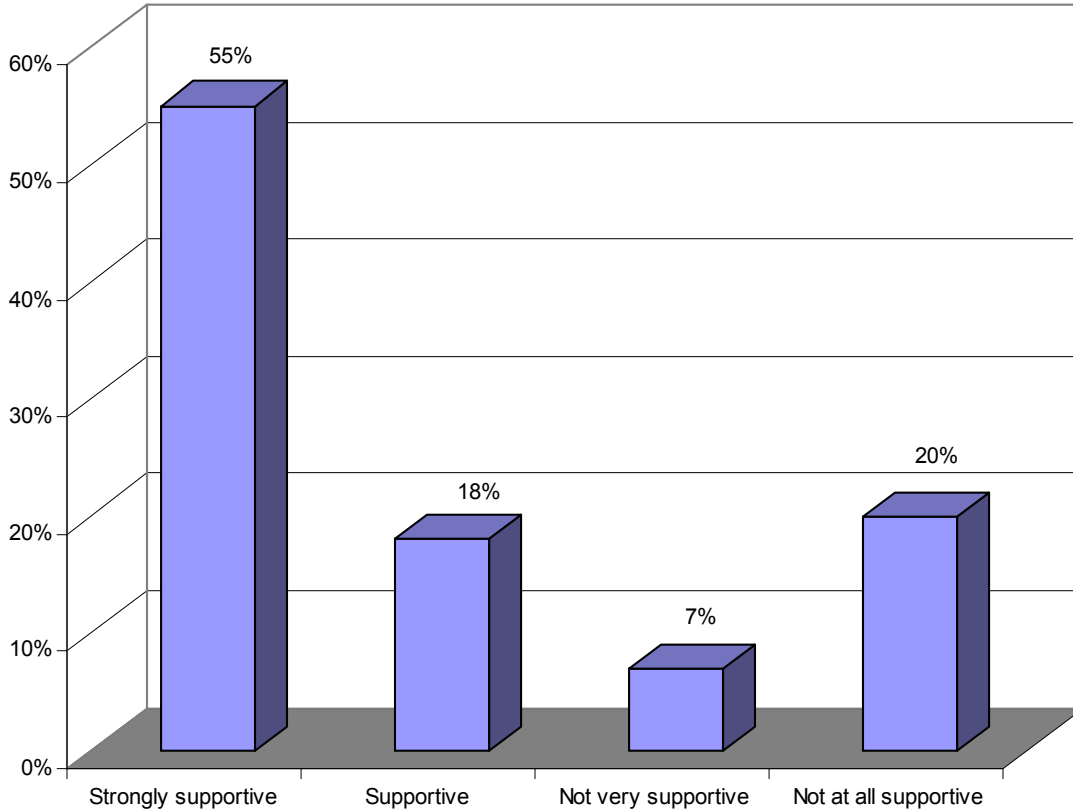
- The large majority (87%) of Yorkton residents indicate they would visit restaurants the same or more often if they were 100% smoke free.
- The majority would visit bowling alleys (59%), bars and lounges (56%) and the casino (51%) the same or more often if they were 100% smoke free.
- Females (51%) are more likely than males (40%) to say they would visit restaurants more often if they were 100% smoke free.
- As age increases respondents are more likely to indicate they would visit restaurants more often if they were 100% smoke free (18 to 34 – 33%, 35 to 54 – 42%, over 55 – 55%).
- Younger respondents (18 to 34) are more likely to indicate they would go less often to bars and lounges and the casino if they were 100% smoke free.

Question. How supportive would you be if there was a 100% smoking ban in all workplaces in Yorkton? This would include all indoor areas in the city that has employees, such as offices and garages, without exceptions.



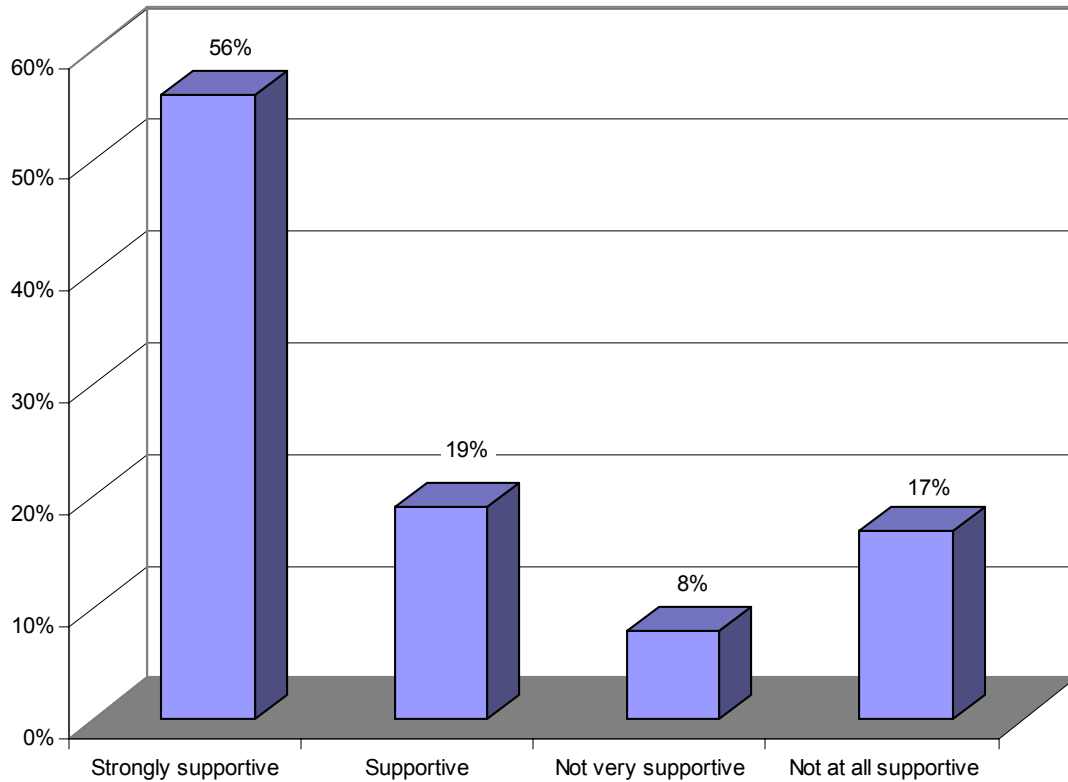
- Three quarters (76%) of Yorkton residents would be supportive of a 100% smoking ban in all workplaces in Yorkton; the majority (57%) would be strongly supportive.
- Females (61%) are more likely than males (53%) to be strongly supportive of a 100% smoking ban in all workplaces in Yorkton.
- As age increases respondents are more likely to be strongly supportive of a 100% smoking ban in all workplaces (18 to 34 – 44%, 35 to 54 – 54%, over 55 – 67%).

Question. How supportive would you be if there was a 100% smoking ban in all public places in the city? The ban would not apply to private homes or private vehicles.



- Approximately three quarters (73%) of Yorkton residents would be supportive if there was a 100% smoking ban in all public places in the city; the majority (55%) would be strongly supportive.
- Females (59%) are more likely than males (49%) to be strongly supportive if there was a 100% smoking ban in all public places in the city.
- As age increases respondents are more likely to be strongly supportive if there was a 100% smoking ban in all public places in the city (18 to 34 – 45%, 35 to 54 – 50%, over 55 – 63%).

Question. How supportive would you be of a local bylaw for the City of Yorkton that would make all enclosed public places 100% smoke-free?



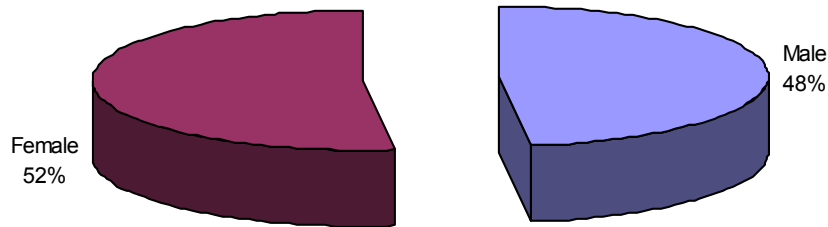
- Three quarters (75%) of Yorkton residents would be supportive of a local bylaw for the City of Yorkton that would make all enclosed public places 100% smoke-free; the majority (56%) would be strongly supportive.
- As age increases respondents are more likely to be strongly supportive of a local bylaw for the City of Yorkton that would make all enclosed public places 100% smoke-free (18 to 34 – 43%, 35 to 54 – 52%, over 55 – 66%).

APPENDIX I SURVEY DEMOGRAPHICS

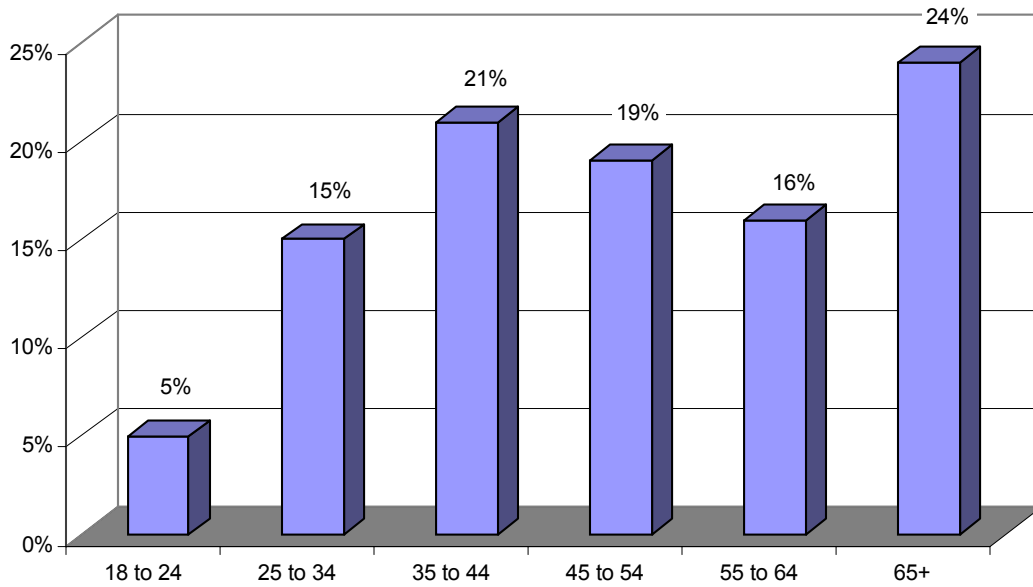
The Yorkton Smoke Free Public Places Committee Survey sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident with the City of Yorkton. This ensures the opinions of all the various types of Yorkton residents are proportionately represented in the statistical measurements documented in this report.

The survey sample size of 406 Yorkton residents yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 4.9 percentage points. The margin of error will be higher for different sub-groups of the survey population.

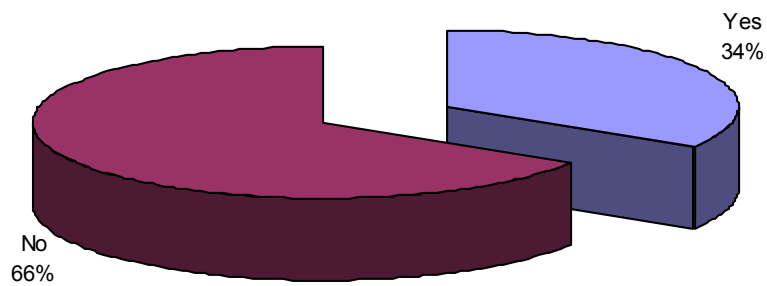
Survey sample gender distribution



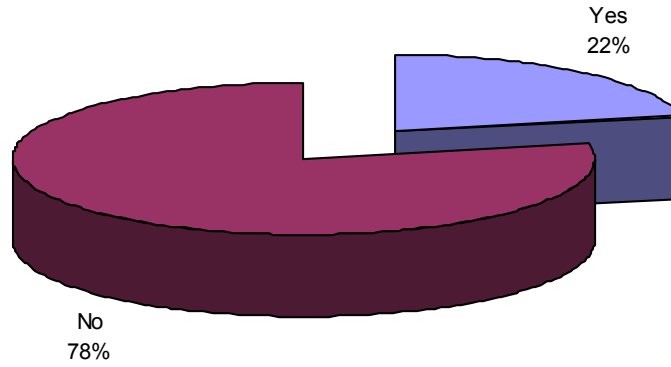
Survey sample age distribution



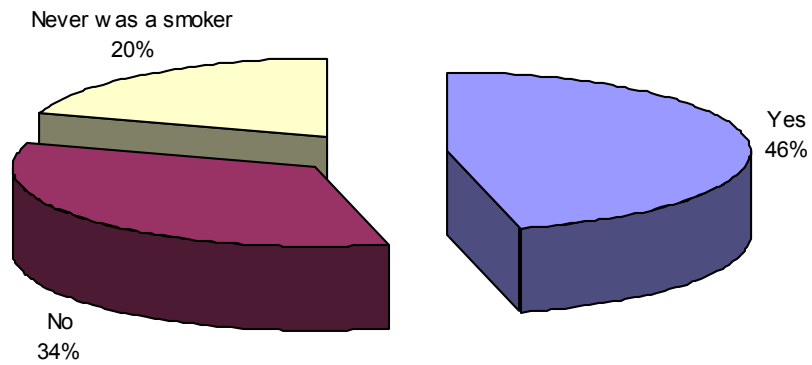
Question. Are there any children under the age of 18 living in your household?



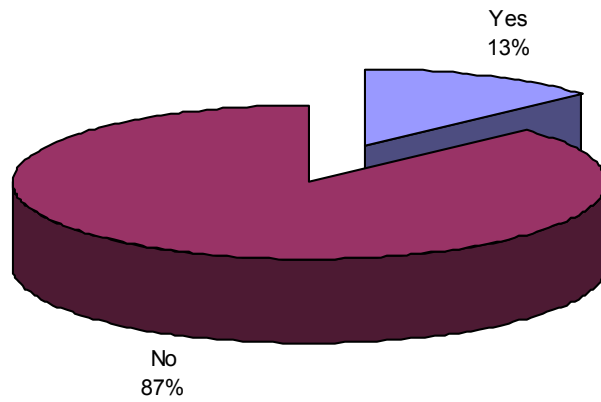
Question. Do you currently smoke cigarettes, cigars or a pipe?



Question. Have you ever smoked on a regular basis in the past?



Question. Are there any members of your household who smoke?



APPENDIX II SURVEY INSTRUMENT

Hello, my name is and I'm calling from Fast Consulting. We're a professional public opinion research firm that gathers opinions from people. This evening we are conducting a survey on behalf of the Yorkton Smoke Free Public Places Committee, a group made up of health agencies, municipal representation and volunteers to determine the extent of community support for a bylaw for Smoke Free Public Places.

Your answers are strictly confidential and your input will assist in addressing issues important in the community. You are free to refuse to answer any question and may choose to end the survey at any time. If you have any questions regarding this survey, I can give you a phone number to call for information. (786-1708). The survey will take about 5 minutes to complete.

Do you have a few minutes now to participate in the survey?

- Yes continue
- No set up a date and time for callback

I need to speak to a person in your household who is at least 18 years of age or older. Would that person be you?

- Yes continue
- No ask to speak with someone who is and begin again.

Please record gender from voice – do not ask. 50/50 split required.

- 1) male
- 2) female

Many towns and cities across Canada have recently adopted smoke-free bylaws that require all enclosed public places and all workplaces to be 100% smoke free. The Committee in Yorkton for Smoke-Free Public Places is conducting this survey for the purpose of providing City Council with the results.

1. I'm going to read you two statements, and I would like you to tell me on a scale of 1 to 4, where 1 means strongly disagree and 4 means strongly agree, how much you agree with each statement. (ROTATE ORDER READ)

	strongly disagree	disagree	agree	strongly agree
a) Everyone should have the right to breathe clean air free of tobacco smoke.	1	2	3	4
b) Second-hand smoke carries health risks to non-smokers.	1	2	3	4

2. Do you currently avoid restaurants, bars and/or other places because of other people smoking or because it is too smoky?

- 1) yes
- 2) no

3. If the following places were 100% smoke free would you go more often, less often or about the same amount? (ROTATE ORDER READ)

	more often	same	less often	don't use
a) Restaurants	1	2	3	4
b) Bars and Lounges	1	2	3	4
c) Bowling Alley	1	2	3	4
d) Bingo Hall	1	2	3	4
e) Casino	1	2	3	4

The Smoke Free Public Places Committee is proposing to recommend a bylaw that would ban smoking in public places and workplaces.

4. How supportive would you be if there was a 100% smoking ban in all workplaces in Yorkton? This would include all indoor areas in the city that has employees, such as offices and garages, without exceptions.

- 1) strongly supportive
- 2) supportive
- 3) not very supportive
- 4) not at all supportive

Currently, provincial legislation requires all pool halls, bingo halls, bowling alleys, casinos, restaurants and lounges/bars to designate at least 40% of their seating as non-smoking. In January 2004, this requirement will increase to 60%.

5. How supportive would you be if there was a 100% smoking ban in all public places in the city? The ban would not apply to private homes or private vehicles.

If necessary provide explanation: Hotels and Motels - no smoking allowed now in common areas, lobbies, waiting rooms, washrooms. Municipalities - smoking is prohibited in all public areas where children have access, including recreation facilities, outdoor bus shelters, public libraries, smoking is not allowed at schools, universities, and health facilities. Buses and taxis - smoking not permitted in any vehicle used for public transport, or any vehicle that is used to transport members of the public, this ban includes both drivers and passengers.

- 1) strongly supportive
- 2) supportive
- 3) not very supportive
- 4) not at all supportive

6. How supportive would you be of a local bylaw for the City of Yorkton that would make all enclosed public places 100% smoke-free?
- 1) strongly supportive
 - 2) supportive
 - 3) not very supportive
 - 4) not at all supportive

Finally, I would like to ask you a few questions to help us analyze these results. Again, this information is completely anonymous and strictly confidential, and is used for statistical purposes only.

7. Please stop me when I reach the category under which your age falls.

- 1) 18 to 24
- 2) 25 to 34
- 3) 35 to 44
- 4) 45 to 54
- 5) 55 to 65
- 6) over 65

8. Are there any children under the age of 18 living in your household?

- 1) yes
- 2) no

9. Do you currently smoke cigarettes, cigars or a pipe?

- 1) yes → skip to que12
- 2) no

10. Have you ever smoked on a regular basis in the past?

- 1) yes
- 2) no
- 3) never was a smoker

11. Are there any members of your household who smoke?

- 1) yes
- 2) no

12. Before we let you go, is there anything you wish to say, or any additional comments you wish to make?

- 1) yes – record response
- 2) no

This concludes our survey interview. Thank you very much for taking time to give us your opinions. They are important and appreciated. Have a pleasant evening/day.