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ATTITUDES OF MANITOBANS TO SMOKING AND EXTENDING THE BAN ON CIGARETTE USE

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Prepared for:

Manitoba Tobacco Reduction Alliance Inc.

Winnipeg • Ottawa • Regina • Edmonton

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EXECUTIVE SUMMARY

PRA Inc. was engaged by the Manitoba Tobacco Reduction Alliance Inc. (MANTRA) to survey the general population to better understand public behaviours and views on a number of issues related to the use of tobacco. The research involved a random sample telephone survey of 400 adult Manitobans.

Profile of smoking

Although many Manitobans have personally smoked cigarettes at some point in their lives, most currently do not. Nearly 6 respondents in 10 (56%) report that they have personally smoked cigarettes at some point in their lives. About 1 respondent in 5 (21%) reports that either they or someone else in their household currently smokes. Less than 1 Manitoban in 10 (9%) reports that at least one person smokes in his/her home *every day* or *almost every day*. However, more than 1 respondent in 5 (22%) reports that they allow cigarette smoking in their homes. Among those who allow smoking in their homes, respondents are divided on whether they regulate it. About half of respondents who allow smoking in their home report that they regulate or restrict cigarette smoking inside their home in some way.

We asked Manitobans to report how often they were exposed to second-hand smoke in the past month (excluding their own smoking). About 3 Manitobans in 4 (76%) report that in the past month they have been exposed to second-hand smoke, including almost 1 Manitobans in 5 (17%) who reports being exposed to second-hand smoke every day or almost every day, and about 1 in 4 (26%) who reports being exposed to second-hand smoke at least once a week. The most common points of exposure to second-hand smoke over the past month are *at the entrance to a building* (62%) and *outdoors, such as on a sidewalk or in a park* (54%). Many also report being exposed to second-hand smoke *in someone else's home* (33%) or *inside a car or other vehicle* (22%).

Smoking bans

We explained that for several years there has been a ban on smoking in all indoor public places. We asked Manitobans if they support or oppose this current ban. Most (90%) support the ban on smoking in all public places, including 82% who strongly support the ban.

We asked Manitobans if they would support or oppose an extension of the ban on smoking to include additional public spaces. A majority would somewhat or strongly support a ban on smoking within five metres of the doorway of any public building (76%) and on an outdoor patio of a restaurant or bar (58%). Less than half support such a ban in all outdoor public space (including on the sidewalk, at bus stops, and in parks) (48%).

We also asked Manitobans to consider whether they would support or oppose banning smoking in private spaces if children under 18 were present. A majority of respondents would somewhat or strongly support a ban on smoking in cars and other private vehicles where a child under the age of 18 is present (79%). Fewer, but still a majority, would support a ban on smoking in people's homes where a child under the age of 18 is present (67%). Interestingly, there is no statistical difference between smokers and non-smokers in terms of support for a ban on smoking

in these circumstances when a child under the age of 18 is present.

We explained to respondents that smoking bans are usually supported by penalties to encourage people to abide by the ban. We asked Manitobans what they think the most appropriate penalty would be for those who violate a potential ban on smoking in cars where anyone under 18 years of age is present, regardless of whether they support or oppose the ban. We provided them with four options. About 7 respondents in 10 (71%) choose either a monetary fine (52%) or a monetary fine and license demerit points (19%).

Conclusions

For several years in Manitoba, there has been a ban on smoking in all indoor public places. The vast majority of Manitobans, regardless of age, gender, income, or location, support the current ban on smoking.

There is generally widespread support for extending the current ban on smoking to include additional public spaces. A majority of Manitobans support extending the ban on smoking to include the area within five metres of the doorway of any public building and the outdoor patios of restaurants or bars. This is not surprising, since many respondents report being exposed to second-hand smoke in these locations. There is also wide support for extending the ban on smoking to include private spaces where children under 18 are present. A majority of Manitobans, regardless of whether they currently smoke or not, would support a ban on smoking in cars and other private vehicles where a child under the age of 18 is present. Most Manitobans view the ban on smoking in private vehicles as so important that they would back it up with monetary penalties.

1.0 Introduction

PRA Inc. was engaged by the Manitoba Tobacco Reduction Alliance Inc. (MANTRA) to survey the general population to better understand public behaviours and views on a number of issues related to the use of tobacco.

The objective of the research was to conduct a random sample telephone survey with individuals to understand:

- ▶ their behaviours with smokers
- ▶ their contact with smokers
- ▶ their attitudes towards the ban on smoking.

PRA worked with representatives from MANTRA to design a questionnaire to gather the information of interest. The approved draft survey instrument was programmed in PRA's computer-aided telephone interviewing (CATI) software. It was then pretested with about 20 Manitobans. The results of the pretest were shared with MANTRA representatives and approved changes were made to the survey instrument. The final questionnaire is found in Appendix A.

The survey was conducted by telephone with a random sample of individuals. Using Canada Survey Sampler, PRA generated a random sample of telephone numbers.

Table 1 summarizes the methodology.

| Table 1: Summary of methodology | |
|--|-------------------------------|
| Pretest | January 11, 2008 |
| Survey dates | January 18 – February 4, 2008 |
| Sample size | n = 400 |
| Interviewing method | Telephone |
| Sample selection | Random digit dialling |
| Approximate error rate (theoretical) | ± 5.0%, 19 times out of 20 |

1.1 Weighting

The data presented in this report were weighted to correct for differences between the demographics of the sample and the Manitoba population. Tables presented are weighted unless otherwise stated.

In some cases, when the random sample produces a divergence from Canadian census data, we correct for slight discrepancies in gender, age, and income. For example, since men tend to refuse to participate more often than women, and since younger Manitobans are often more difficult to find at home, we re-weight the data to

conform more closely to Statistics Canada information.

Since this technique assigns a percentage “weight” to a respondent, the number of weighted respondents may be slightly different from the total number interviewed.

1.2 Profile of respondents

Table 2 provides a demographic profile of respondents. We find the following:

- ▶ On average, respondents are 48 years old.
- ▶ More than 4 respondents in 10 (44%) are university or college graduates, while only 16% have not completed high school.
- ▶ More than 1 respondent in 3 (35%) has at least one person in his/her household who is under 18 years of age.

See Table 2.

| Table 2: Demographic profile | |
|---|---------------------------------------|
| | January 2008 % (n=400) |
| Age | |
| 18 to 24 | 12% |
| 25 to 39 | 22% |
| 40 to 64 | 42% |
| 65 and older | 20% |
| No response | 4% |
| Average age | 48 years |
| Gender | |
| Female | 51% |
| Male | 49% |
| Annual household income | |
| Under \$35,000 | 21% |
| \$35,000 to \$50,000 | 13% |
| \$50,000 to \$75,000 | 20% |
| Over \$75,000 | 20% |
| No response | 26% |
| Education | |
| Less than high school | 16% |
| High school | 23% |
| Some post-secondary | 15% |
| University or college graduate | 44% |
| No response | 3% |
| Household with persons under the age of 18 | |
| None | 63% |
| At least one | 35% |
| Don't know/no response | 2% |

1.3 Caution

This document represents a summary of the results and is not intended to be an exhaustive examination of the findings.

2.0 Smoking profile

In this section, we review Manitobans' smoking behaviours and exposure to second-hand smoke.

2.1 Most Manitobans do not currently smoke cigarettes

We asked respondents a series of questions about their own smoking behaviour and those of others in their household. Although most Manitobans have personally smoked cigarettes at some point in their lives, most currently do not.

- ▶ Nearly 6 respondents in 10 (56%) report that they have personally smoked cigarettes at some point in their lives.
- ▶ About 1 respondent in 5 (21%) reports that either they or someone else in their household currently smokes.
- ▶ About 1 respondent in 7 (14%) reports currently smoking cigarettes every day (10%) or occasionally (4%).
- ▶ Similarly, about 1 in 7 (14%) says that someone else in their household smokes.
- ▶ Less than 1 Manitoban in 10 (9%) reports that at least one person smokes in his/her home *every day* or *almost every day*. Of those respondents who report that people smoke in their home, they say that between one and six people smoke in their home.

Table 3 presents the results.

| Table 3: Profile of personal and household smoking habits | |
|---|----------------------|
| <i>Q8A. Have you personally ever smoked cigarettes?</i> | |
| <i>Q8. At the present time, do you smoke cigarettes every day, occasionally, or not at all?</i> | |
| <i>Q9. Does anyone (else) in your household smoke?</i> | |
| <i>Q10. How many people smoke cigarettes inside your home every day or almost every day (Include yourself, all other family members and visitors)</i> | |
| | % (n=400) |
| Personally ever smoked cigarettes | 56% |
| Respondent currently smokes (even occasionally) | 14% |
| Respondent or someone smokes in their household | 21% |
| Someone else in household smokes | 14% |
| Respondent or someone smokes in home every day or almost every day | 9% |
| Note: Columns may not sum to 100% due to rounding. | |

- ▶ Of the 35 respondents who report that at least one person smokes in their home:
 - Seven respondents (20%) say that up to 5 cigarettes are smoked in their home on a typical day.
 - Fifteen respondents (43%) say that between 6 and 19 cigarettes are smoked in their home on a typical day.
 - Ten respondents (28%) say more than 20 cigarettes are smoked on a typical day.
 - On average, these respondents report that 17 cigarettes are smoked in their home on a typical day.

There are no statistically significant differences when comparing the demographic subgroups to whether a respondent has ever personally smoke cigarettes or not.

When comparing respondents who currently smoke to those who do not smoke, we find the following:

- ▶ Not surprisingly, Manitobans who currently smoke cigarettes (45%) are more likely than those who do not smoke (8%) to report that someone else in their household also smokes.
- ▶ Although not statistically significant, it appears that Manitobans who are 18 to 29 years old (24%) are more likely than those who are 50 years old or older (9%) to report that someone else in their household smokes.
- ▶ The average age of respondents who currently smoke is 41 years old compared to 50 years old for those who do not smoke.

2.2 About 1 in 5 Manitobans allow cigarette smoking inside their home

Although less than 1 in 10 reports that a member of their household smokes in their home every day or almost every day, more than twice as many report that they allow cigarette smoking in their home.

- ▶ More than 1 respondent in 5 (22%) reports that they allow cigarette smoking in their homes.
- ▶ Among those who allow smoking in their homes, respondents are divided on whether smoking is regulated.

About 1 in 10 (11%) say smoking is not restricted in any way. Similarly, about 1 respondent in 10 (11%) reports that while cigarette smoking is allowed it is restricted in some way. (That is, about half of respondents who allow smoking in their home report that they restrict cigarette smoking inside their home.)

- ▶ Most of those respondents who restrict smoking inside their homes report that they allow smoking only in certain rooms, only in the absence of young children, or only if the windows are open. A few respondents say that people can only smoke in their garage or basement. Among those respondents who provide ‘other’ restrictions, some say that only particular people can smoke in the home, that smoking is only allowed at particular times of the year (e.g., at Christmas or when the weather is especially cold), or that only one cigarette is allowed.

Table 4 presents a summary of the results.

| Table 4: Restrictions to smoking in homes | | |
|---|------------------------------|---|
| <i>Q12. Is smoking cigarettes ever allowed inside your home?</i> | | |
| <i>Q13. Is smoking cigarettes inside your home restricted in any way?</i> | | |
| <i>Q14. How is smoking cigarettes restricted inside your home?</i> | | |
| | All % (n=400) | Those who allow smoking (n=86) |
| Allow smoking cigarettes inside home | 22% | 100% |
| Restrict smoking cigarettes inside home | 11% | 51% |
| How is smoking cigarettes restricted inside home | | |
| Smoking allowed in certain rooms only | 6% | 26% |
| Smoking is restricted in the presence of young children | 3% | 12% |
| Allowed only if windows are open | 3% | 12% |
| Smoking allowed only in garage | 1% | 2% |
| Smoking allowed only in basement | <1% | 1% |
| Other restrictions | 4% | 19% |
| Smoking is allowed without restrictions | 11% | 49% |

Of those respondents who have at least one child in their home whom is less than 18 years of age, only 1 in 5 (18%) report that they allow cigarette smoking inside their home.

Not surprisingly, respondents who currently smoke cigarettes (47%) are more likely than non-smokers (17%) to report that smoking is allowed in their home. There were no other statistically significant differences among demographic subgroups.

2.3 Exposure to second-hand smoke

We asked Manitobans to report how often they were exposed to second-hand smoke in the past month (excluding their own smoking). Among all respondents:

- ▶ About 3 Manitobans in 4 (76%) report that in the past month they have been exposed to second-hand smoke.
- ▶ Almost 1 Manitoban in 5 (17%) reports being exposed to second-hand smoke every day or almost every day.
- ▶ About 1 in 4 (26%) reports being exposed to second-hand smoke at least once a week.

Table 5 presents the results.

| Table 5: Overall exposure to second-hand smoke over the past month <i>Q21. Thinking of all second-hand smoke, overall, (excluding your own smoking), in the past month were you exposed to second-hand smoke...</i> | |
|---|---------------------------------------|
| | January 2008 % (n=400) |
| Never exposed in the last month | 23% |
| Exposed at least once in the past month | 33% |
| Exposed at least once a week | 26% |
| Exposed almost every day | 9% |
| Exposed every day | 8% |
| Don't know/no response | 1% |
| Total | 100% |

Among the demographic subgroups, there are some statistically significant differences.

- ▶ The youngest age cohort (32%), that is 18 to 29 years olds, are more likely than older Manitobans (30 to 49–18%, and 50 or older–10%) to report being exposed to second-hand smoke every day or almost every day.
- ▶ Current smokers (39%) are more likely than non-smokers (13%) to report being exposed to second-hand smoke (other than their own) every day or almost every day.

2.3.1 Location of exposure to second-hand smoke

We asked Manitobans about their exposure to second-hand smoke over the past month¹ (excluding their own smoking) at various

¹ The question (Q15-20) read: *The next questions are about exposure to second-hand smoke in places other than your own home. Second-hand smoke is what smokers exhale and the smoke from a burning cigarette. In the past month, (excluding your own smoking) were you exposed to second-hand smoke?* In the case of the outdoor patio of a restaurant or bar we asked respondents to think about the last six months.

locations. In the past month, among all respondents, a majority report being exposed to second-hand smoke:

- ▶ *At the entrance to a building.* About 6 Manitobans in 10 (62%) report such exposure in the last month.
- ▶ *Outdoors, such as on a sidewalk or in a park.* More than half of Manitobans (54%) report being exposed to second-hand smoke in such outdoor locations.

Many report being exposed to second-hand smoke in other locations.

- ▶ *On an outdoor patio of a restaurant or bar.* Nearly 4 Manitobans in 10 (39%) report having been exposed to second-hand smoke in the past six months when out to eat or drink.
- ▶ *In someone else's home.* One Manitoban in 3 (33%) reports being exposed to second-hand smoke when visiting others in their homes in the past month.
- ▶ *Inside a car or other vehicle.* More than 1 in 5 (22%) reports being exposed to second-hand smoke inside a car or other vehicle in the past month.
- ▶ *At a bus stop or shelter.* Less than 1 in 5 (18%) reports being exposed to second-hand smoke in the last month while waiting for a bus.

Figure 1 presents the results.

In the past month, were you exposed to second-hand smoke...

(n=400)

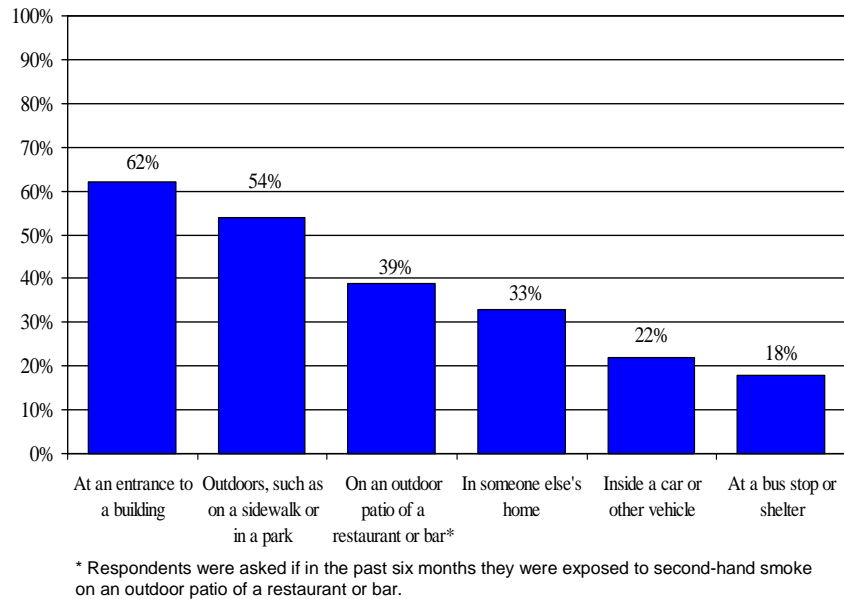


Figure 1

Among demographic subgroups, there are a number of statistically significant differences.

- ▶ Current smokers (52%) are more likely than non-smokers (17%) to report being exposed to second-hand smoke (excluding their own smoking) inside a car or other vehicle.
- ▶ Winnipeggers (29%) are more likely than non-Winnipeggers (3%) to report being exposed to second-hand smoke at a bus stop or shelter. This is not surprising as the opportunities for such exposure are limited outside Winnipeg, since most other towns and cities in the province do not have public transit.
- ▶ Manitobans who are 50 years old or older (49%) are less likely than those who are less than 50 years old (18 to 29–73%, and 30 to 49–71%), to report being exposed to second-hand smoke at an entrance to a building.

Although not statistically significant, it appears that younger Manitobans are more likely than older Manitobans to report being exposed to second-hand smoke in someone else's home and on the

outdoor patio of a restaurant or bar.

3.0 Smoking bans

In this section, we review Manitobans' attitudes to the current smoking ban and its extension to other public and private spaces.

3.1 Almost all Manitobans support the current smoking ban

We explained that for several years there has been a ban on smoking in all indoor public places. We asked Manitobans if they support or oppose this current ban.

- ▶ Most (90%) support the ban on smoking in all public places including 82% who *strongly support* the ban.
- ▶ Conversely, less than 1 Manitoban in 10 (9%) opposes the smoking ban, which includes 7% who *strongly oppose* the ban.

Table 6 presents the results.

| Table 6: Support or oppose the ban on smoking | |
|---|---------------------------------------|
| <i>Q1. In Manitoba, for several years there has been a ban on smoking in all indoor public places. Do you support or oppose this ban on smoking in all public places?</i> | |
| | January 2008 % (n=400) |
| Strongly support | 82% |
| Somewhat support | 8% |
| Somewhat oppose | 3% |
| Strongly oppose | 7% |
| Don't know/no response | 1% |
| Total | 101% |

Note: Columns may not sum to 100% due to rounding.

Interestingly, regardless of whether the respondents currently smoke or not, a majority support the current ban. That being said, non-smokers (94%) are more likely than smokers (70%) to support the current ban on smoking in all indoor public places.

Regardless of age, gender, income, or location, the vast majority support the current ban. There are no other statistically significant differences among these demographic subgroups.

3.2 Support of extending the ban on smoking

We asked Manitobans if they support or oppose an extension of the ban on smoking to include additional public spaces.

- ▶ *Within five metres of the doorway of any public building.* About 3 Manitobans in 4 (76%) say that they would support extending the ban on smoking within five metres of the doorway of any public building, including 60% who would *strongly support* this ban.
- ▶ *On an outdoor patio of a restaurant or bar.* Nearly 6 Manitobans in 10 (58%) would support extending the ban on smoking to include the outdoor patios of restaurants and bars, including 4 in 10 (39%) who would *strongly support* this ban.
- ▶ *In all outdoor public space (including on the sidewalk, at bus stops, and in parks).* Less than half (48%) of Manitobans would support a ban on smoking in all outdoor public spaces, including the sidewalk, bus stops, and parks. Some 30% of Manitobans *strongly support* this ban. About 52% of Manitobans report that they would be opposed to this ban, including 26% who *strongly oppose* this ban.

We also asked Manitobans to consider whether they would support or oppose banning smoking in private spaces if children under 18 were present.

- ▶ *In cars and other private vehicles where a child under the age of 18 is present.* Nearly 8 Manitobans in 10 (79%) say that they would support the ban on smoking in cars and other private vehicles where a child under the age of 18 is present, including 67% who would *strongly support* this ban.
- ▶ *In people's homes where a child under the age of 18 is present.* Two Manitobans in 3 (67%) would support extending the ban on smoking to include in people's homes where a child under the age of 18 is present, including half (51%) who would *strongly support* this ban.

Figure 2 presents the results.

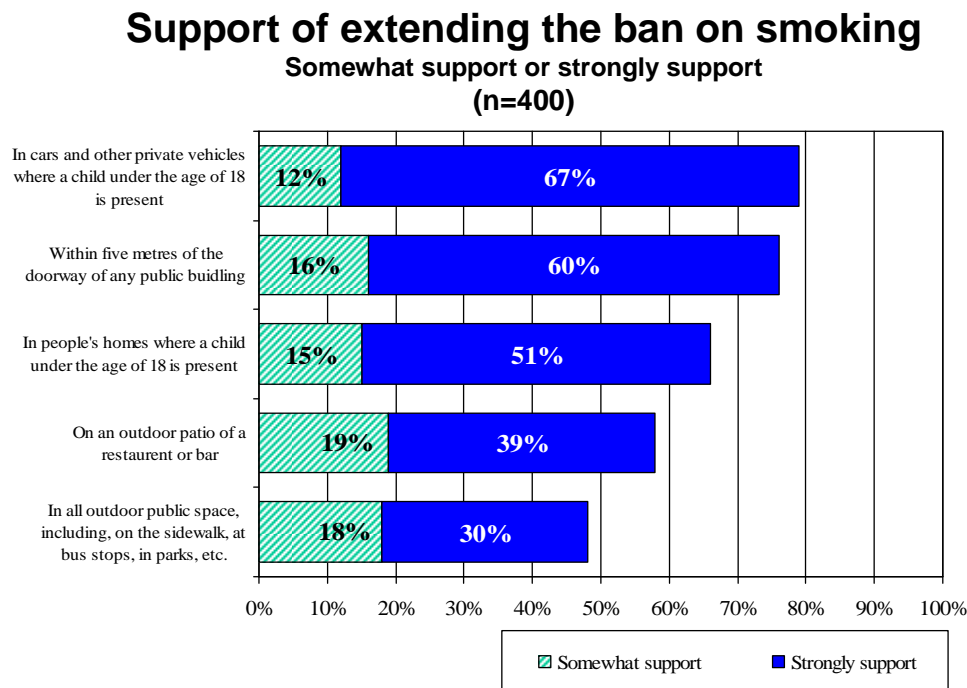


Figure 2

There is similar support for extending these bans among all demographic subgroups. However, there are some exceptions.

- ▶ Respondents who live outside of Winnipeg (77%) are more likely than those who live in Winnipeg (59%) to at least somewhat support a ban on smoking in people's homes where a child under the age of 18 is present.
- ▶ Not surprisingly, currently smokers are less likely than non-smokers to support a ban on smoking on an outdoor patio of a restaurant or bar (22% smokers compared to 64% non-smokers), within five metres of the doorway of any public building (53% smokers compared to 80% non-smokers), and in all outdoor public space (13% smokers compared to 54% non-smokers).

Interestingly, there is no statistical difference between smokers and non-smokers in support for a ban on smoking in cars and other private vehicles where a child under the age of 18 is present and in people's homes where a child under the age of 18 is present.

Although not statistically significant, it appears that:

- ▶ Women (62%) are more likely than men (54%) to say that they would at least somewhat support a ban on smoking on *an outdoor patio of a restaurant or bar*.
- ▶ Manitobans with children under 18 living in their household appear to be more likely than those without children in the household to at least somewhat support a ban on smoking:
 - *within five metres of the doorway of any public building* (82% compared to 73%).
 - *in people's homes where a child under the age of 18 is present* (72% compared to 64%).
- ▶ Manitobans who live outside of Winnipeg appear to be more likely than those who live in Winnipeg to at least somewhat support a ban on smoking:
 - *within five metres of the doorway of any public building* (81% compared to 73%)
 - *in cars and other private vehicles where a child under the age of 18 is present* (83% compared to 76%).

3.3 Penalty for violating a potential ban on smoking in cars

We explained to respondents that smoking bans are usually supported by penalties to encourage people to abide by the ban. We asked Manitobans what they think the most appropriate penalty should be for those who violate a potential ban on smoking in cars where anyone under 18 years of age is present, regardless of whether they support or oppose the ban. We provided them with four options. About 7 respondents in 10 (71%) choose a monetary penalty.

- ▶ *A monetary fine*. More than half (52%) say that a monetary fine should be imposed on those who violate a potential ban on smoking in cars where anyone under 18 years of age is present.
- ▶ *A monetary fine and demerit points*. Another 1 in 5 (19%) think that a monetary fine and demerit points should be imposed on those who violate the potential ban.

A few Manitobans chose or suggested other penalties:

- ▶ a licence suspension (5%)
- ▶ a warning or verbal reprimand (2%)
- ▶ attendance at an educational class (1%).

About 1 in 7 (14%) Manitobans say there should be no penalty for those who violate a potential ban on smoking in cars where anyone under 18 years of age is present. Another 6% do not know what the penalty should be or were unable to provide an answer for the question.

Table 7 presents a summary of the results.

| Table 7: Penalties for violating a potential ban on smoking in cars where anyone under 18 years of age is present | |
|--|---------------------------------------|
| <i>Q7. Smoking bans are usually supported by penalties to encourage people to abide by the ban. Regardless of your level of support or opposition for banning smoking in a vehicle where anyone under 18 years of age is present, what do you think the most appropriate penalty should be for those who violate a potential ban on smoking in cars?</i> | |
| | January 2008 % (n=400) |
| Monetary | 71% |
| A monetary fine | 52% |
| A monetary fine with associated demerit points | 19% |
| A licence suspension | 5% |
| A warning/verbal reprimand/reminder* | 2% |
| Education classes (help to understand the dangers)* | 1% |
| Should be no penalty | 14% |
| Other* | <1% |
| Don't know/no response* | 6% |
| Total | 99% |
| Note: Columns may not sum to 100% due to rounding. *Four options were provided to respondents. These other responses were provided by respondents. | |

Those who oppose (34%) the banning smoking in vehicles where a child under 18 years of age is present are more likely than those who support it (9%) to say that there should be no penalty for violating the ban.

4.0 Summary

For several years in Manitoba, there has been a ban on smoking in all indoor public places. The vast majority of Manitobans, regardless of age, gender, income, or location, support the current ban on smoking. Not surprisingly, non-smokers are more likely than smokers to support the current smoking ban. What is surprising is that a majority of smokers support the current ban.

There is generally wide spread support for extending the current ban on smoking to include additional public spaces. A majority of Manitobans support extending the ban on smoking to include the area within five metres of the doorway of any public building and the outdoor patios of restaurants or bars. However, most do not support a general ban on smoking in all outdoor public spaces.

There is also wide support for extending a ban on smoking in private spaces when children under 18 are present. A majority of Manitobans, regardless of whether they currently smoke or not, would support a ban on smoking in cars and other private vehicles where a child under the age of 18 is present. Fewer Manitobans support a ban on smoking in people's homes where a child under the age of 18 is present. Most Manitobans see a ban on smoking in private vehicles as so important that they would back it up with monetary penalties.

APPENDIX A

Questionnaire

INTRO:

Hello, this is _____. I'm calling from Prairie Research Associates. We're conducting a short survey with Manitobans on their attitudes towards smoking. The survey takes about 5 minutes to complete. Would you have time now? (CONFIRM RESPONDENT IS OVER 18)

Q1. In Manitoba, for several years there has been a ban on smoking in all indoor public places. Do you support or oppose this ban on smoking in all public places? (Would you say you strongly or somewhat support/oppose this ban?)

- Strongly support 4
 - Somewhat support 3
 - Somewhat oppose 2
 - Strongly oppose 1
 - Don't know 8
 - No response 9
-

Would you support or oppose extending the ban on smoking in any of the following situations...

Q2. A ban on smoking....On an outdoor patio of a restaurant or bar? (Would you strongly support, somewhat support, somewhat oppose or strongly oppose this?)

- Strongly support 4
 - Somewhat support 3
 - Somewhat oppose 2
 - Strongly oppose 1
 - Don't know 8
 - No response 9
-

Q3. A ban on smoking....Within five metres of the doorway of any public building? (15 feet) (Would you strongly support, somewhat support, somewhat oppose or strongly oppose this?)

- Strongly support 4
 - Somewhat support 3
 - Somewhat oppose 2
 - Strongly oppose 1
 - Don't know 8
 - No response 9
-

Q4. A ban on smoking....In all outdoor public space including, on the sidewalk, at bus stops, in parks, etc.? (Would you strongly support, somewhat support, somewhat oppose or strongly oppose this?)

- Strongly support 4
 - Somewhat support 3
 - Somewhat oppose 2
 - Strongly oppose 1
 - Don't know 8
 - No response 9
-

Q5. A ban on smoking....In cars and other private vehicles where a child under the age of 18 is present? (Would you strongly support, somewhat support, somewhat oppose or strongly oppose this?)

- Strongly support 4
- Somewhat support 3

| | |
|-----------------------|---|
| Somewhat oppose | 2 |
| Strongly oppose | 1 |
| Don't know | 8 |
| No response | 9 |

Q6. A ban on smoking.... In people's homes where a child under the age of 18 is present? (Would you strongly support, somewhat support, somewhat oppose or strongly oppose this?)

| | |
|------------------------|---|
| Strongly support | 4 |
| Somewhat support | 3 |
| Somewhat oppose | 2 |
| Strongly oppose | 1 |
| Don't know | 8 |
| No response | 9 |

Q7. Smoking bans are usually supported by penalties to encourage people to abide by the ban. Regardless of your level of support or opposition for banning smoking in a vehicle where anyone under 18 years of age is present, what do you think the most appropriate penalty should be for those who violate a potential ban on smoking in cars? Should it be... (READ RESPONSES)

| | |
|--|----|
| There should be no penalty | 4 |
| A monetary fine | 1 |
| A monetary fine with associated demerit points | 2 |
| A licence suspension | 3 |
| (DO NOT READ) Other (specify) | 66 |
| (DO NOT READ) Don't know | 88 |
| (DO NOT READ) No response | 99 |

Q8A. Now I'd like to ask you some questions about cigarette smoking. By cigarettes we mean bought ready-made as well as cigarettes that someone makes. Have you personally ever smoked cigarettes?

| | | |
|-------------------|---|-------|
| Yes | 1 | |
| No | 0 | => Q9 |
| Don't know | 8 | |
| No response | 9 | |

Q8. At the present time, do you smoke cigarettes every day, occasionally, or not at all?

| | |
|--------------------|---|
| Every day | 1 |
| Occasionally | 2 |
| Not at all | 3 |
| Don't know | 8 |
| No response | 9 |

Q9. Does anyone (else) in your household smoke?

| | |
|-------------------|---|
| Yes | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q10. Now I would like you to think about smoking in your home. How many people smoke cigarettes inside your home every day or almost every day? (Include yourself, all other family members and visitors)

| | | |
|-------------------|----|--------|
| None | 00 | => Q12 |
| Don't know | 88 | |
| No response | 99 | => Q12 |

Q11. On a typical day, how many cigarettes are smoked inside your home?

| | |
|-------------------|----|
| Don't know | 88 |
| No response | 99 |

Q12:

Q12. Is smoking cigarettes ever allowed inside your home?

| | | |
|-------------------|---|---------|
| Yes..... | 1 | |
| No | 0 | => Q15X |
| Don't know | 8 | => Q15X |
| No response | 9 | => Q15X |

Q13. Is smoking cigarettes inside your home restricted in any way? (PROMPT: That is, are there rules or restrictions on who, how, or when someone can smoke inside your home?)

| | | |
|-------------------|---|---------|
| Yes..... | 1 | |
| No | 0 | => Q15X |
| Don't know | 8 | |
| No response | 9 | => Q15X |

Q14. How is smoking cigarettes restricted inside your home? (IF NECESSARY, READ RESPONSES)

| | | |
|---|----|---|
| Allowed in certain rooms only | 01 | |
| Restricted in the presence of young children..... | 02 | |
| Allowed only if windows are open or with another type of ventilation..... | 03 | |
| Other restrictions (specify) | 66 | O |
| (DO NOT READ) Don't know | 88 | X |
| (DO NOT READ) No response..... | 99 | X |

Q15X. The next questions are about exposure to second-hand smoke in places other than your own home. Second hand smoke is what smokers exhale and the smoke from a burning cigarette.

Q17. In the past six months, (excluding your own smoking) were you exposed to second-hand smoke....
On an outdoor patio of a restaurant or bar?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q15. In the past month, (excluding your own smoking) were you exposed to second-hand smoke: ...Inside a car or other vehicle?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q16. In the past month, (excluding your own smoking) were you exposed to second-hand smoke: ...In someone else's home?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q18. In the past month, (excluding your own smoking) were you exposed to second-hand smoke: ...At a bus stop or shelter?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q19. In the past month, (excluding your own smoking) were you exposed to second-hand smoke: ...At an entrance to a building?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q20. In the past month, (excluding your own smoking) were you exposed to second-hand smoke: ...Outdoors, such as on a sidewalk or in a park?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q21. Thinking of all second-hand smoke, overall, (excluding your own smoking), in the past month were you exposed to second-hand smoke: (READ RESPONSES)

| | |
|--------------------------------------|---|
| Every day..... | 4 |
| Almost every day..... | 3 |
| At least once a week..... | 2 |
| At least once in the past month..... | 1 |
| None/never in the last month..... | 0 |
| (DO NOT READ) Don't know | 8 |
| (DO NOT READ) No response..... | 9 |

I have a few background questions.

Q22. What year were you born?

.....
Don't know/No response..... 9999

Q23:

Q23. What is the highest level of education you have completed?

Less than high school 1
High school graduate 2
Some university or college 3
College graduate 4
University graduate..... 5
Graduate/Professional school 6
No response 9

Q24:

Q24. How many people live in your household?

Don't know/No response..... 99

Q25:

Q25. How many people in your household are under 18 years?

Don't know/No response..... 99

Q26. Please stop me when I get to the range that best represents you total family income:
(READ RESPONSES)

Under \$35,000 1
\$35,000 to \$50,000 2
\$50,000 to \$75,000 3
\$75,000 to \$100,000 4
Over \$100,000 5
Don't know/No response..... 9

Those are all the questions I have. On behalf of Prairie Research Associates we thank you for your time and assure you that all your answers will be kept confidential.

GENDR:

RECORD GENDER - DO NOT ASK

GENDER:

Female 1 => /INT99
Male..... 2 => /INT99
Undetermined 3 => /INT99



APPENDIX B

Call Record

Call record for Manitoba Tobacco Reduction Alliance Inc.

| Call Record for Manitoba Tobacco Reduction Alliance Inc. | | |
|---|----------|----------|
| Outcome | n | % |
| A Total numbers attempted | 2,788 | 100% |
| 1. Not in service | 536 | 19% |
| 2. Fax | 53 | 2% |
| 3. Business | 41 | 1% |
| Remaining | 2,148 | 77% |
| B Total eligible numbers | 2,148 | 100% |
| 4. Busy | 17 | 1% |
| 5. Answering machines | 303 | 14% |
| 6. No answer | 338 | 16% |
| 7/8. Language/illness/incapability | 76 | 4% |
| 9. Selected/eligible respondent not available | 32 | 1% |
| Remaining | 1,382 | 64% |
| C Total asked | 1,382 | 100% |
| 10. Household refusal | 10 | 1% |
| 11. Respondent refusal | 585 | 42% |
| 12. Qualified respondent break off | 261 | 19% |
| Remaining | 526 | 38% |
| D Co-operative contacts | 526 | 100% |
| 13. Disqualified | 126 | 24% |
| 14. Completed interviews | 400 | 76% |
| Refusal rate = (10+11+12)/C | 856 | 62% |
| Response rate (D/B) | 526 | 24% |