

Two in Three (67%) Ontarians 'Agree' Smoking Should Not Be Allowed In-Doors in Multi-Unit Dwellings

Public Release Date: Thursday, December 8, 2011, 5:00 AM EDT



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



Two in Three (67%) Ontarians 'Agree' Smoking Should Not Be Allowed In-Doors in Multi-Unit Dwellings

Toronto, ON - Two in three (67%) Ontarians 'agree' (47% strongly/20% somewhat) that 'smoking should not be allowed in-doors in multi-unit dwellings such as apartments, condominiums, and co-ops', according to a new Ipsos Reid poll conducted on behalf of the Canadian Cancer Society. Just one in three (33%) 'disagree' (16% strongly/17% somewhat) with this type of ban. Young adults, aged 18 to 34, who are typically the most likely to be living in multi-unit dwellings, are the most likely to agree (83%).

Ipsos Reid research conducted in November, 2010, among Ontarians currently living in a multi-unit dwelling or lived in one within the last two years revealed that given the choice between two identical buildings, eight in ten (80%) would be 'likely' (65% very/15% somewhat) to choose a non-smoking building over a building where smoking was permitted.

These are some of the findings of an Ipsos Reid poll conducted between November 16 to 21, 2011 on behalf of the Canadian Cancer Society Ontario Division. For this survey, a sample of 810 Ontarians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had the entire population of Ontarians in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

© Ipsos Reid



Ipsos Reid

For more information on this news release, please contact:

*Sean Simpson
Associate President
Ipsos Reid
Public Affairs
(416) 572-4474*

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

- 2 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*