

ONTARIO APARTMENTS AND SECOND HAND SMOKE

Almost Half (46%) Affected By Second Hand Smoke and A Majority (64%) of All Multi-Unit Residents Prefer Smoke-Free Buildings If Given Choice



Ipsos-Reid Public Release Date: March 27, 2007

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 300 researcher 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 – including the Ipsos Trend Report, the leading source of public opinion in the country – 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/>

© Ipsos Reid Corp. 2006

*Washington λ New York λ Minneapolis λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



ONTARIO'S APARTMENTS AND SECOND HAND SMOKE

Almost Half (46%) Affected By Drifting Second Hand Smoke and A Majority (64%) of Residents Prefer Smoke-Free Buildings If Given Choice

Toronto, ON – According to an Ipsos Reid survey conducted for The Ontario Tobacco-free Network (OTN), second-hand smoke infiltrates the multi-unit living spaces of almost half (46%,) of all multi-unit dwelling Ontarians from nearby access points, and a clear majority (64%) of the province's four million multi-unit dwellers would like the choice to live in smoke-free buildings.

These are the key findings of an Ipsos-Reid poll conducted in November, 2006 via an online Ontario sample of 1832 multi-unit adult dwellers in Ontario. With a sample of this size, results are accurate with +/-2.3 percentage points, 19 times out of 20, of what they would have been had the entire Ontario multi-unit adult dwelling population been polled. These data were weighted to ensure the sample's regional and age/sex composition reflects the actual Ontario population according to Census data. The results reported in this Factum and in the public domain are from the second of two waves of research conducted on the subject among separate samples. The first wave with a series of benchmark findings for tracking purposes was conducted in March, 2006. These data were not combined or averaged as they were separate studies. OTN is a coalition of the Canadian Cancer Society, Ontario Division; the Heart and Stroke Foundation of Ontario; and The Lung Association.

The survey of a representative sample of Ontario's multi-unit dwellers revealed that:

- A majority (64%) of all multi-unit dwellers would likely choose a smoke-free building over one where smoking is permitted;
- Almost half (46%) have had tobacco smoke odour enter their unit in the past 12 months from somewhere else in their building;



- The tobacco smoke odour usually seeps in primarily via the hallways (47%), windows (41%), shared ventilation (21%), and air leaks (18%) and through bathroom or kitchen fans (13%);
- Despite the Smoke-free Ontario Act, just half say smoking is prohibited in hallways, the lobby/common areas and the laundry room;
- The survey found 32% of all people in apartments in Ontario are bothered by this intrusive smoke and a total of approximately 6% of all multi-unit dwellers either moved or considered moving because of it;
- Of those affected by second-hand smoke, four in ten (41%) consider it a personal health hazard and one third (32%) consider it an infringement upon their life and privacy;
- Of those affected by second-hand smoke, three in ten (27%) made suggestions or grievances to their landlord or another outside agency about the smoke;
- Of those affected by second-hand smoke, six in ten who made complaints didn't get a response, and three in ten were told that there was nothing that could be done;
- Of those affected by second-hand smoke, one in seven (16%) say that they or someone in their household suffered from a smoking-related illness or worsened condition such as Asthma (68%), COPD (16%), Heart disease (6%) and Lung Cancer (6%).

-30-

For more information on this news release, please contact:

© Ipsos-Reid Corp. 2004

- 2 -

*Washington λ New York λ Minneapolis λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



Ipsos Reid

*John Wright
Senior Vice President
Ipsos Reid Public Affairs
(416) 324-2900*

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

© Ipsos-Reid Corp. 2004

- 3 -

*Washington λ New York λ Minneapolis λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*