



Ipsos Reid



Smoke Free Housing Ontario

Multi-Unit Dwelling Second Hand Smoke Survey

FINAL



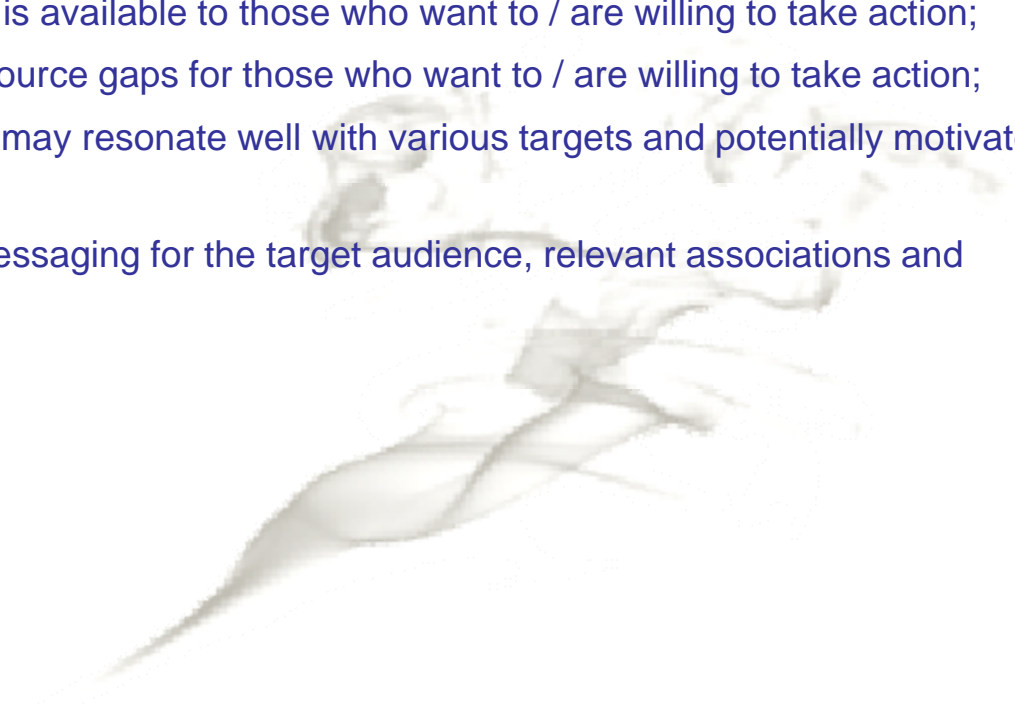
Nobody's Unpredictable



Background & Objectives

- Ipsos Reid is pleased to present to Smoke Free Housing Ontario the results of the third wave of research examining second hand smoke exposure in multi-unit dwellings (MUDs).

- Specific areas explored in the research include:
 - Determining the prevalence of the problem (those exposed to second-hand smoke in multi-unit dwellings);
 - Assessing current attitudes and perceptions on the issue among key targets;
 - Determining what, if any, recourse is available to those who want to / are willing to take action;
 - Determining knowledge and/or resource gaps for those who want to / are willing to take action;
 - Assessing types of messages that may resonate well with various targets and potentially motivate a change in behaviour; and
 - Assessing communications and messaging for the target audience, relevant associations and governments.

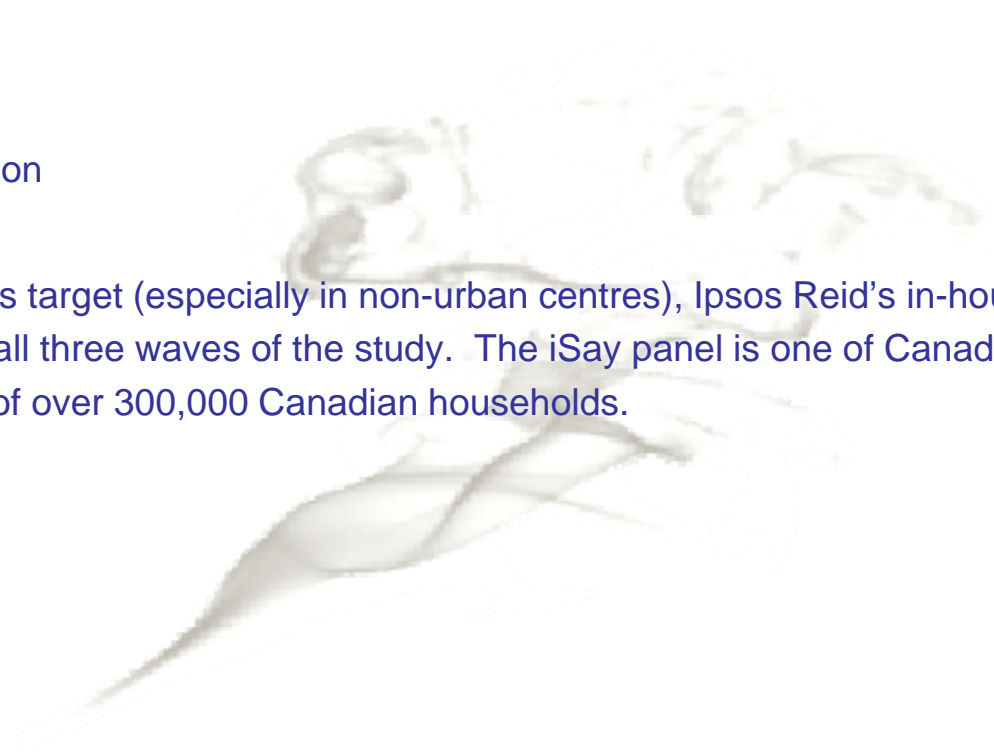




Background & Objectives

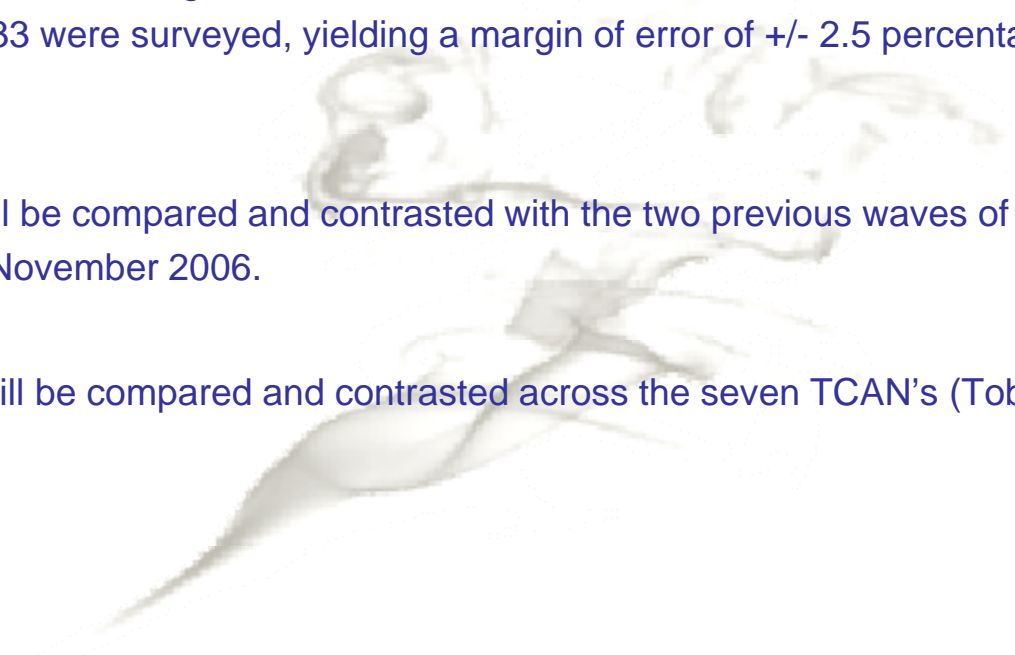
- The target audience for this research is any Ontarian, 18 years of age and older, who either currently lives or within the past two years has lived in a multi-unit dwelling that has a ventilation system shared with other units. This may include, but is not limited to:
 - Apartment buildings
 - Duplexes
 - Triplexes
 - Co-operatives
 - Community and social housing
 - Condominiums
 - Other forms of shared accommodation

- Given the potentially low incidence of this target (especially in non-urban centres), Ipsos Reid's in-house, on-line iSay panel was used to execute all three waves of the study. The iSay panel is one of Canada's largest online panels, with membership of over 300,000 Canadian households.



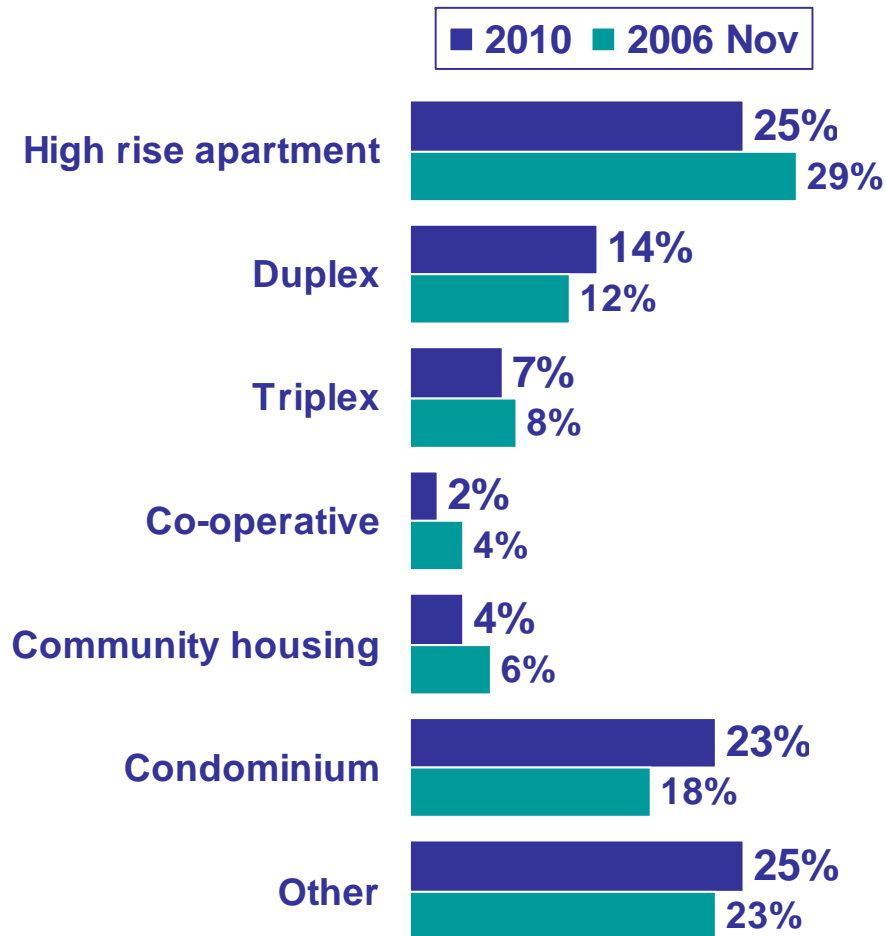
Sample Design & Field Work

- The first two waves of research were conducted for the Ontario Tobacco Free Network:
 - The first wave was conducted from February 24th to March 1st, 2006. A total of N = 1583 were surveyed, yielding a margin of error of +/-2.5 percentage points, 19 times out of 20.
 - The second wave was conducted from November 20th to 23rd, 2006. A total of N = 1832 were surveyed, yielding a margin of error of +/- 2.3 percentage points, 19 times out of 20.
- The third wave, conducted for Smoke Free Housing Ontario, was undertaken from October 29th to November 9th, 2010. A total of N = 1533 were surveyed, yielding a margin of error of +/- 2.5 percentage points, 19 times out of 20.
- Where possible, results of this study will be compared and contrasted with the two previous waves of inquiry undertaken in March 2006 and November 2006.
- This wave, impressions and attitudes will be compared and contrasted across the seven TCAN's (Tobacco Control Area Networks).

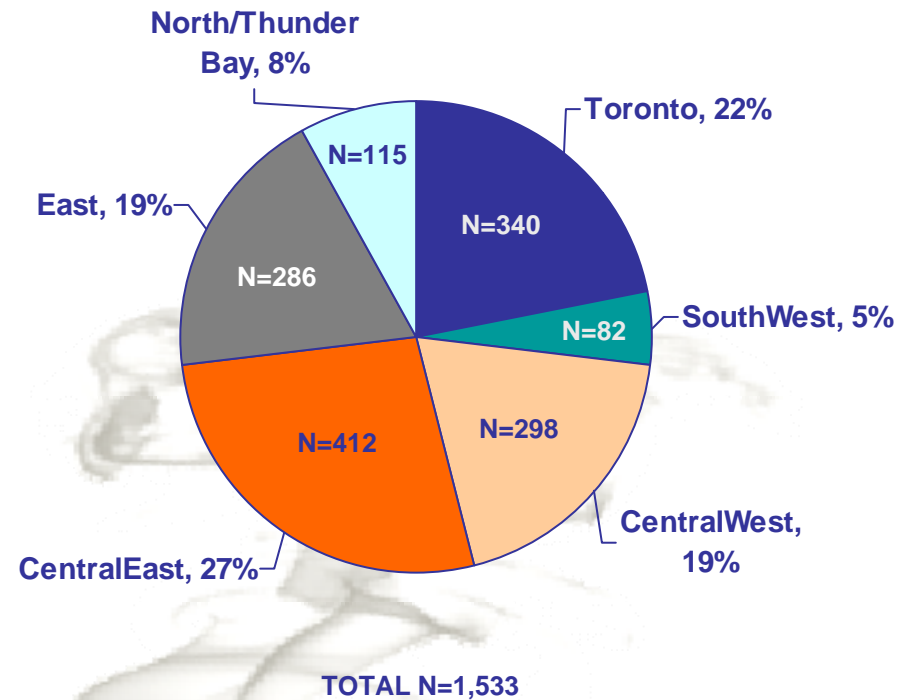


Sample Make-up

- Respondents for this study were drawn from similar buildings in similar proportions as the November 2006 study. The sample distribution based on the TCANs was unique to this wave of the study.



Number and % of Total Interviews



Q14. What type of multi-unit dwelling do you or did you live in? Base: All respondents 2010 n=1,533; Nov 2006 n=1,835.

Key Findings

Presence of Second Hand Smoke in Unit

- Just under half of all respondents (42%) have encountered the smell of second hand tobacco smoke in their unit within the past 6 months. These figures are essentially unchanged since November 2006. Two in ten continue to encounter second hand smoke a few times a week. The portion who say they have never had second hand smoke in their unit has increased slightly to 58%.
- On a regional basis, second hand smoke penetration is highest in the North/Thunder Bay (26%) and lowest in Toronto (16%).
- Open windows are now the most frequently cited access point for second hand smoke (53%). This is followed by hallways (42%).

Impact of Second Hand Smoke Entering Living Space

- Over eight in ten (82%) of those who report tobacco smoke entering their unit indicate that the smoke bothered them. These figures are up 12 points since November 2006.
- Ontarians are more likely to believe second hand smoke is an issue of some type than they did four years ago. At present, 55% say it is a health hazard, 48% say it is a nuisance and 39% say it is an infringement upon life/privacy. Results also show a reduction in the portion of Ontarians who believe that second hand smoke is not something to worry about (down 12 points to 23%).

Key Findings

- Two in ten (20%) Ontarians, who have been exposed to second hand smoke in their units, report that they or someone in their household have been made ill or had a condition worsen due to the presence of the smoke. This portion has increased slightly since November 2006 (up 4 points from 16%).
- Many different types of conditions are impacted based on exposure to second hand smoke. Asthma attacks (30%) are mentioned most often, followed by allergic reactions (16%), coughing attacks (13%) and difficulty breathing / shortness of breath (13%).

Suggestion or Complaint Raised Regarding Second Hand Smoke

- Increases are noted in the portion of people who have approached landlords / management / government in an effort to address the presence of second hand smoke. At present, over a third of respondents (35%) who have encountered second hand smoke have made a suggestion or voiced a complaint. This portion is up eight points since Nov 2006 (27%).

Impact of Suggestion or Complaint Regarding Second Hand Smoke

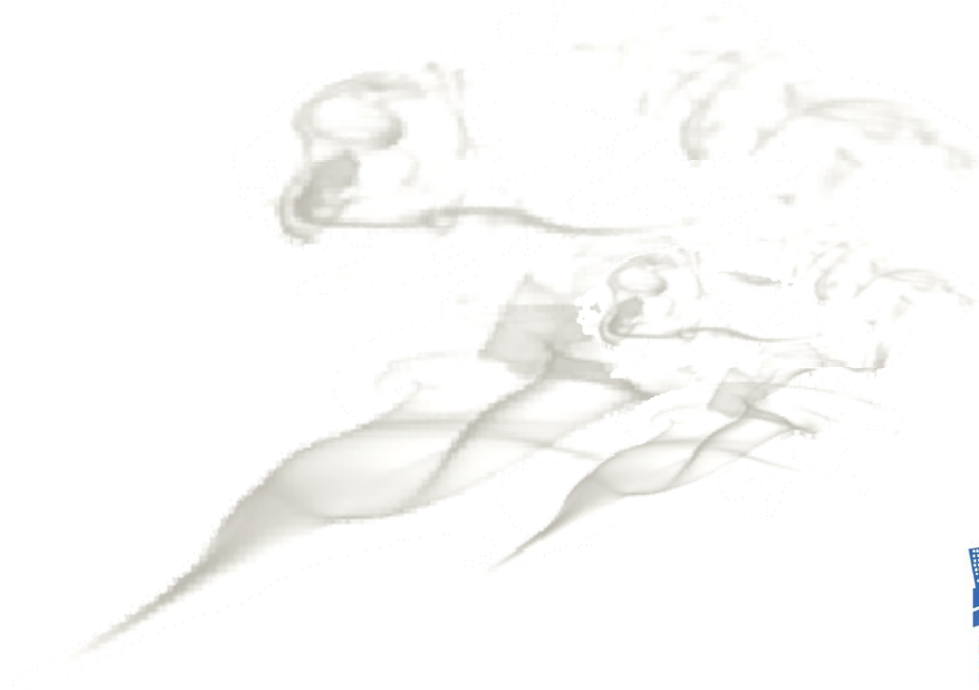
- While residents are more inclined to make a suggestion or raise a complaint regarding second hand smoke, results show that little continues to be done (61% say nothing was done about the complaint) -- unchanged across four years.

Attitudes Towards Tobacco Use and Prohibition in MUDs

- Despite the Smoke-free Ontario Act, only marginal changes are noted in increased tobacco prohibition within multi-unit dwellings. At present, the majority of hallways (54%) and lobby/common areas (53%) and about half of laundry rooms (48%) are smoke-free. Party rooms (39%) and all apartments (25%) are more likely to be smoke-free than four years ago.
- There continues to be a strong level of belief that common areas in multi-unit dwellings are legally required to be smoke-free. As was the case four years ago, a significant majority of people (84%) believe that common areas of MUDs are required by law to be smoke-free.
- A slight majority (52%) of people in multi-unit dwelling buildings believe that landlords/property managers are legally able to require all of their multi-unit dwellings to be smoke-free. 49% indicate landlords/property managers are legally unable to mandate their multi-unit dwellings as smoke free.
- There is strong support for the banning of smoking in multi-unit dwellings. At present, two thirds (66%) support a ban, 31% are opposed. Support has increased nine points across four years while opposition has decreased by 11 points.

Impact of Tobacco Usage on Dwelling Choice

- Respondents show a strong desire to live in a smoke free building. When provided with a number of options, 71% of respondents would either prefer to live in a smoke free building (48%) or insist that they did (23%). The portion indicating the desire to live in a smoke free building has increased by 13 points since November 2006 (58%).
- Given the choice between two identical buildings, a sizeable majority (80%) would select the building which prohibited smoking everywhere. The portion selecting the smoke-free building increased from 64% (March 2006) to 71% (November 2006) to the present level of 80%.



Exposure to Second Hand Smoke

- Just under half of all respondents (42%) have encountered tobacco smoke in their unit in the past 6 months. These figures are essentially unchanged since November 2006. Two in ten continue to experience this a few times a week. The portion who say never has increased slightly to 58%.

All Respondents	TOBACCO SMOKE			COOKING ODOURS			PET ODOURS			CANDLE or INCENCE ODOUR			OTHER		
	2010 Nov	2006 Nov	2006 Mar	2010 Nov	2006 Nov	2006 Mar	2010 Nov	2006 Nov	2006 Mar	2010 Nov	2006 Nov	2006 Mar	2010 Nov	2006 Nov	2006 Mar
A few times a week or more	20%	22%	24%	33%	33%	39%	10%	9%	10%	9%	9%	11%	18%	18%	20%
Once a week	5%	6%	4%	9%	11%	8%	4%	3%	2%	5%	5%	4%	7%	8%	7%
Once every couple of weeks	7%	7%	7%	13%	13%	10%	4%	6%	4%	6%	7%	5%	11%	12%	8%
Once a month or less	10%	11%	11%	14%	13%	12%	8%	9%	8%	10%	11%	11%	17%	17%	16%
Exposed To Odour In Their Unit	42%	46%	46%	67%	70%	69%	25%	27%	24%	30%	32%	31%	53%	55%	51%
Never	58%	54%	53%	31%	31%	31%	75%	75%	75%	70%	68%	68%	47%	45%	49%

* 2010 = Last 6 Months; 2006 Nov = Last 12 Months

▪ **42% exposed to smoke seeping into their unit from other places in building**

- **Most often among lower income, lower rent, younger respondents**
- **More common in high-rise apartment and co-operative buildings than in other types of MUDs**

Q1. During the past 12 months (2006) / 6 months (2010) of living in the unit, how often did any of the following odours get into your living space from somewhere else in or around the building? Base: All respondents 2010 n=1,533; 2006 Nov n=1,835; 2006 Mar n=1,583



Exposure to Second Hand Smoke by TCAN

- On a regional basis, second hand smoke penetration is highest in North/Thunder Bay (26%) and lowest in Toronto (16%).

Smoke in Unit a Few Times a Week or More

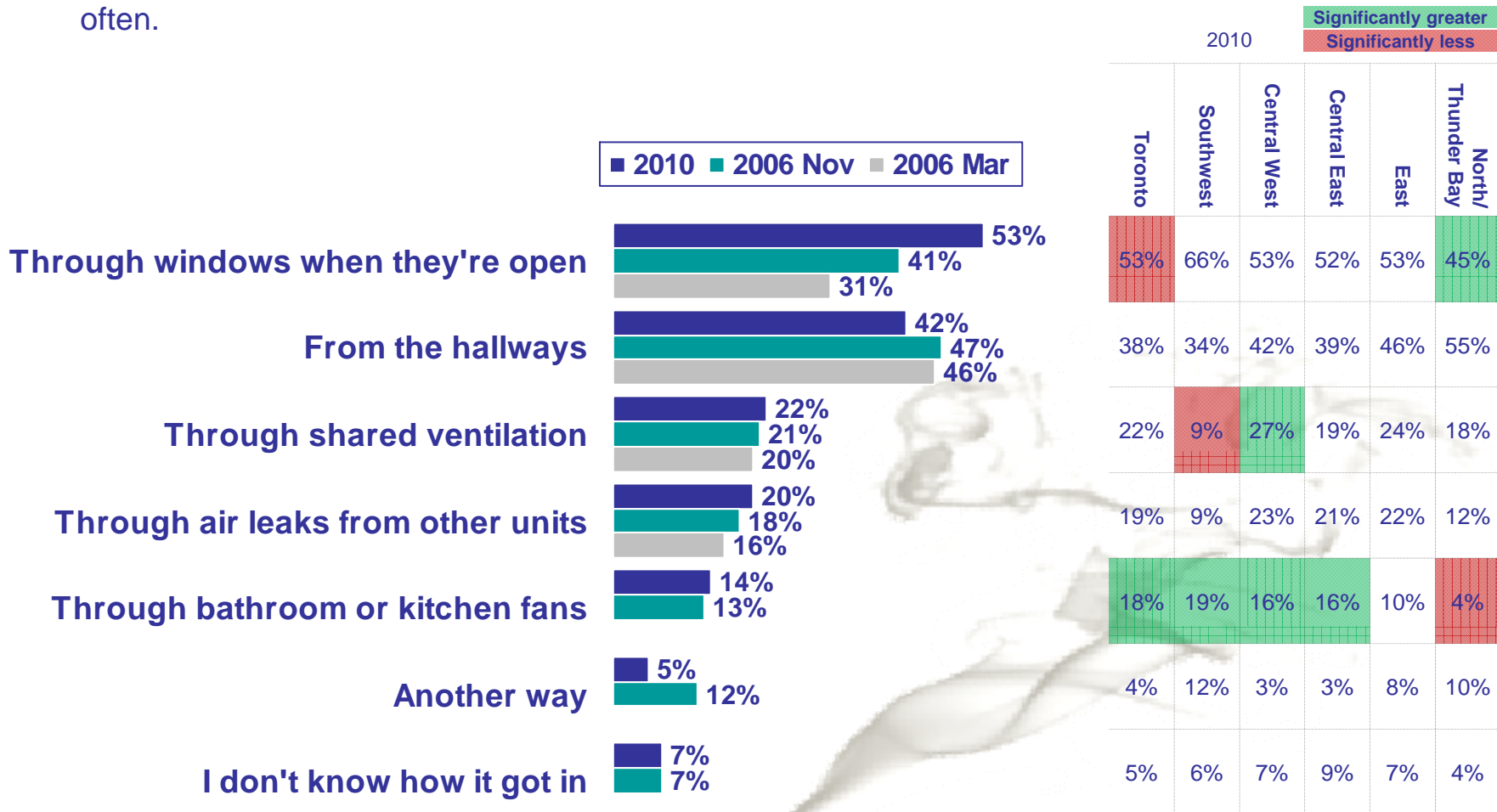
Significantly greater
Significantly less

	TOBACCO SMOKE	COOKING ODOURS	PET ODOURS	CANDLE or INCENCE ODOUR	OTHER
Toronto	16%	31%	4%	7%	15%
Southwest	20%	32%	21%	12%	16%
Central West	22%	33%	12%	9%	23%
Central East	18%	34%	9%	11%	18%
East	22%	32%	11%	8%	16%
North/Thunder Bay	26%	37%	15%	11%	19%

Q1. During the past 12 months (2006) / 6 months (2010) of living in the unit, how often did any of the following odours get into your living space from somewhere else in or around the building? Base: All respondents 2010 n=1,533.

How Second Hand Smoke Enters Living Space

- Open windows, as opposed to hallways (42%), are now the most frequently cited access point for second hand smoke (53%). Shared ventilation (22%) and air leaks from other units (20%) are reported next most often.

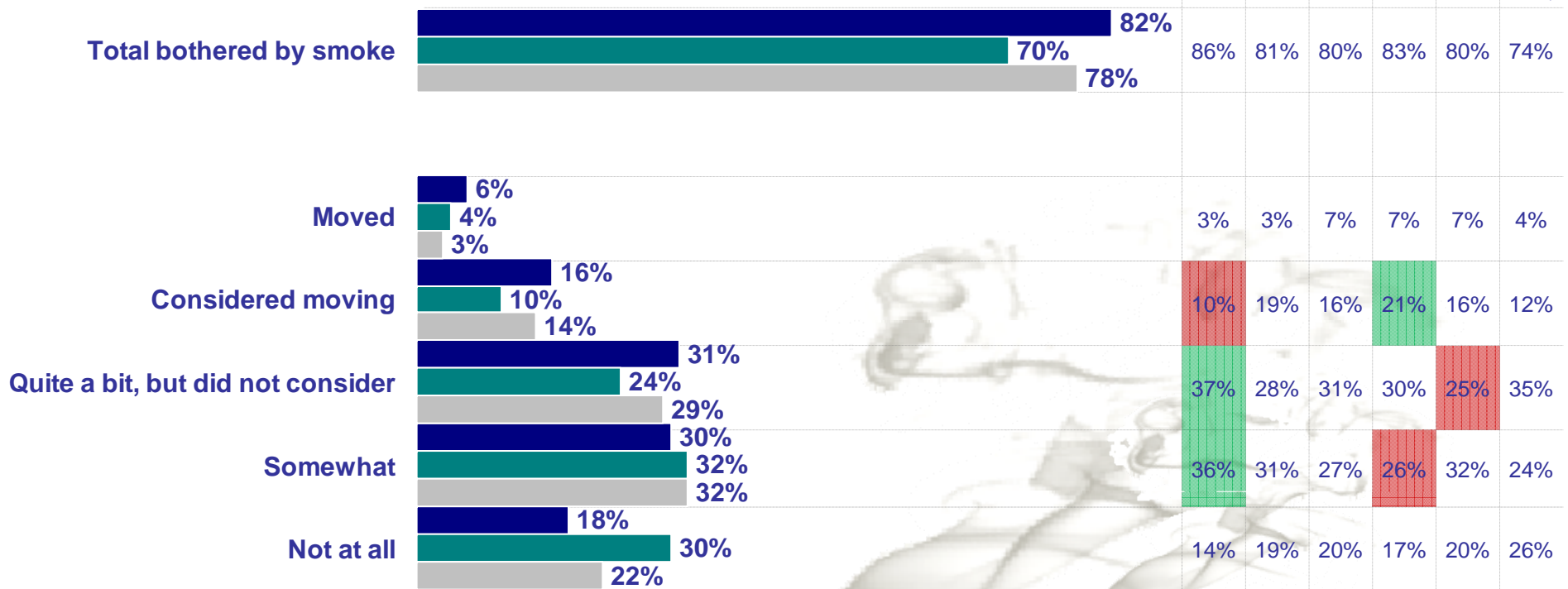


Q4. What was the most common way that tobacco smoke odours get into your living space from somewhere else? Base: Tobacco smoke odours get into living space 2010 n=645; 2006 Nov n=840; 2006 Mar n=739.

Portion Bothered by Second Hand Smoke

- Over eight in ten (82%) of those who report second hand smoke in their unit indicate that the smoke bothered them. These figures are up 12 points since November 2006. Two in ten (22%) say they either considered moving or moved in order to get away from the smoke.

■ 2010 ■ 2006 Nov ■ 2006 Mar

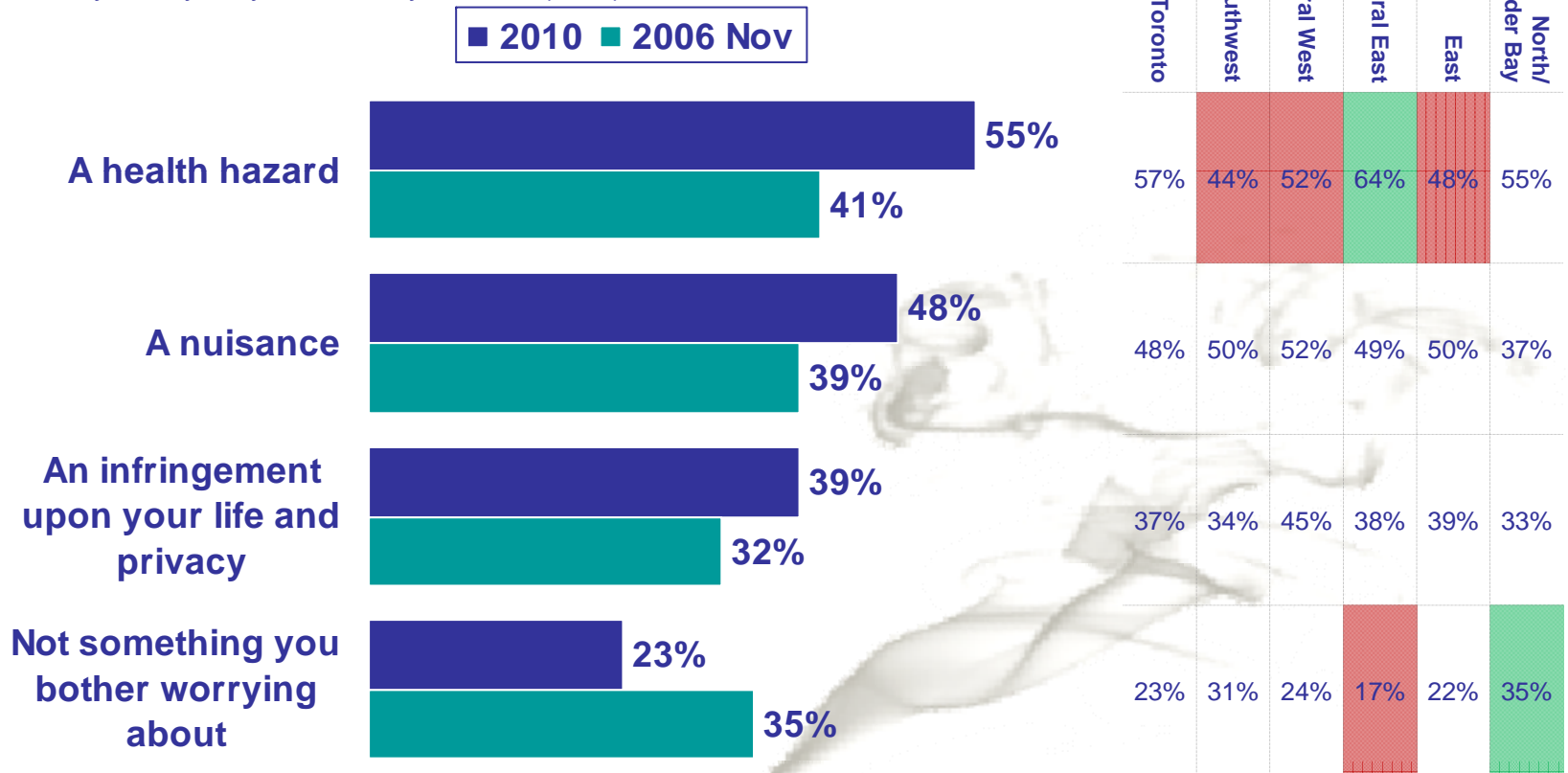


- Smoke seepage bothered those with no smokers in the household to a much stronger degree (90%) than those who don't (64%).
- Smoke seepage least bothered those with lower education, lower income, and cheaper rents

Q3. When tobacco smoke odours got into your living space from somewhere else, how much did it bother you?
 Base: Tobacco smoke odours get into living space 2010 n=645; 2006 Nov n=840; 2006 Mar n=739

Characterization of Second Hand Smoke

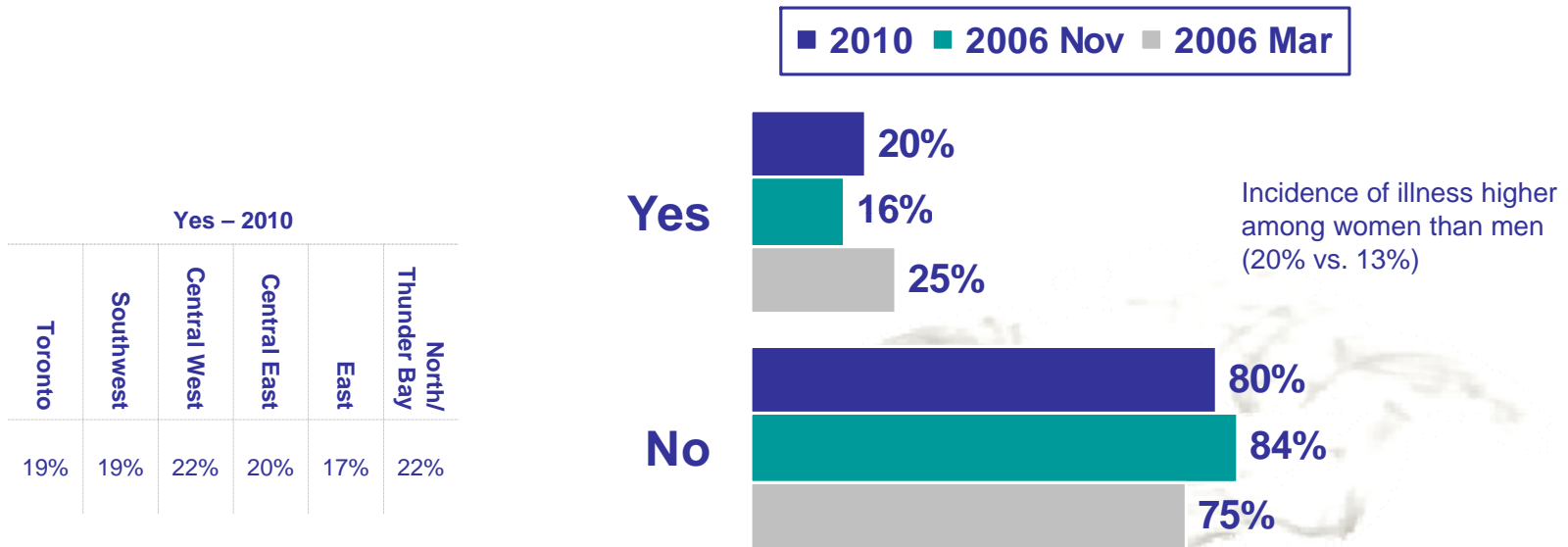
- Residents are more likely to believe second hand smoke is an issue of some type than they did four years ago. At present 55% say it is a health hazard (up 14 points), 48% say it is a nuisance (up 9 points) and 39% say it is an infringement upon life/privacy (up 7 points). Results also show a reduction in the portion of people who believe that second hand smoke is not something to worry about (down 12 points from 35% to 23%). Central East respondents are more likely to report health hazard (64%), those in the North are more likely to say they don't worry about it (35%).



Q5. And when you think about the tobacco smoke that has drifted into your unit, would you say you consider this to be . . .? Base: Tobacco smoke odours get into living space 2010 n=645; 2006 Nov n=840.

Impact of Second Hand Smoke Exposure

- Two in ten (20%) Ontarians, who have been exposed to second hand smoke in their units, report that they or someone in their household have been made ill or had a condition worsen due to the presence of the smoke. This portion has increased slightly since November 2006 (up 4 points).



Q6. Have you or has anyone else in your household ever suffered from an illness or worsening of a condition that could be attributed to second-hand smoke exposure that has drifted into your unit? Base: Tobacco smoke odours get into living space 2010 n=645; 2006 Nov n=840; 2006. Base: all respondents Mar n= 744.

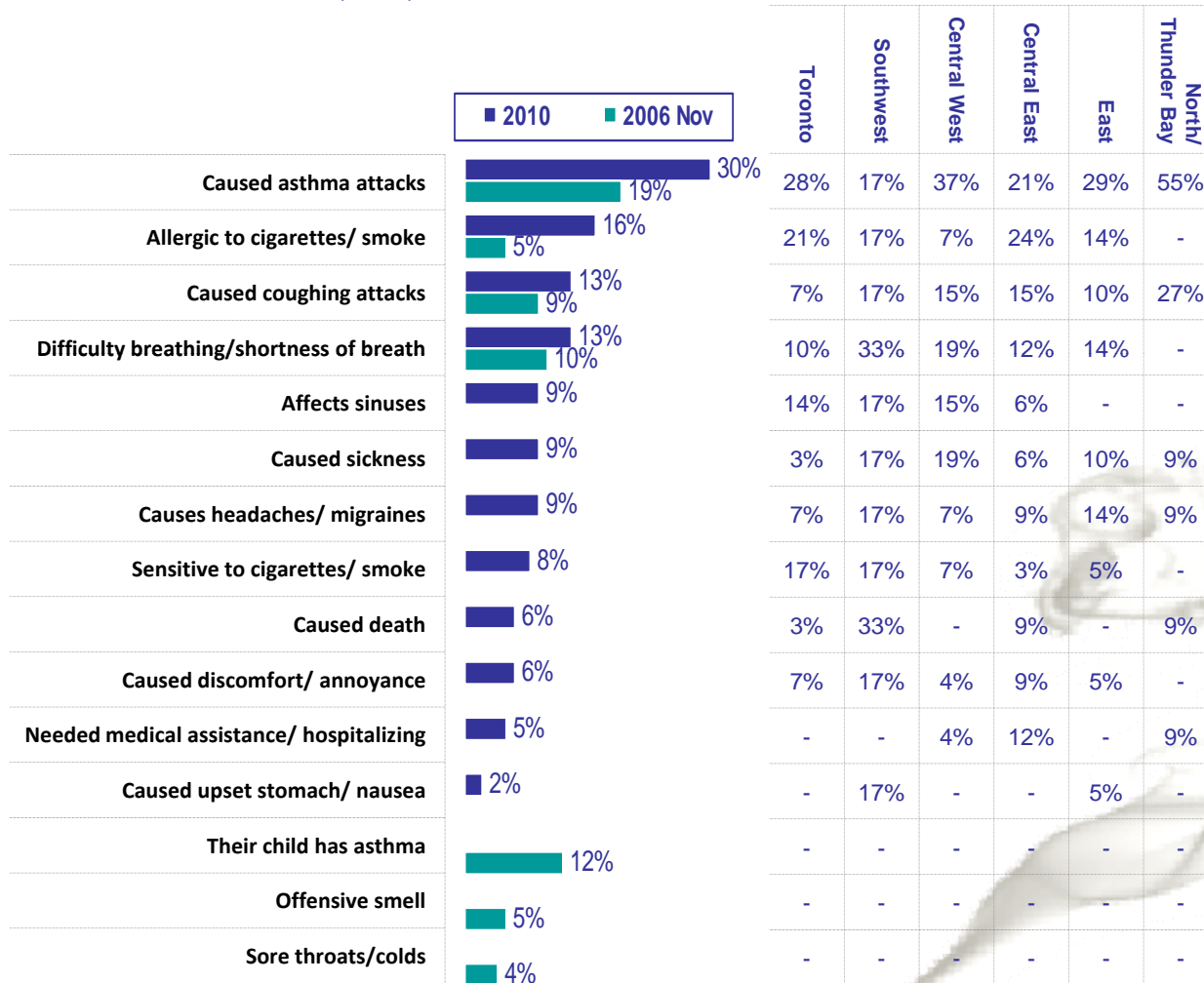


Specific Condition Caused by Second Hand Smoke

- Many different types of conditions are cited as having occurred due to exposure to second hand smoke.

Asthma attacks (30%) are mentioned most often.

2010



Example Verbatim

2010:

"My spouse has severe chronic asthma and allergies and tobacco smoke exacerbated the problem to such a degree that we had to move at great financial cost."

"On an ongoing basis, I have headaches and feel stuffy as a result of the unwanted second-hand smoke."

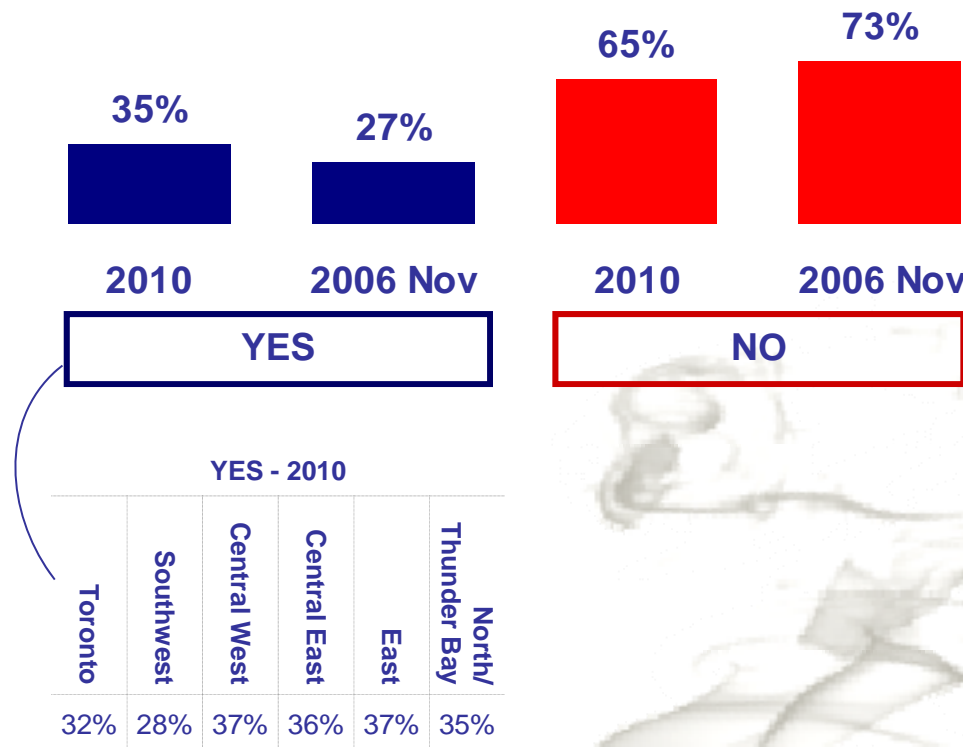
"Why can the law not protect me from waking up, choking, due to high quantities of smoke entering my bedroom from my one source of fresh air: the window?"

"I have asthma and other residents didn't refrain from smoking in the apartment hallway or parking garage. The cigarette smoke and pet odour were the reasons I had to vacate my unit 6 months ahead of time."

Q.7. Tell us a little bit about that experience. For example, what type of condition was incurred? Did it happen to you? Did it happen to someone that is elderly or young? Did the condition or illness persist for a long-term? Please write anything else that is relevant. Base: All respondents who suffered illness due to second hand smoke 2010 n=127; 2006 Nov n=134.

Suggestions / Complaints Made Re. Second Hand Smoke

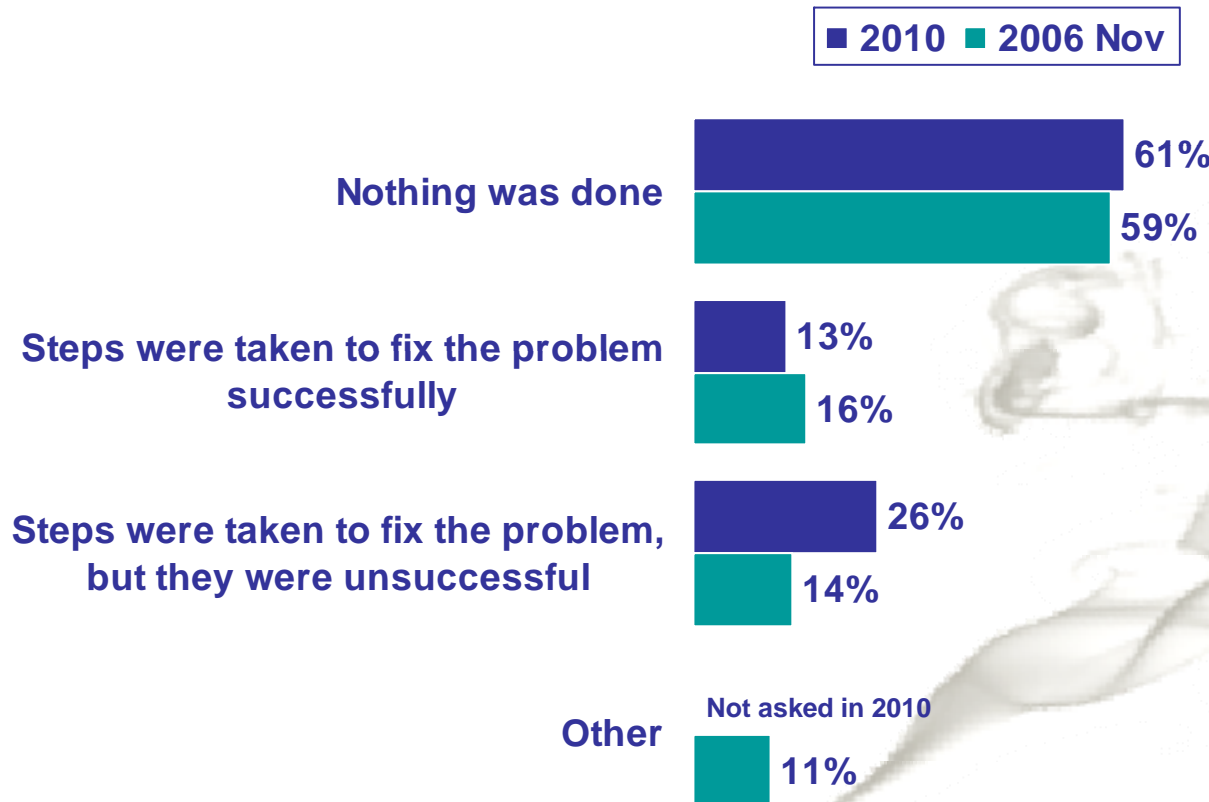
- Increases are noted in the portion of Ontarians who have approached landlords/management/government in an effort to address the presence of second hand smoke. At present, over a third of respondents (35%) who have encountered second hand smoke have made a suggestion or voiced a complaint. This portion is up eight points since November 2006 (27%).



Q2. Have you ever suggested to your landlord, property management company, the government or another outside agency that something should be done about this smoking odour? Base: Affected by smoke 2010 n=645; 2006 Nov n=840.

Impact of Suggestion / Complaint

- While residents are more inclined to raise a complaint/make a suggestion regarding second hand smoke, results show that little continues to be done about their concern. At present 61% say nothing was done about their complaint/suggestion. This portion is essentially unchanged in four years. Just over one in ten (13%) say the problem was fixed, while one quarter (26%) say steps were taken but the problem was not fixed. Residents in the Southwest were the most successful at getting problems addressed successfully (33%).

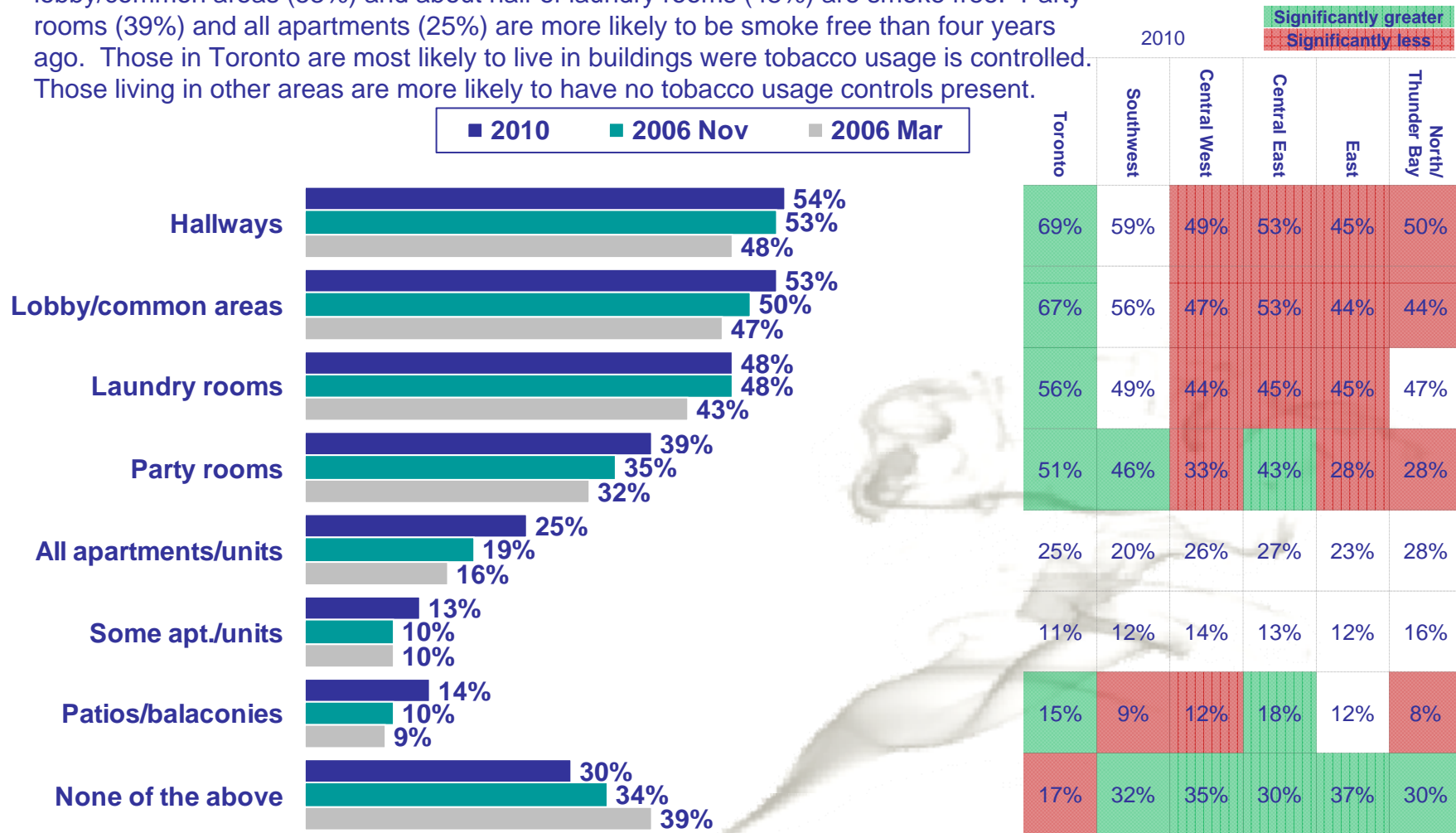


2010					
Toronto	Southwest	Central West	Central East	East	Thunder Bay/North/
58%	56%	70%	58%	65%	50%
8%	33%	13%	17%	7%	22%
33%	11%	17%	25%	28%	28%

Q2A. And, what happened after your suggestion? Base: Asked to have something done about smoke in unit 2010 n=227; 2006 Nov n=227.

Restrictions on Tobacco Use in MUDs

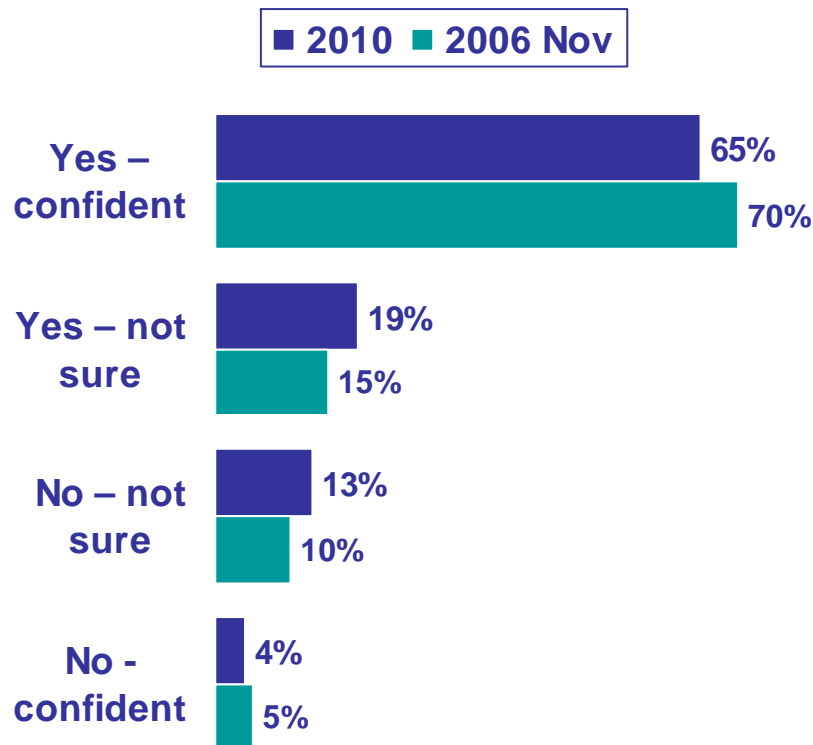
- Despite the Smoke-free Ontario Act, only marginal changes are noted in increased tobacco prohibition within multi-unit dwellings. At present, the majority of hallways (54%) and lobby/common areas (53%) and about half of laundry rooms (48%) are smoke free. Party rooms (39%) and all apartments (25%) are more likely to be smoke free than four years ago. Those in Toronto are most likely to live in buildings where tobacco usage is controlled. Those living in other areas are more likely to have no tobacco usage controls present.



Q8. Is (or was) smoking prohibited in any of the following areas in the multi-unit dwelling? Base: All respondents 2010 n=1,533; 2006 Nov n=1,835; 2006 Mar n=1,583.

Belief that Common Areas Are Required to be Smoke Free

- There continues to be a strong level of belief that common areas in multi-unit dwellings are required to be smoke free. As was the case four years ago, a significant majority of people (84%) believe that common areas of MUDs are required by law to be smoke free.



Total YES
84%
85%

Total NO
16%
15%

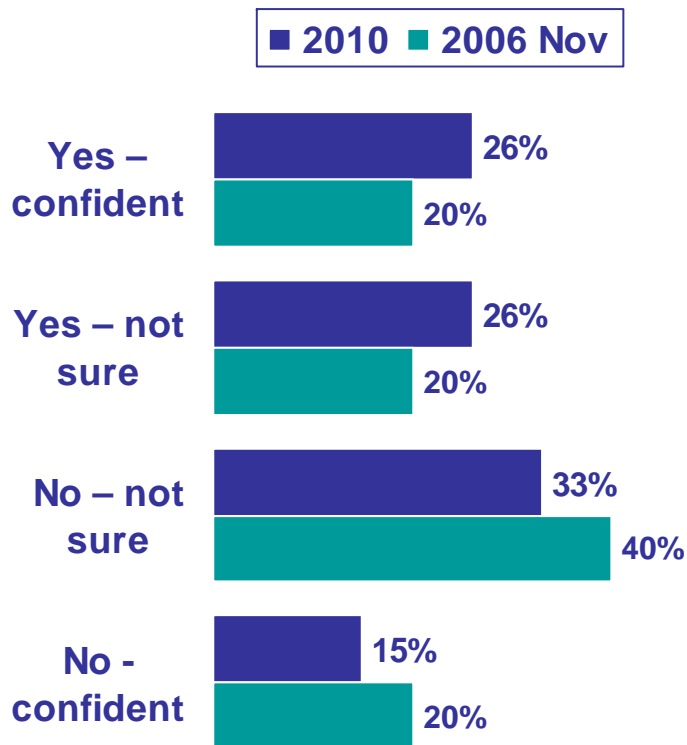
	2010					North/ Thunder Bay
	Toronto	Southwest	Central West	Central East	East	
	61%	72%	65%	65%	63%	70%
	25%	15%	17%	17%	21%	12%
	11%	11%	14%	13%	12%	14%
	3%	2%	3%	5%	4%	4%

Q9. As far as you know, are common areas of multi unit dwellings, such as lobbies, social areas, and elevators, required by law to be smoke free?
Base: All respondents 2010 n=1,533; 2006 Nov n=1,835.



Legality of Making Buildings Smoke Free

- There is increased awareness that landlords can require buildings to be smoke free (up 12 points since November 2006). At present, a slight majority (52%) of people in multi-unit dwelling buildings believe that landlord/property managers are legally able to require all of their multi-unit dwellings to be smoke-free. 49% indicate landlord/property managers are unable to do this.



Total YES
52%
40%

Total NO
49%
60%

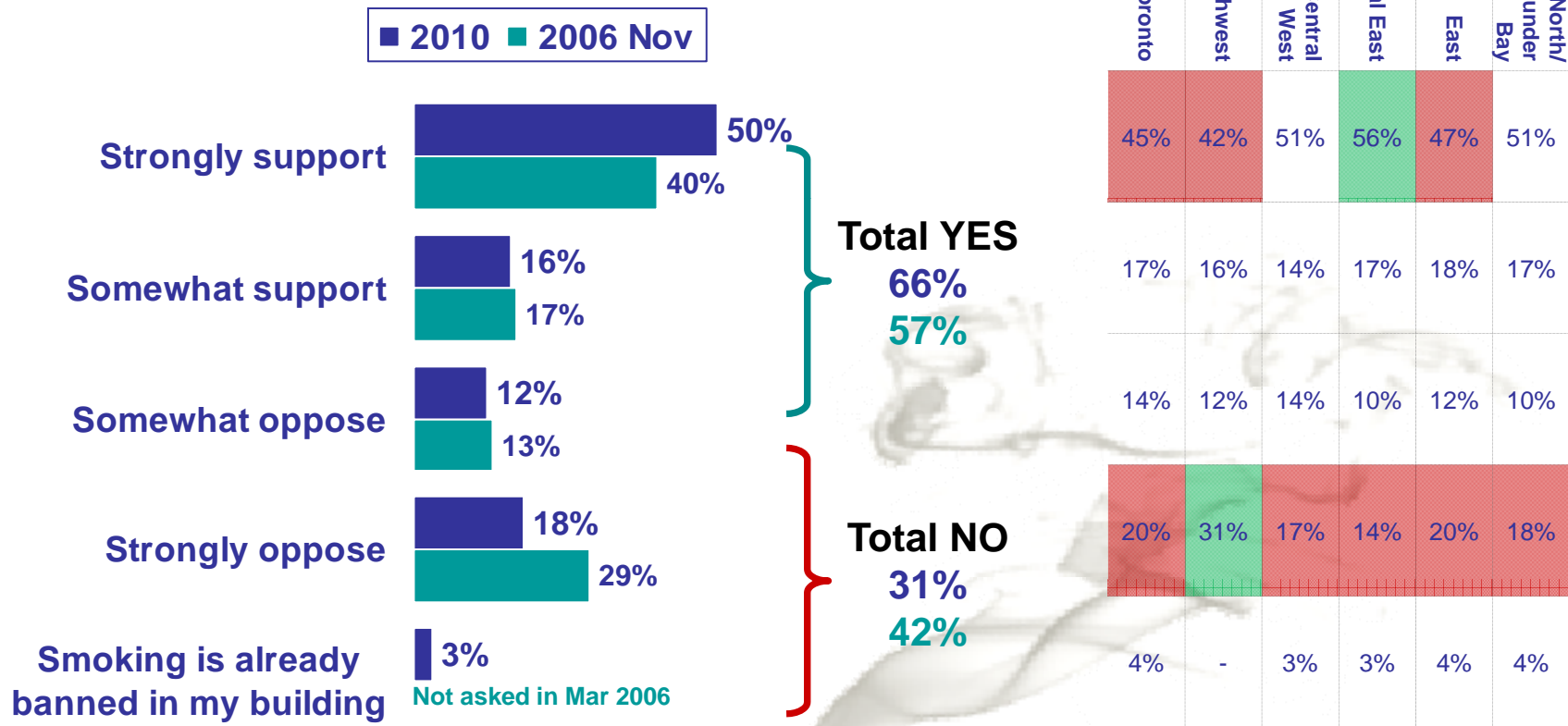
	2010					
	Toronto	Southwest	Central West	Central East	East	Thunder Bay/North/
	22%	28%	25%	32%	21%	27%
	26%	23%	27%	23%	28%	28%
	36%	39%	35%	29%	34%	29%
	17%	10%	13%	15%	17%	17%

Significantly greater
Significantly less

Q10. And is it legal for landlords and property management companies to require all of their multi-unit dwellings to be smoke free? Would you say you are confident in your response or not really sure? Base: All respondents 2010 n=1,533; 2006 Nov n=1,835.

Support for Smoking Ban in Multi-Unit Dwelling

- There is strong support for the banning of smoking in multi-unit dwellings. At present, two thirds (66%) support a ban, 31% are opposed. Support has increased nine points across four years while opposition has decreased by 11 points. Those in the Central East TCAN are the most supportive (73%).

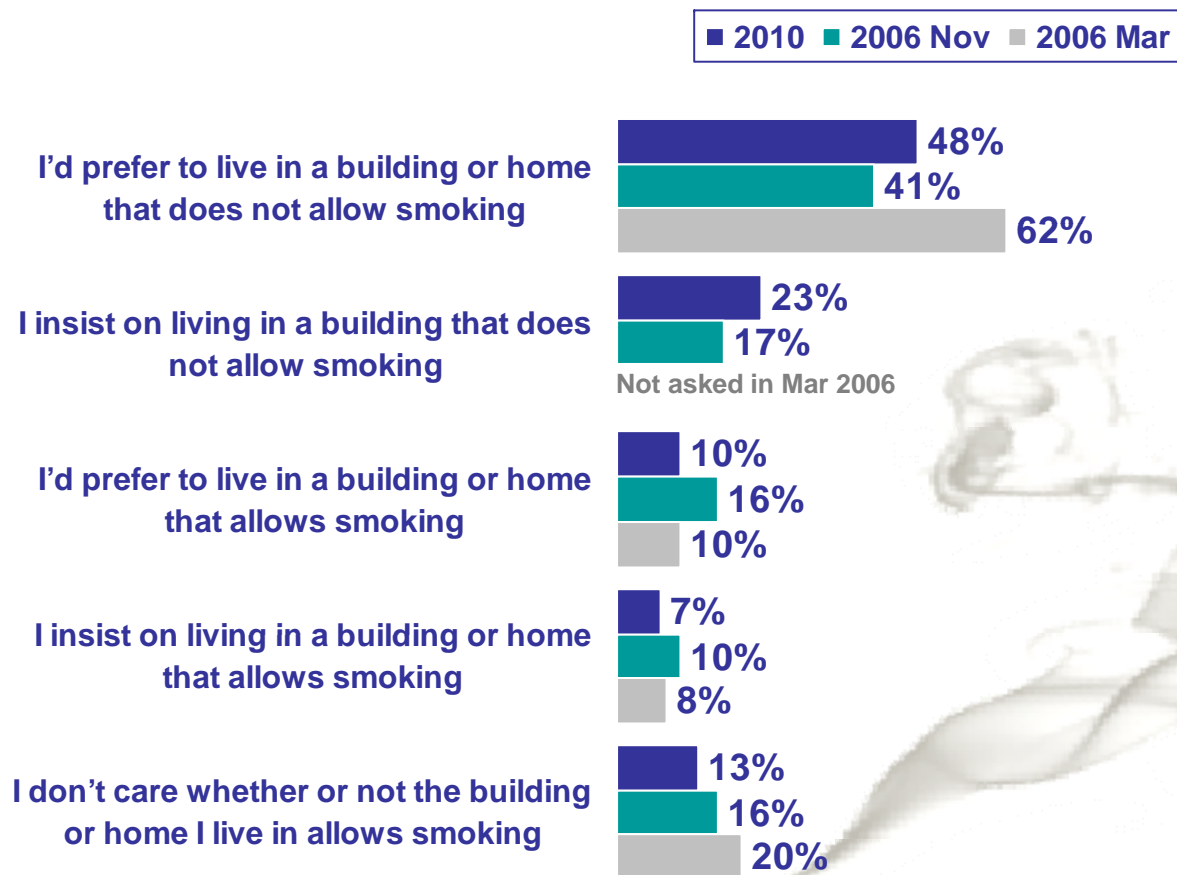


2010: Q.11. To what extent would you support or oppose a decision by your landlord to prohibit smoking in your building, including all private units? 2010 n=1,533 // 2006: Q11. As you may know, a large property management company in the City of Winnipeg has made the decision to ban smoking for all new tenants moving into their multi dwelling units. Do you (or would you have) strongly support, somewhat support, somewhat oppose, or strongly oppose a similar smoking ban for your multi unit dwelling? 2006 Nov n=1,835.



Preference for Living in a Non-Smoking Building

- Given the choice, 71% of respondents would either prefer to live in a smoke free building (48%) or insist on it (23%). The portion indicating this desire has increased by 13 points since November 2006 (58%).

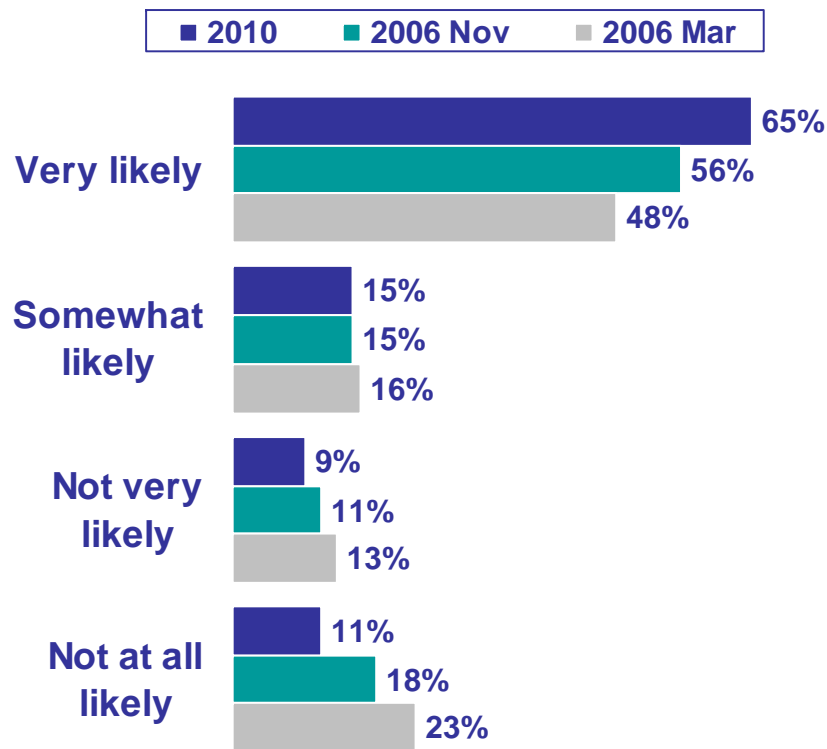


	2010					North/ Thunder Bay
	Toronto	Southwest	Central West	Central East	East	
I'd prefer to live in a building or home that does not allow smoking	52%	49%	46%	45%	49%	47%
I insist on living in a building that does not allow smoking	17%	15%	24%	30%	20%	27%
I'd prefer to live in a building or home that allows smoking	10%	13%	12%	6%	10%	11%
I insist on living in a building or home that allows smoking	8%	10%	6%	5%	7%	7%
I don't care whether or not the building or home I live in allows smoking	14%	13%	11%	15%	14%	8%

Q12. Which of the following statements is closest to your point of view? Base: All respondents 2010 n=1,533; 2006 Nov n=1,835; 2006 Mar n=1,583.

Choice Between Two Identical Buildings – Smoking & Non

- Asked to choose between two identical buildings, a sizeable majority (80%) would select the building which prohibited smoking. The portion selecting the smoke free building increased from 64% (March 2006) to 71% (November 2006) to the present level of 80%. Those in the Central East TCAN are the most likely to select the smoke free building (86%).



Total Likely

80%

71%

64%

Total Unlikely

20%

29%

36%

		2010						
		Toronto	Southwest	Central West	Central East	East	Thunder Bay/North/	
Total Likely	2010	63%	62%	63%	72%	59%	66%	Significantly greater
	2006 Nov	17%	11%	16%	14%	19%	11%	Significantly less
Total Unlikely	2010	9%	10%	8%	7%	11%	11%	
	2006 Nov	12%	17%	13%	8%	12%	11%	

Q.13. And, if two buildings were the same in every way, including cost, except that one did not allow smoking anywhere, while the other building allowed smoking, to what extent would you be likely or unlikely to choose the “no-smoking” building over the building where smoking was permitted? Base: All respondents 2010 n=1,533; 2006 Nov n=1,835; 2006 Mar n=1,583.



Ipsos Reid

Smoke Free Housing Ontario Multi-Unit Dwelling Second Hand Smoke Survey FINAL

Nobody's Unpredictable