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## Winter 2006 Lethbridge Public Opinion Study

### Smoking Restrictions

February 22, 2006

# Methodology

-  **Population** The city of Lethbridge has a total population of 77,202 residents (2005 municipal census) approximately 79% of which are 18 years of age or older (61,250 est.). A total of 37,546 residents are male (48.6%) while 39,656 are female (51.4%). South Lethbridge is home to 27,894 residents (36.1%) while the rapidly expanding west side is now home to 26,407 residents (34.2%). There are 22,911 north Lethbridge residents (29.7%).
-  **Sample** Data were collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College. In the winter of 2006 Students interviewed 512 adult residents of the city of Lethbridge on February 11<sup>th</sup> and 12<sup>th</sup> 2006 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random predictive dialing from a sample drawn from the Telus Superpages. We sincerely thank Western Wats for their hospitality. We also sincerely appreciate and thank all the Lethbridge residents who took time out of their day to respond to our survey.
-  **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender and area of the city).
-  **Confidence** The weighted sample yields a margin of error of  $\pm 4.3\%$ , 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.
-  **Sponsorship** These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at LCC. This particular set of questions arose out of student interest and our ongoing tracking of Lethbridge residents' opinion on important public policy issues.

## New Smoking Restrictions in Lethbridge

- A strong majority of Lethbridge residents (76.6%) support a complete ban on smoking in public places within the city. In fact, a clear majority (54.2%) are strongly supportive. Almost one-quarter of all residents (23.4%) are opposed with half of those (11.8%) strongly opposed.
- Non-smokers (86.6%), women (78.8%), westside residents (83.9%), university grads (83.7%), seniors (82.7%) and the youth (79.9%) are most supportive.
- Smokers (64.6%), men (25.9%), northside residents (30.5%) and boomers (29.8%) are most opposed.
- Interestingly, over one-third of all smokers (35.4%) support a complete ban while almost one in seven non-smokers (13.4%) are opposed.
- Men (23.4%), northside residents (23.7%), lower income residents (23.5%) and gen-xers (29.8%) are the most likely to currently smoke.

	All Residents
Support	76.6
Oppose	23.4

	All Residents
Strongly Support	54.2
Support	21.7
Oppose	11.4
Strongly Oppose	11.8
Don't Know	0.9

## Support for Smoking Restrictions by demographic group (%) (February 2006)

	Male	Female	All Residents
Support	74.1	78.8	76.6
Oppose	25.9	21.2	23.4

	South	North	West
Support	75.7	69.5	83.9
Oppose	24.3	30.5	16.1

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Support	76.1	76.5	80.0
Oppose	23.9	23.5	20.0

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	74.2	72.8	75.4	83.7
Oppose	25.8	27.2	24.6	16.3

	18-29	30-44	45-64	65 and older
Support	79.9	75.5	70.2	82.7
Oppose	20.1	24.5	29.8	17.3

	Smokers	Non-smokers
Support	35.4	86.6
Oppose	64.6	13.4

Note: Due to rounding, proportions may not total exactly 100%

## Smoking Rates by demographic group (%) (February 2006)

	Male	Female	All Residents
Currently a Smoker	23.4	16.7	19.9
Do Not Smoke	76.6	83.3	80.1

	South	North	West
Currently a Smoker	21.3	23.7	15.3
Do Not Smoke	78.7	76.3	84.7

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Currently a Smoker	23.5	19.3	17.4
Do Not Smoke	76.5	80.7	82.6

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Currently a Smoker	27.9	26.1	14.8	9.7
Do Not Smoke	72.1	73.9	85.2	90.3

	18-29	30-44	45-64	65 and older
Currently a Smoker	20.1	29.8	21.1	7.5
Do Not Smoke	79.9	70.2	78.9	92.5

Note: Due to rounding, proportions may not total exactly 100%

## Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.4	South	35.8	Under \$30,000	30.1	H-School/less	24.0	18-29	26.5
Female	51.6	North	29.7	\$30-\$70,000	45.7	Some P-Sec.	27.0	30-44	20.5
		West	34.6	Over \$70,000	24.2	Col-Tech-Grad	22.6	45-64	31.8
						University Grad	26.4	65 or older	21.2

Note: Due to rounding, proportions may not total exactly 100%

## Question

Lethbridge city council is currently reviewing its tobacco smoking restrictions bylaws with an eye to banning tobacco smoking in all public places within the city of Lethbridge. Please tell me how much you agree with or disagree with a complete ban on smoking in all public places in Lethbridge (including bars, lounges, bingo hall and casinos, all places including those that are adult only)

Do you currently smoke tobacco products?