

**Report**

# **City of St. Albert**

Smoking Bylaw Survey



DATE 2019-04-24

**Leger**

*We know Canadians*

# CONTEXT AND OBJECTIVES

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The City of St. Albert contracted Leger to conduct a survey to support decision making regarding the St. Albert Smoking Bylaw. The survey was made available to all residents, workers, and business owners of St. Albert, to gather opinions and preferences related to smoking of tobacco in public in St. Albert. The survey provided information on the current smoking regulations to inform respondents prior to asking specific questions.

The community input will be presented to Council, for their consideration, as they are deciding on potential amendments to the Smoking Bylaw and the potential alignment to the newly established Cannabis Consumption Bylaw.

Currently, the St. Albert Smoking Bylaw fills any gaps that are not already covered by existing provincial legislation and associated regulations with respect to smoking in public places. Vaping is also one of the key issues for exploration in the survey given recent increases in vaping activity.

Specific objectives of the survey included understanding from a community perspective:

- Familiarity with the current legislation, regulations and bylaws;
- Public opinions about the current smoking bylaw and whether or not it is sufficient for the people of St. Albert;
- Opinions about minimum distance restrictions;
- Opinions about the types of public spaces where smoking should be allowed or restricted, as well as where vaping should be allowed or restricted;
- Opinions about making designated smoking areas available at public events;
- Perceived importance of resources for enforcement of smoking and vaping restrictions;
- The degree of support versus opposition for the Smoking Bylaw to fully prohibit smoking and vaping in all public places in St. Albert; and
- Differences of opinion between smokers and non-smokers, as well as different demographic groups.

An overview of the current provincial legislation and regulations and the current St. Albert Smoking Bylaw was provided to survey respondents prior to asking the survey questions.

# STRATEGIC CONCLUSIONS

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The majority (61%) of respondents support the proposed change of smoking and vaping being fully prohibited in public places to the Smoking Bylaw; however, a substantial proportion do not (38%). Views on this issue are polarized, with most respondents strongly supporting or opposing the changes rather than somewhat supporting or opposing them. All of these opinions need to be taken into consideration when deciding how to proceed.

When asked about the current restrictions in St. Albert, large proportions of respondents think it is not strict enough or appropriate as is, with fewer indicating the rules are too strict. A seven-in-ten majority (72%) of non-smokers support changing the Smoking Bylaw so that smoking and vaping are prohibited in all public areas, while 81% of smokers oppose it and 18% indicate support. Non-smokers account for 79% of the survey participants, while 18% are smokers, similar to the proportions estimated in the overall population. Adversaries are also more likely to be familiar with the current smoking bylaw than supporters.

The issue of acceptable smoking distance is also a polarized topic, with a slim majority thinking 5 meters is too close (53%), while the second greatest proportion think it is about right (41%).

In regards to potential changes regarding various types of public spaces, the City of St. Albert can safely conclude that respondents agree that smoking or vaping should not be allowed in bus shelters, near a door, window or air intake of any building, and/or in parks with playgrounds and at playgrounds or water play parks / spray parks. For all other public spaces, although at least 50% of respondents agree that smoking or vaping should not be allowed, the proportion of those who feel that smoking and vaping should be allowed is a notable 20% or greater. This proportion of respondents opposing the restrictions must be taken into consideration when coming to any decision, particularly in the case of restricting smoking and vaping from all sidewalks as this specific change garners the least amount of support.

Respondents are somewhat more in support of restricting smoking than vaping, although not to a substantially different degree. The areas where respondents most support restrictions on smoking are also where they most support restricting vaping.

There is two-thirds majority support for allowing designated smoking areas at markets, festivals and concerts, and this is even supported by a majority of non-smokers as well as a majority of smokers.

In the event that the bylaw is amended, having the resources to enforce is important, as indicated by the majority of respondents.

# KEY FINDINGS

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**75%**

are familiar with the Smoking Bylaw

**Familiarity**

**61%**

support fully prohibiting smoking and vaping in public places

**Bylaw Change**

**53%**

agree the 5 meter distance is too close

**Minimum Distance**

## Current Restrictions

Vaping  53%

Smoking  46%

agree the current restrictions are not strict enough

## Additional Restrictions

**67%**

agree the Smoking Bylaw should be maintained to address additional restrictions beyond what is in place provincially

## Importance of Enforcement

 **62%**

agree it is important for the City to have resources for enforcement

## Smoking or Vaping in Public Places at least...



agree smoking or vaping should not be allowed

## Designated Smoking Areas



agree there should be designated smoking areas at markets, festivals, and concerts

# OPINION SEGMENTS

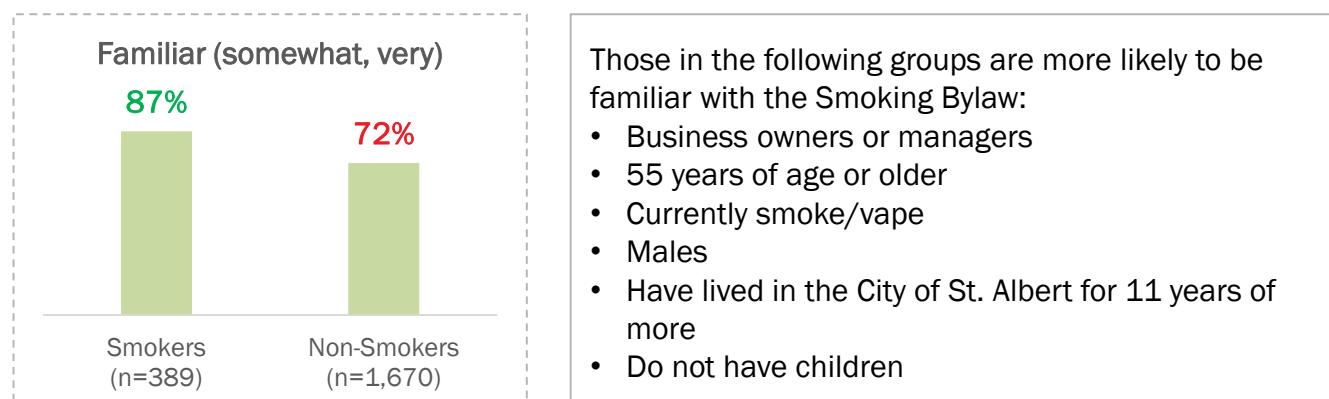
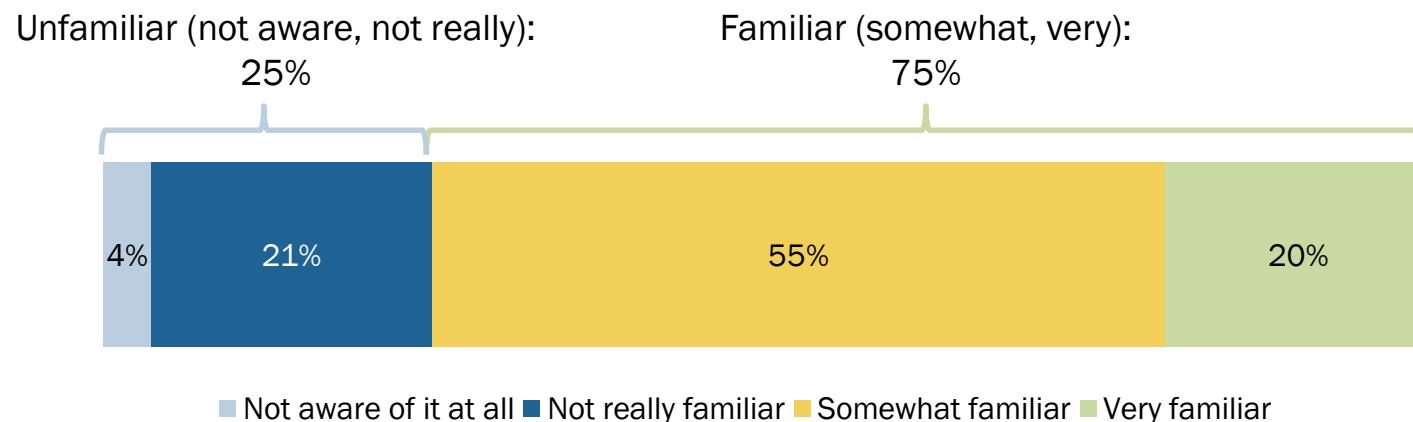
The analysis of the data unveiled two opinion segments, Supporters and Adversaries, of additional restrictions. Those in the following groups are likely to share similar opinions and answer the survey questions similarly.\* Throughout the report these terms will be used to represent these two groups who have divergent opinions.

	Supporters are more likely to...	Adversaries are more likely to...
Change to City Bylaw	Support	Oppose
Familiarity with the smoking bylaw	Be unfamiliar	Be familiar
City should maintain the Smoking Bylaw	Agree	Disagree
Smoking Bylaw is not necessary	Disagree	Agree
Additional Bylaw restrictions are needed	Agree	Disagree
Current Restrictions on Smoking or Vaping are..	Not strict enough	Too strict
Smoking in public places	Do not allow smoking or vaping	Allow smoking and vaping
Designated Smoking areas	Oppose	Support
Importance of Enforcement of Bylaw	Important	Not important
Smoking behaviour	Non-smoker	Smoker

\*For example, those who are likely to agree that the 5 meter distance is to close (question 4, slide 15) are more likely to be supporters therefore are more likely to support the change to the City Bylaw, be unfamiliar with the smoking bylaw, agree that the City should maintain the smoking bylaw, disagree the smoking bylaw is not necessary, agree that additional bylaw restrictions are needed, agree that the current restrictions on smoking and vaping are not strict enough, agree that smoking or vaping should not be allowed in public places, oppose designated smoking areas, agree that it is important to be able to enforce the bylaw, or be non-smokers in addition to with those who are female, have children under 18, etc.

# DETAILED RESULTS

## Three quarters of respondents are familiar with the City of St. Albert Smoking Bylaw.



% is significantly higher than %

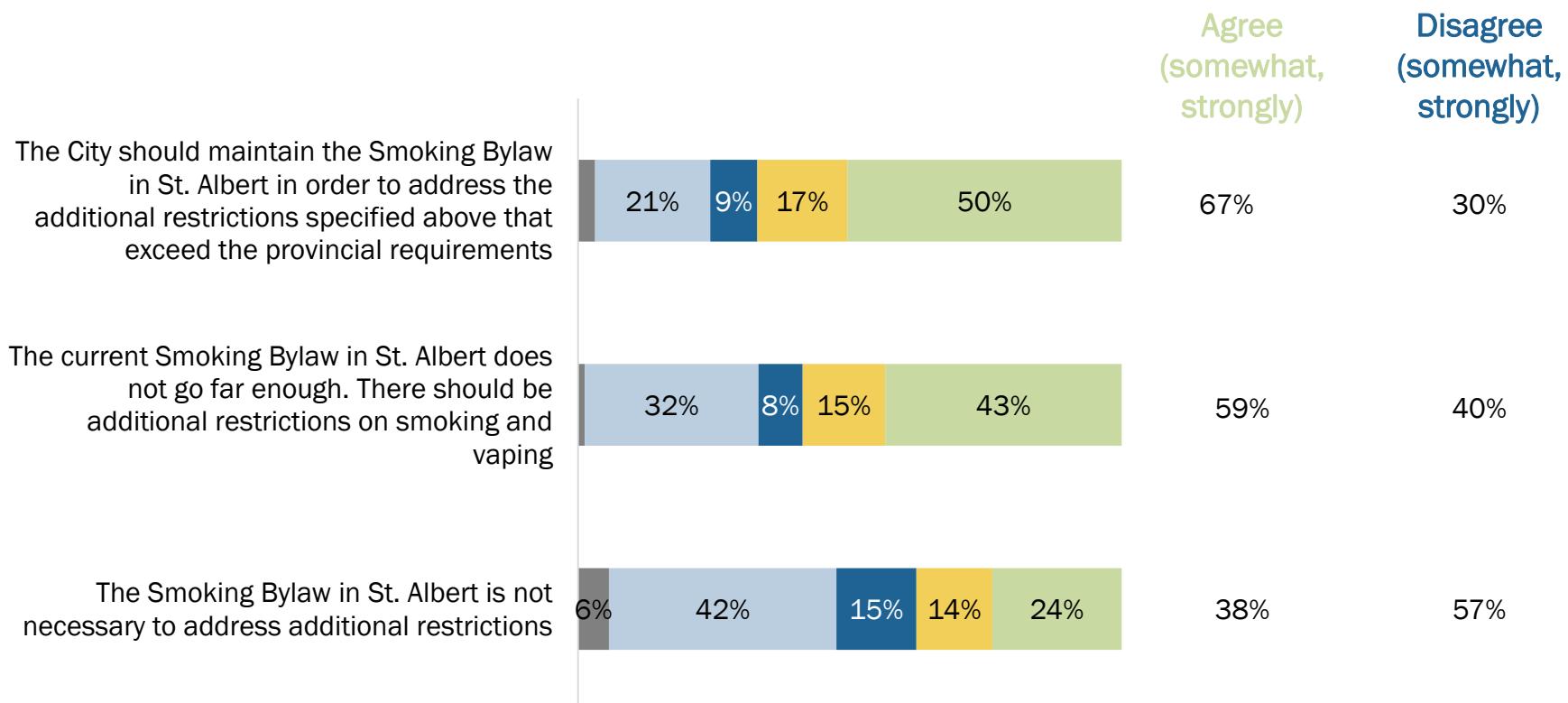
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Base: Survey respondents (n=2,111)

Prefer not to answer responses are not shown

Q1. Are you familiar with the City of St. Albert Smoking Bylaw that addresses smoking and vaping of tobacco in St. Albert?

## Over two-thirds of respondents agree the City should maintain the Smoking Bylaw.



■ Don't know ■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree

Non-smokers tend to agree that the City should maintain the Bylaw or put additional restrictions in place, while smokers tend to disagree with these courses of action. Consistent with this, smokers are more likely than non-smokers to agree with the statement that additional restrictions are not necessary.

Agree (somewhat, strongly)	Total (n=2,111)	Smokers (n=389)	Non-Smokers (n=1,670)
The City should <b>maintain</b> the Smoking Bylaw in St. Albert in order to address the additional restrictions specified above that exceed the provincial requirements	67%	<b>40%</b>	<b>74%</b>
The current Smoking Bylaw in St. Albert does not go far enough. There should be additional restrictions on smoking and vaping	59%	<b>22%</b>	<b>68%</b>
The Smoking Bylaw in St. Albert is <b>not necessary</b> to address additional restrictions	38%	<b>74%</b>	<b>29%</b>

Those in the following groups are more likely to agree that the City should **maintain** Smoking Bylaw:

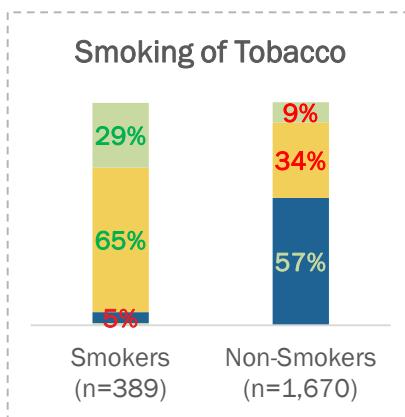
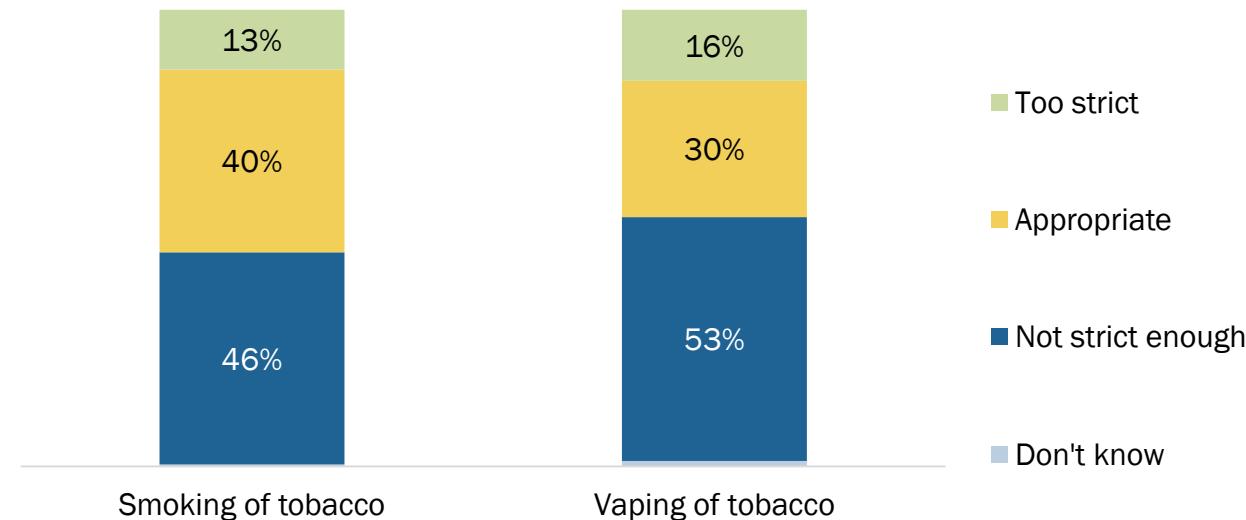
- Residents of the City of St. Albert
- City of St. Albert employees
- Supporters of additional restrictions
- Females
- Have lived in St. Albert for 5 years or less
- Have children under 18

Those in the following groups are more likely to agree that the Smoking Bylaw is **not necessary**:

- Business owners or managers
- Adversaries of additional restrictions
- Between 18 and 34 years of age
- Males
- Have lived in St. Albert for 6 years or more
- Do not have children under 18 years of age
- Rent their home

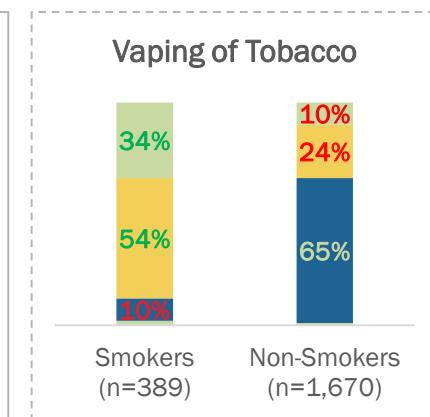
% is significantly higher than %

## Around half of respondents think the current restrictions in St. Albert are not strict enough.



Those in the following groups are more likely to agree the current restrictions for smoking and/or vaping of tobacco are **not strict enough**:

- Supporters of additional restrictions
- 35 years of age or older
- Those with children 18 years of age or younger
- Females
- Homeowners
- Non-smokers



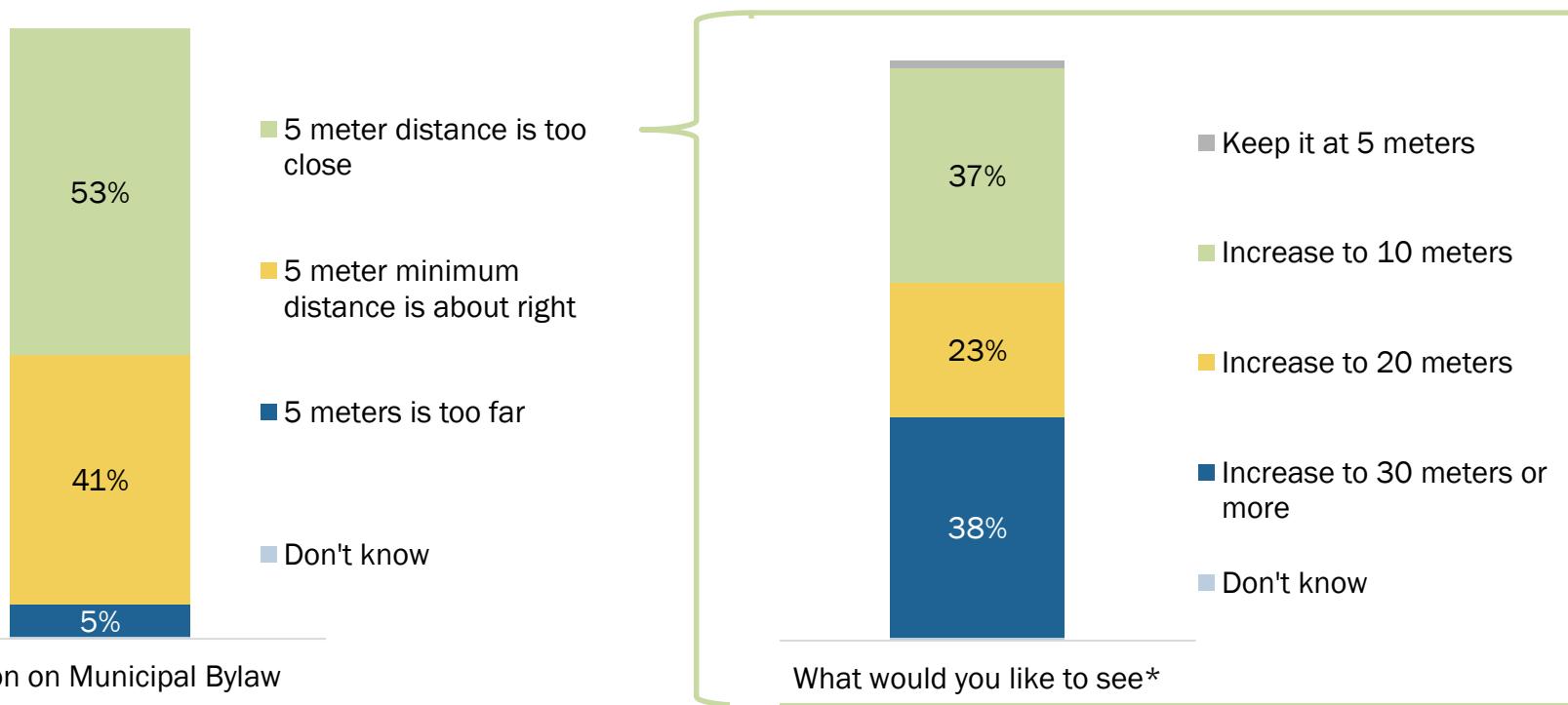
% is significantly higher than %

Base: Survey respondents (n=2,111)

Responses 2% or less are not labelled

Q3. Do you think the current restrictions in St. Albert are appropriate, too strict, or not strict enough for...

Over half of respondents think the 5 meter distance is too close. Among those who prefer a longer distance, most would prefer a distance of 20 or more meters (23% prefer 20m, 38% prefer 30m or more).



Base: Survey respondents (n=2,111)

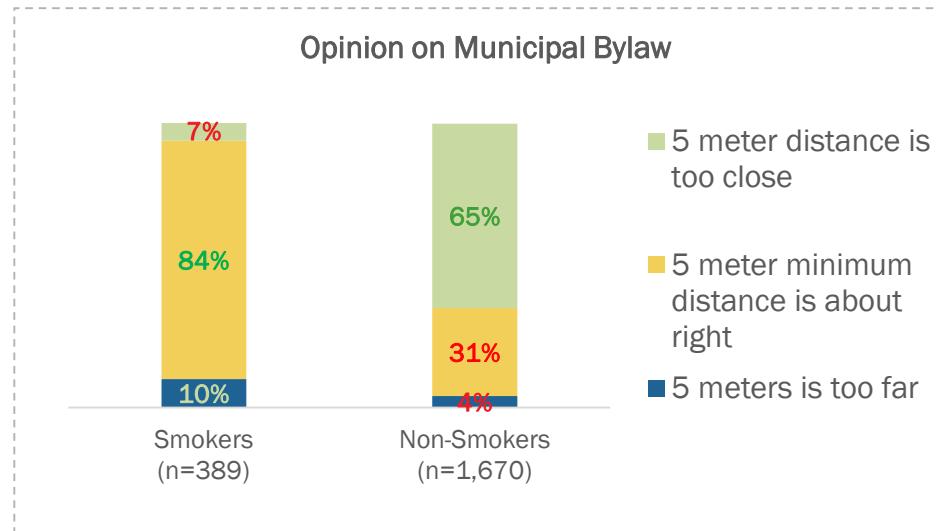
\*Base: Survey respondents who think the 5 meter distance is too close (n=1,127)

Responses 1% or less are not labeled

Q4. Which of the following best represents your opinion? Q5. For doors, windows, or air intakes, the province restricts smoking to a minimum distance of 5 metres away.

Would you like to see the St. Albert Smoking Bylaw increase this distance, or keep it at 5 metres as defined by the province?

## The majority of smokers agree the 5 meter minimum distance is about right.



Those in the following groups are more likely to agree the 5 meter distance is **too close**:

- Supporters of additional restrictions
- Between 35 and 54 years of age, or 65 years of age or older
- Females
- Have lived in St. Albert between 1 and 5 years
- Have children under 18
- Own their home
- Reside in a single-detached home, townhome, duplex, or fourplex

Base: Survey respondents (n=2,111)

\*Base: Survey respondents who think the 5 meter distance is too close (n=1,127)

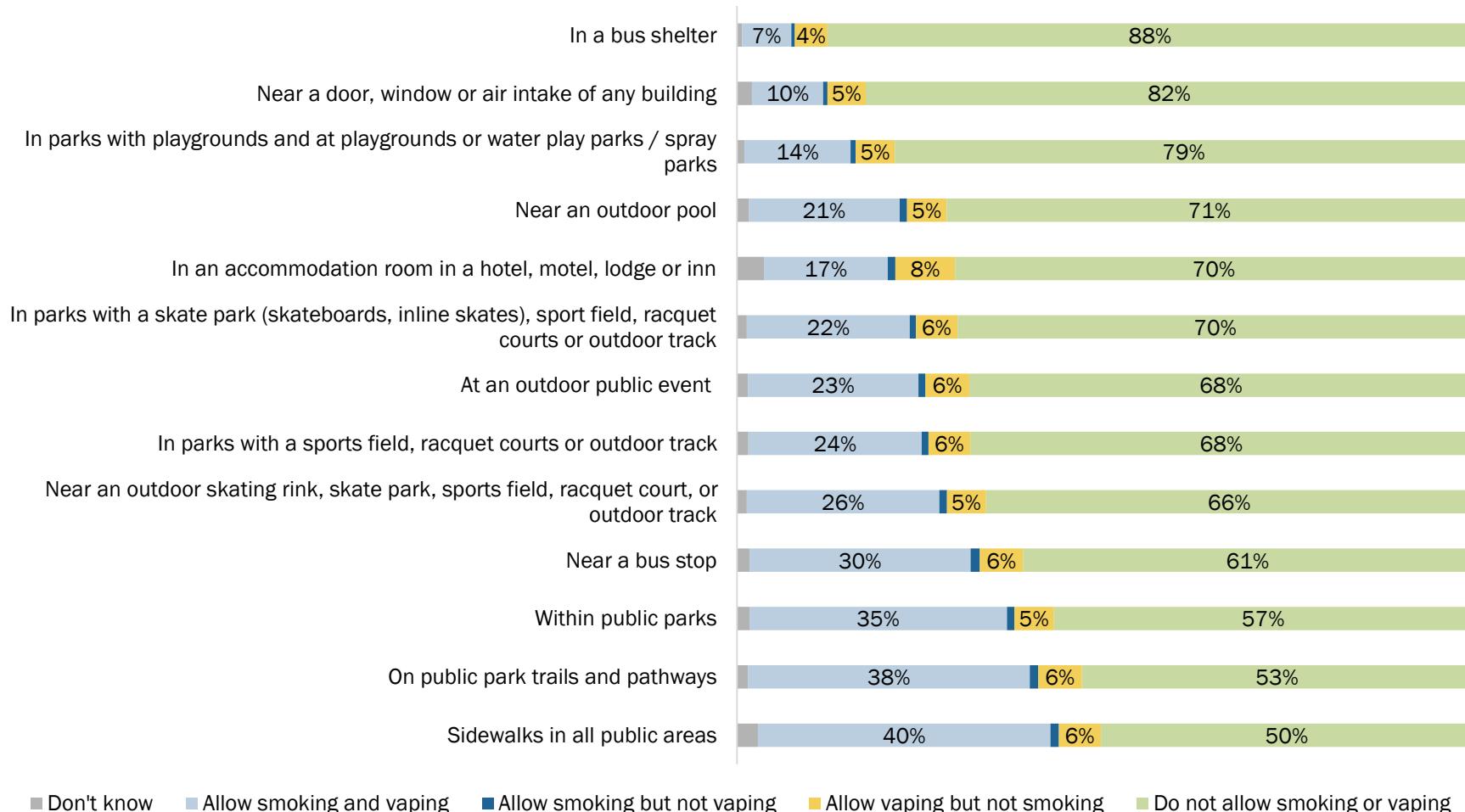
Responses 1% or less are not labeled

Q4. Which of the following best represents your opinion? Q5. For doors, windows, or air intakes, the province restricts smoking to a minimum distance of 5 metres away.

Would you like to see the St. Albert Smoking Bylaw increase this distance, or keep it at 5 metres as defined by the province?

% is significantly higher than %

## The majority of respondents agree smoking or vaping should not be allowed in “public spaces”.



■ Don't know   ■ Allow smoking and vaping   ■ Allow smoking but not vaping   ■ Allow vaping but not smoking   ■ Do not allow smoking or vaping

Base: Survey respondents (n=2,111)

Responses 4% or less are not labeled

Q6. The following types of spaces are considered “public spaces” in the *Smoking Bylaw*. Most of these are already part of the current bylaw in St. Albert. For each of these types of spaces, please indicate whether you think smoking and vaping should not be allowed, if vaping should be allowed but not smoking, if smoking should be allowed but not vaping, or if both smoking and vaping should be allowed?

**Those who smoke are less likely to agree that smoking and vaping should not be allowed in “public spaces”. Even among smokers, the majority agree smoking and vaping should not be allowed in bus shelters, near a door, window or air intake.**

Do not allow smoking or vaping	Total (n=2,111)	Smokers (n=389)	Non-Smokers (n=1,670)
In a bus shelter	88%	<b>67%</b>	<b>93%</b>
Near a door, window or air intake of any building	82%	<b>56%</b>	<b>90%</b>
In parks with playgrounds and at playgrounds or water play parks / spray parks	79%	<b>48%</b>	<b>87%</b>
Near an outdoor pool	71%	<b>31%</b>	<b>82%</b>
In an accommodation room in a hotel, motel, lodge or inn	70%	<b>33%</b>	<b>80%</b>
In parks with a skate park (skateboards, inline skates), sport field, racquet courts or outdoor track	70%	<b>30%</b>	<b>80%</b>
At an outdoor public event (e.g., market, festival, concert)	68%	<b>24%</b>	<b>80%</b>
In parks with a sports field, racquet courts or outdoor track	68%	<b>27%</b>	<b>79%</b>
Near an outdoor skating rink, skate park, sports field, racquet court, or outdoor track	66%	<b>23%</b>	<b>77%</b>
Near a bus stop	61%	<b>17%</b>	<b>73%</b>
Within public parks	57%	<b>13%</b>	<b>68%</b>
On public park trails and pathways (e.g., Red Willow Trail System)	53%	<b>8%</b>	<b>64%</b>
Sidewalks in all public areas	50%	<b>8%</b>	<b>61%</b>

**Those in the following groups are more likely to agree **smoking or vaping should not be allowed** in “public spaces”:**

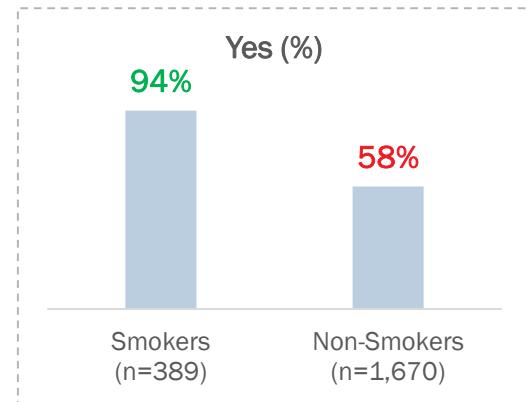
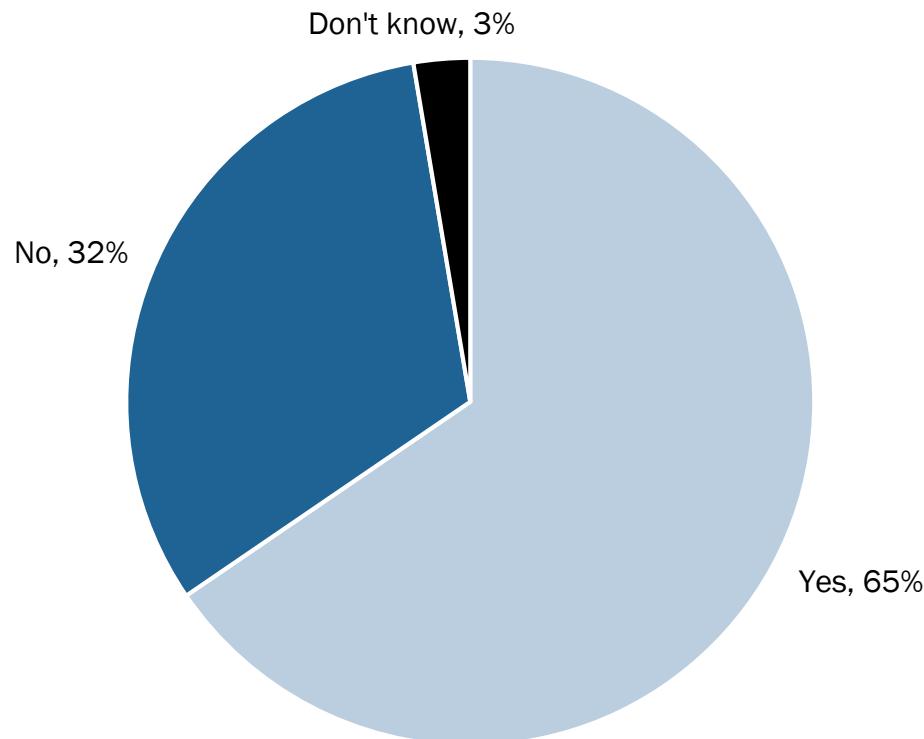
- Resident of the City of St. Albert
- Not-for-profit or charitable organizations
- Supporters of additional restrictions
- Who are 35 years and older
- Females
- Who have lived in St. Albert between 1 to 5 years
- Who have children under 18
- Who own their home
- Who reside in a single-detached home, townhome, duplex, or fourplex

Base: Survey respondents (n=2,111)

**%** is significantly higher than **%**

Q6. The following types of spaces are considered “public spaces” in the *Smoking Bylaw*. Most of these are already part of the current bylaw in St. Albert. For each of these types of spaces, please indicate whether you think smoking and vaping should not be allowed, if vaping should be allowed but not smoking, if smoking should be allowed but not vaping, or if both smoking and vaping should be allowed?

**Three quarters of respondents agree markets, festivals and concerts should be allowed to have designated smoking areas.**

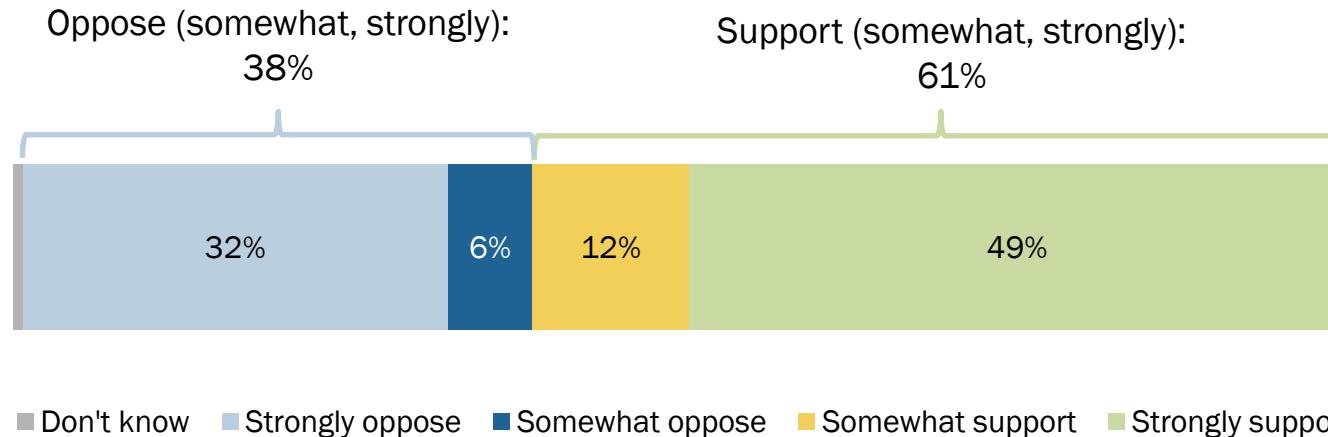


Those in the following groups are more likely to agree that there should be designated smoking areas in markets, festivals and concerts:

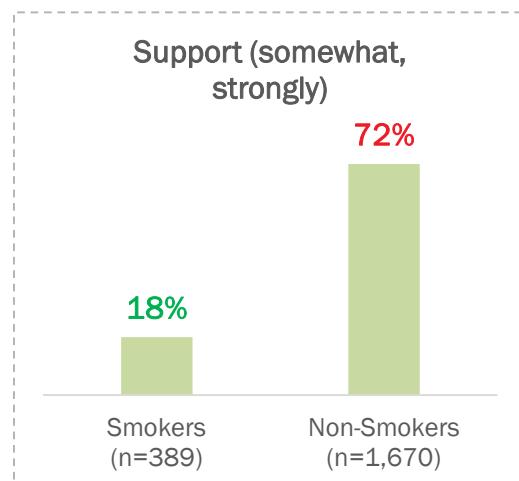
- Adversaries of additional restrictions
- 18-64 years of age
- Males
- Rent their home

% is significantly higher than %

## Three-in-five respondents support the proposed change to the Smoking Bylaw.



■ Don't know ■ Strongly oppose ■ Somewhat oppose ■ Somewhat support ■ Strongly support



In addition to non-smokers, respondents in the following groups are more likely to support the proposed change to the Smoking Bylaw:

- Residents of St. Albert
- Supporters of additional restrictions
- Under 18 years of age, 35-54, or 65 years of age or older
- Females
- Have children under 18
- Own their home
- Reside in a single-detached home, townhome, duplex, or fourplex

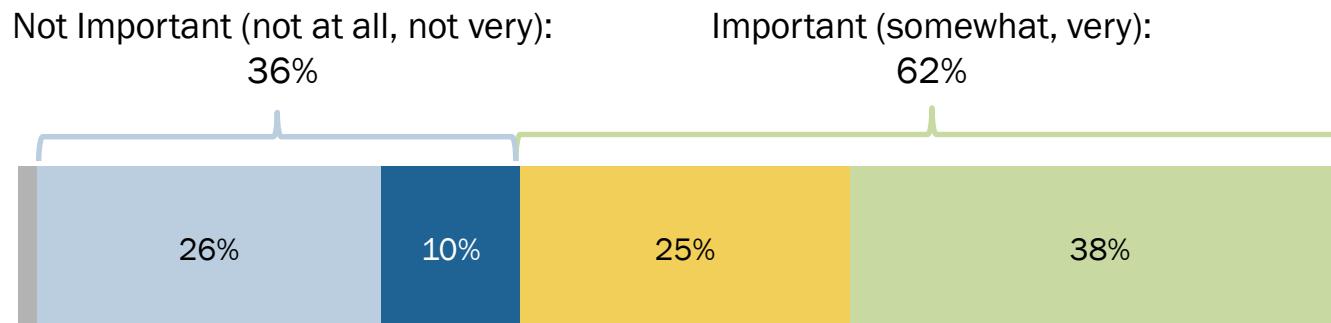
Base: Survey respondents (n=2,111)

Responses 1% or less are not labelled

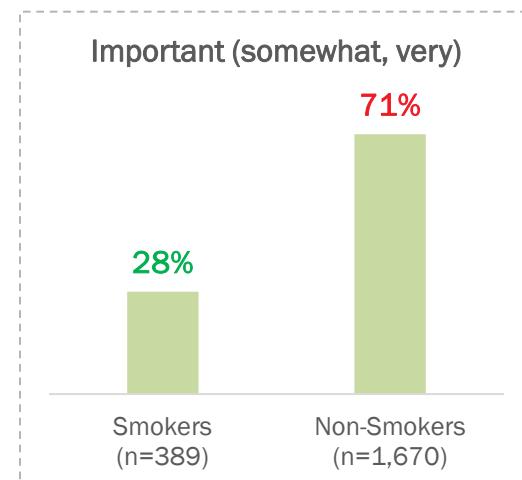
Q8. St. Albert City Council is currently reviewing the Smoking Bylaw to determine if smoking and vaping should be fully prohibited in all public places in St. Albert. Would you support or oppose this change to the Smoking Bylaw?

% is significantly higher than %

**Three-in-five respondents agree that it is important that the City have the resources to enforce the amended Bylaw.**



■ Don't know ■ Not at all important ■ Not very important ■ Somewhat important ■ Very important



In addition to non-smokers, those in the following groups are more likely to think it is important that the City has the resources for enforcement:

- Supporters of additional restrictions
- 65 years of age or older
- Females
- Have lived in St. Albert for 5 years or less
- Have children under 18
- Own their home
- Reside in a single-detached home, townhome, duplex, fourplex, apartment or condo

Base: Survey respondents (n=2,111)

Responses 1% or less are not labelled

Q9. How important is it to you that the City has the resources to enforce smoking or vaping of tobacco in public if the bylaw is amended to prohibit smoking/vaping in public places? This could mean hiring additional enforcement officers or adjusting enforcement priorities.

% is significantly higher than %

# RESPONDENT PROFILE

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The table below presents the extent to which respondents identify themselves as being residents, business owners/managers or employees in St. Albert. The vast majority (92%) indicate being St. Albert residents, with the remainder representing businesses, non-profit organizations and employees who commute from nearby municipalities.

	Total (n=2,111)
<b>Representing Interest</b>	
Resident of the City of St. Albert	92%
Resident of another nearby community (NET)	4%
Edmonton	2%
Morinville	1%
Sturgeon County	1%
Resident of another nearby community - other mentions	1%
Starling	<1%
Trumpeter	<1%
Spruce Grove	<1%
Sherwood Park	<1%
Business owner or manager	4%
City of St. Albert employee	3%
Not-for-profit or charitable organization	1%
Work in St. Albert	1%
Visitor / Frequent visitor	<1%
Have family living in St. Albert	<1%
Other	<1%
Prefer not to answer	2%

# RESPONDENT PROFILE

The table below provides a profile of the businesses represented in the survey. A mix of different building types are represented in the sample.

	Respondents who indicate they are a business owner or manager (n=75)
<b>Business in St. Albert</b>	
Yes	84%
No	11%
Don't know/Prefer not to answer	5%
<b>Location of Business</b>	
Strip mall	20%
Industrial/commercial units	20%
Home-based business	19%
Free standing building	16%
Office building	16%
Don't know/Prefer not to answer	7%
Shopping mall - enclosed	3%
Don't know/Prefer not to answer	2%

# RESPONDENT PROFILE

The tables below present the demographic profile of the survey respondents. A broad mix of demographic groups are represented. The smoking rate observed in the survey sample is similar to the most recently published Statistics Canada estimate for Alberta\*.

	Total (n=2,111)
<b>Tenure in St. Albert*</b>	(n=1,936)
Less than one year	2%
1 to 5 years	12%
6 to 10 years	13%
11 to 20 years	23%
20 years or more	50%
Prefer not to answer	1%
<b>Gender</b>	
Male	42%
Female	54%
Other	0%
Prefer not to answer	3%
<b>Age</b>	
Under 18	<1%
18 to 24	5%
25 to 34	14%
35 to 44	23%
45 to 54	20%
55 to 64	21%
65 to 74	12%
75 or older	3%
Prefer not to answer	2%
<b>Smoke or Vape Tobacco</b>	
Yes	18%
No	79%
Don't know/Prefer not to answer	2%

	Total (n=2,111)
<b>Household Composition</b>	
Single person without children	10%
Single person with children under 18 years	3%
Married or cohabitating without children	32%
Married or cohabitating with children under 18 years	36%
More than 2 adults (without children)	13%
Prefer not to answer	6%
<b>Home Ownership</b>	
Own	84%
Rent	12%
Prefer not to answer	5%
<b>Type of Home</b>	
Single detached home	76%
Townhouse, duplex or four-plex	11%
Multi-family dwelling	2%
Low-rise apartment or condo (4 stories or less)	6%
High-rise apartment or condo (5 stories or more)	1%
Other	1%
Prefer not to answer	4%

\*Smoking Prevalence among Albertans aged 12 years and older was 17% in 2017 according to the most recently published results of the Canadian Community Health Survey, Statistics Canada

# METHODOLOGY

# METHODOLOGY

## Data Collection

- 2,111 residents, workers, business owners and other public stakeholders of the St. Albert completed the Smoking Bylaw Survey (some respondents fall within multiple categories):
  - 1,936 are residents of St. Albert
  - 75 own or manage businesses in St. Albert
- The survey was conducted using a combination of online self-completion and in-person interviewer administered surveying methods. 2,000 interviews were completed online and 111 were completed in person.
- The online version of the survey was made available to the public from March 11 to April 1, 2019. In-person interviews were conducted outdoors in various high-traffic locations in St. Albert between March 20 and March 27, 2019.
- The survey provided information on the current smoking regulations to inform respondents prior to asking specific questions (see pages 27 and 28 for reference)
- The survey was hosted by Leger through Leger's Computer Aided Web-Based Interviewing (CAWI) platform – Legerweb, through an open link that was promoted to the people of St. Albert. The City of St. Albert promoted the survey through various means. Leger helped further promote the survey through in-person administration by professional interviewers entering respondents' answers using laptop computers, as well as an invitation via a Facebook advertisement to complete the online version of the survey, which resulted in 118 completes.
- The in-person interviewing and Facebook advertisement were used to target groups that might otherwise be notably underrepresented in the sample. Data is weighted to the actual proportions of the population that fall in different gender and age groups based on the most recent census data.

## Target Respondents

- The survey was open to all residents, workers and business owners of St. Albert and nearby communities, with communications targeted to St. Albert specifically.
- Efforts were made through communications and the use of dual methodologies (online and in-person) to obtain as representative a sample as possible based on respondent gender, age and smoking status.

## Statistical Reliability

Due to self-selection, results should not be considered representative. Therefore, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the margin of error for a sample size of 2,111 would be  $\pm 2.1$  percentage points, 19 times out of 20.

## Information Shown to Survey Respondents

### Provincial Smoking Legislation

Alberta's *Tobacco and Smoking Reduction Act* (and its associated regulation) prevents smoking, but not vaping, of tobacco in:

- Public places (which includes restaurants, hotels (with an exception), group living facilities (with an exception), patios, and outdoor bus shelters),
- In workplaces (which includes work vehicles),
- In vehicles where minors are present,
- In public vehicles (such as buses or taxis), and
- Within 5 metres from doorways, windows, or air intakes of public places or workplaces.

The City of St. Albert has additional restrictions on smoking and vaping that are addressed in the *St. Albert Smoking Bylaw*. Even if the St. Albert bylaw was changed or eliminated, all requirements of the provincial legislation and regulation would still have to be complied with in St. Albert.

### Municipal Bylaw

In addition to the restrictions placed on smoking tobacco by the provincial legislation, the City's *Smoking Bylaw* prevents both smoking and vaping of tobacco

- Within any buildings in St. Albert or City-owned structural facilities (which includes bus shelters, but not a bus stops),
- At outdoor markets, festivals, and concerts (except in the parking areas and any areas specifically reserved for smoking),
- On patios, in public vehicles, within 5 metres of outdoor pools, and
- Within 5 metres of seasonal skating rinks, skate parks, and sports fields while they are being used for their intended purposes.

As long as it is not prohibited for any other reason by way of provincial or municipal legislation, generally speaking, public smoking and vaping of tobacco is permitted on park trails, in public parks, and on public sidewalks in St. Albert.

## Information Shown to Survey Respondents

Under the current provincial AND municipal restrictions, smoking and vaping must take place a certain minimum distance from certain types of areas. The provincial restrictions require that smoking be at least 5 metres away from doorways, windows, or air intakes of public places or workplaces. The municipal bylaw requires that smoking and vaping be at least 5 metres away from outdoor pools and at least 5 metres away from seasonal skating rinks, skate parks, and sport fields while they are being used for their intended purposes.

# OUR SERVICES

- **Leger**

Marketing research and polling

- **Leger Metrics**

Real-time VOC satisfaction measurement

- **Leger Analytics**

Data modeling and analysis

- **Leger UX** 

UX research and optimization of interactive platforms

- **Legerweb**

Panel management

- **Leger Communities**

Online community management

- **International Research**

Worldwide Independent Network (WIN)

- **Qualitative Research**

Room Rentals

**400**

EMPLOYEES



**75**

CONSULTANTS



**6**

OFFICES

EDMONTON | CALGARY | TORONTO | MONTREAL | QUEBEC | PHILADELPHIA

## OUR CREDENTIALS



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

# Leger



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