Report

Survey of Canadians on Smoking in Parks

Action on Smoking and Health
January 2021



We know Canadians

DATE 2021-01-21

METHODOLOGY

METHODOLOGY

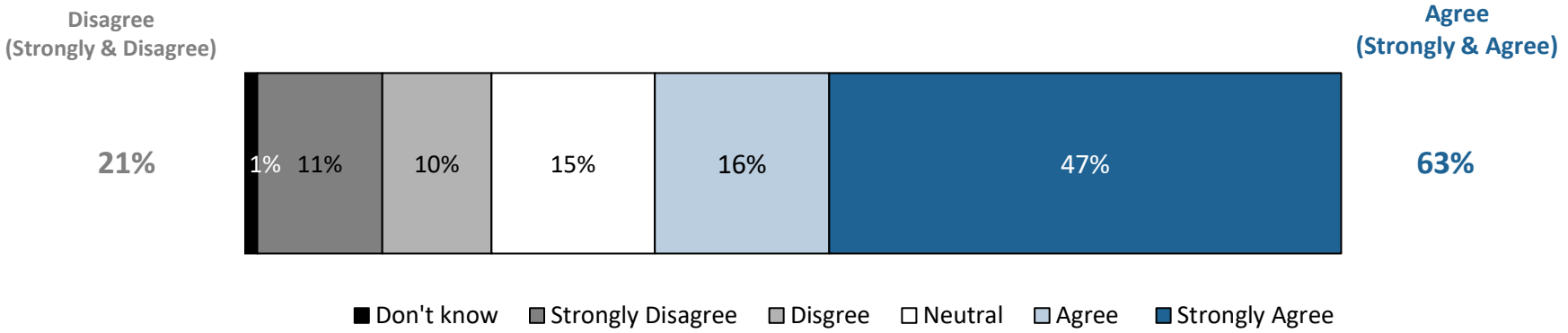
Study Population
- Canadians, aged 18 and older.

Data Collection
- A total of n=1,509 online surveys were conducted via Leger's LEO Panel, including:
    - n=100 in Atlantic Canada
    - n=404 in Quebec
    - n = 602 in Ontario
    - n = 125 in Manitoba/Saskatchewan
    - n=125 in Alberta
    - n=153 in British Columbia
- Interviews were conducted from January 8th – January 10th, 2021.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

Statistical Analysis
- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
    - Canadians (n=1,509) ±2.52%, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- In this report, data in bold **red** characters indicate a significant lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in **green** characters indicate a significantly higher proportion of than that of other respondents at 95%/99% confidence.

DETAILED RESULTS

63% of Canadians agree that smoking should be banned in municipal, provincial and national parks.



Those in the following groups are more likely to agree that smoking should be banned in all municipal, provincial and national parks:

- Those who are college or university educated
- Those with a household income greater than $40,000
- Those with children in their household

Base: Canadians (n=1,509)
Q1: Many municipalities and several provinces have banned smoking in public parks. To what extent do you agree or disagree that smoking (smoking or vaping of any substance including tobacco, nicotine and cannabis) should be banned in all municipal, provincial and national parks?

Provincial Breakdown

	Canadians (n=1,509)	REGION					
		Atlantic Canada (n=100)	Quebec (n=404)	Ontario (n=602)	MB/SK (n=125)	Alberta (n=125)	British Columbia (n=153)
Agree (Strongly / Agree)	63%	57%	64%	64%	54%	60%	68%
Disagree (Strongly / Disagree)	21%	23%	24%	18%	29%	25%	16%

% indicates a significantly higher proportion than the %

Base: Canadians
Q1: Many municipalities and several provinces have banned smoking in public parks. To what extent do you agree or disagree that smoking (smoking or vaping of any substance including tobacco, nicotine and cannabis) should be banned in all municipal, provincial and national parks?

RESPONDENT PROFILE

RESPONDENT PROFILE

	Canadians (n=1,509)
Province	
British Columbia	14%
Alberta	11%
MB/SK	7%
Saskatchewan	3%
Manitoba	3%
Ontario	38%
Quebec	23%
ATLANTIC	7%
New Brunswick	3%
Nova Scotia	3%
Prince Edward Island	<1%
Newfoundland and Labrador	1%
Age	
18-24	11%
25-34	16%
35-44	16%
45-54	18%
55-64	17%
65-74	15%
75+	6%

	Canadians (n=1,509)
Sex	
Male	49%
Female	51%
Children in Household Under 18 Years of Age	
YES	25%
Yes: 12 years of age and OLDER ONLY	7%
Yes: 12 years of age and older AND younger than 12 years old	5%
Yes: YOUNGER than 12 years old ONLY	13%
No children under 18 years old at all in the household	74%
I prefer not to answer	<1%
Relationship Status	
Single	29%
Married	45%
Common law	13%
Divorced	7%
Widowed	3%
Separated	2%
I prefer not to answer	<1%

RESPONDENT PROFILE

	Canadians (n=1,509)
Occupation	
Retired	27%
Office worker	11%
Professionals	10%
Student	8%
Managers/administrators/owners	7%
Personnel specialized in services	6%
Unemployed	5%
Homemaker	5%
Skilled, semi-skilled workers	4%
Science and technologies workers	4%
Personnel specialized in sales	4%
Manual workers	4%
Other	4%
I prefer not to answer	1%

	Canadians (n=1,509)
Household Income	
$19,999 or less	8%
Between $20,000 and $39,999	15%
Between $40,000 and $59,999	17%
Between $60,000 and $79,999	16%
Between $80,000 and $99,999	12%
$100,000 or more	22%
I prefer not to answer	10%
Own or Rent Residence	
Own	67%
Rent	31%
I prefer not to answer	2%

RESPONDENT PROFILE

	Canadians (n=1,509)
Ethnic Origin	
Caucasian (white)	81%
Chinese	4%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	3%
Other	3%
Arabic (Middle East, North Africa)	1%
Aboriginal / First Nations	1%
Filipino	1%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	1%
Latin American (Mexican, Chilean, Costa Rican, etc.)	1%
Black (African, African-American, etc.)	1%
Japanese	1%
Korean	<1%
West Asian (Iranian, Afghan, etc.)	<1%
I prefer not to answer	1%

	Canadians (n=1,509)
Born in Canada	
Yes	84%
No	16%
I don't know	<1%
I prefer not to answer	<1%
Length of Time in Canada	n=272
Less than 1 year	1%
1 year to less than 5 years	11%
5 years to less than 11 years	14%
11 years to less than 21 years	20%
21 years and more	54%
Parents Born in Canada	
Yes, both parents were born in Canada	64%
Yes, one parent was born in Canada	11%
No	25%

RESPONDENT PROFILE

	Canadians (n=1,509)
Member of a Minority Group	
Yes	14%
No	81%
I don’t know	4%
I prefer not to answer	1%
Area Reside In	
Urban area	40%
Suburban area	38%
Rural area	20%
I don’t know / I prefer not to answer	1%
Level of Education	
Elementary (7 years or less)	1%
High school, general or vocational (8 to 12 years)	30%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	41%
University certificates and diplomas	3%
University Bachelor (including classical studies)	17%
University Master's degree	5%
University Doctorate (PhD)	1%
I prefer not to answer	1%

	Canadians (n=1,509)
First Language at Home	
French	23%
English	61%
Other	5%
French and other	1%
English and other	6%
Other and other	1%
English and French	4%

OUR SERVICES

- **Leger**
  Marketing research and polling
- **Leger Metrics**
  Real-time VOC satisfaction measurement
- **Leger Analytics**
  Data modeling and analysis
- **Legerweb**
  Panel management
- **Leger Communities**
  Online community management
- **Leger Digital**
  Digital strategy and user experience
- **International Research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG

OUR CREDENTIALS

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

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.

We know Canadians

leger360.com | @leger360 | /LegerCanada | /company/leger360 | @leger360