



ONTARIO TOBACCO-FREE NETWORK
RÉSEAU ONTARIEN SANS-TABAC

Working together to reduce the harmful effects of tobacco use.
Travaillons ensemble pour réduire les effets nocifs du tabagisme.

Polling Ontarians on Second-Hand Smoke in Multi-Unit Dwellings: In or Out?

**By: Joanne Di Nardo
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Polling by Ipsos Reid

- One poll completed in March 2006
- Second poll completed in November 2006
- Study sample consisted of Ontarians age 18 and older who either currently live or have lived (in the past 2 years) in a multi-unit dwelling

In or Out?

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

We're In!

- Of those multi-unit dwellers affected by drifting smoke (46%):
 - Seven in ten (70%) say it bothered them (14% of those either moved or considered moving as a result of the smoke intrusion
 - 4% moved
 - 10% considered moving

We're In! – well, sort of...

- Four in ten (41%) consider it a personal health hazard
- One third (32%) consider it an infringement upon their life and privacy
- Three in ten (27%) made suggestions or grievances to their landlord or another outside agency about the smoke
 - Six in ten who made complaints didn't get a response
 - Three in ten were told that there was **nothing that could be done**

Media Campaign – March 07

- SHS smoke is a problem in Ontario MUDs
- Huge market for smoke-free buildings and Ontarians should have the choice
- Landlords can legally include a smoke-free policy in a lease
- Smoke-free = health, safety and good \$ sense

Media Hits

- 101 radio
- 80 print
- 30 television

- Advertising value of coverage
 - almost \$2 million

What's Next?

- Engage landlords to consider making their properties smoke-free
 - build relationships with associations
- We know that smoke-free works, we just need to convince them ...

Ontario Tobacco-free Network (OTN)

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