

Report

Campaign for a Smoke-Free Alberta Omnibus Survey

CAMPAIGN FOR A
SMOKE-FREE ALBERTA

July 2018

Leger

We know Canadians

CONTEXT AND OBJECTIVES

Context & Objectives

Campaign for a Smoke-Free Alberta contracted Leger to include one question in our July Omnibus to be asked of City of Edmonton residents. The purpose of this study is to assess Edmontonians support of the banning of smoking and vaping of tobacco and cannabis in all city parks with children's amenities such as playgrounds, sports fields, and splash parks.



METHODOLOGY

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Data Collection

- 1 question was included in Leger's weekly omnibus survey.
- 425 online interviews were conducted with City of Edmonton residents (Edmontonians) using Leger's online panel, Legerweb.com.
- Interviews were conducted between July 13th and July 17th, 2018.
- Data were weighted by age and gender according to Statistics Canada proportions.

Target Respondents

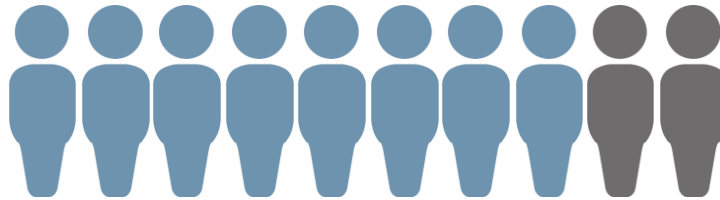
- Residents of City of Edmonton (proper), aged 18+

Statistical Reliability

As a non-random internet survey, 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 425 would be ± 4.8 percentage points, 19 times out of 20.

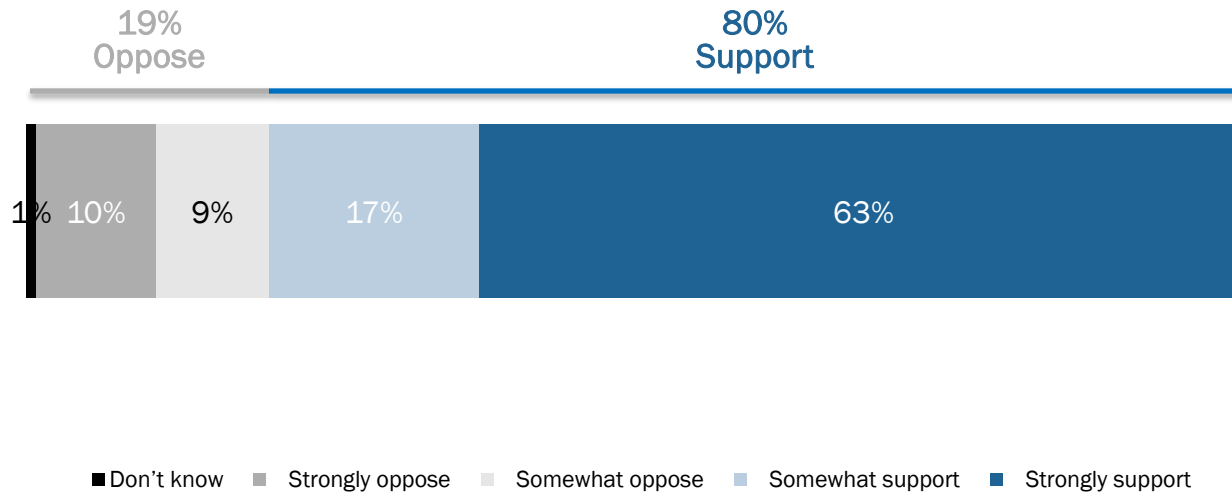
KEY FINDINGS

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8/10 (80%) of Edmontonians **SUPPORT** a bylaw
that the smoking and vaping of tobacco and cannabis
SHOULD BE BANNED in all city parks
with children's amenities

KEY FINDINGS



Base: Edmontonians (n=425)

Q1. Edmonton City Council is considering a bylaw to ban the smoking and vaping of tobacco and cannabis in all city parks with children's amenities such as playgrounds, sports fields, and splash pools. Do you support or oppose this bylaw?

RESPONDENT PROFILE

Respondent Profile

	Total
	n= 425
Gender	
Male	50%
Female	50%
Age	
Between 18 and 24	11%
Between 25 and 34	24%
Between 35 and 44	18%
Between 45 and 54	16%
Between 55 and 64	15%
Between 65 and 74	12%
75 or older	4%
Children in Household	
YES	30%
Yes: 12 years of age and OLDER ONLY	6%
Yes: 12 years of age and older AND younger than 12 years old	7%
Yes: YOUNGER than 12 years old ONLY	17%
No children under 18 years old at all in the household	69%
I prefer not to answer	1%

	Total
	n= 425
Occupation	
Office worker	12%
Personnel specialized in sales	6%
Personnel specialized in services	6%
Manual workers	3%
Skilled, semi-skilled workers	5%
Science and technologies workers	6%
Professionals	15%
Managers/Administrators/Owners	7%
Homemaker	6%
Student (full-time or whose studies take up most of his/her time)	4%
Retired (pre-retired or annuitant)	18%
Unemployed (unemployment, welfare)	6%
Other	6%
I prefer not to answer	2%
Urban vs. Suburban area	
Urban area	73%
Suburban area	23%
Rural area	2%
I don't know / I prefer not to answer	2%

Respondent Profile (cont'd)

	Total
n=	425
Language	
French	4%
English	77%
Other	6%
English and French	1%
French and other	<1%
English and other	8%
Other and other	3%
I prefer not to answer	1%
Income	
\$19,999 or less	5%
Between \$20,000 and \$39,999	12%
Between \$40,000 and \$59,999	12%
Between \$60,000 and \$79,999	15%
Between \$80,000 and \$99,999	11%
\$100,000 or more	30%
I prefer not to answer	15%

	Total
n=	425
Education	
Elementary (7 years or less)	1%
High school, general or vocational (8 to 12 years)	21%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	26%
University certificates and diplomas	7%
University Bachelor (including classical studies)	29%
University Master's degree	10%
University Doctorate (PhD)	4%
I prefer not to answer	2%
Marital Status	
Single	27%
Married	48%
Common law	12%
Divorced	8%
Widowed	3%
Separated	2%
I prefer not to answer	1%

Respondent Profile (cont'd)

	Total
n=	425
Ethnic Origin	
Caucasian (white)	76%
Aboriginal / First Nations	1%
Latin American (Mexican, Chilean, Costa Rican, etc.)	1%
Arabic (Middle East, North Africa)	2%
Black (African, African-American, etc.)	4%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	4%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	1%
Chinese	4%
Filipino	1%
Korean	1%
Other	3%
I prefer not to answer	3%

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Real-time VOC satisfaction measurement
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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
- **Public Engagement**
IAP2 Trained

400
EMPLOYEES



75
CONSULTANTS



6
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