



Opinion survey on the decision to allow smoking or not in Quebec bars and restaurants

SOM-R Survey - May 2005 Edition (wave 4)
Highlights presented to
L'Institut économique de Montréal

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Methodology Overview

Objective

- The objective of this study is to measure the opinion of Quebec adults regarding the decision to allow smoking in bars and restaurants of the province.

Population

- Adults (18 years old or older).

Sample

- 1011 respondents.

Data collection

- Telephone interviews conducted between May 25 and 31, 2005.

Weighting

- Weighting to assure a good representiveness according to age, gender, mother tongue, the highest diploma obtained, people living alone and also the region (Quebec CMA, Montreal CMA and elsewhere in the province).

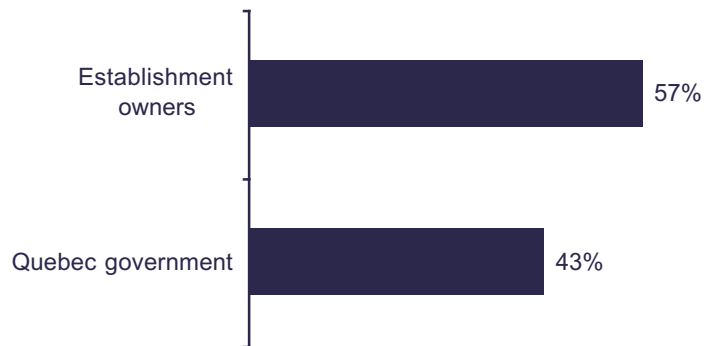
Sampling error

- Overall : 4.0% (95 % confidence interval).

Highlights

QE1. « The Quebec government is getting ready to pass a law to prohibit smoking in bars and restaurants. In your opinion, should the decision to authorize smoking or not in these premises be the government's or EACH establishment owner's responsibility? »

(Base : among those who expressed an opinion, n : 989)



Public opinion is slightly more in favour of merchants

Knowing that the Quebec government is about to vote a law to prohibit smoking in bars and restaurants of the province, most Quebec adults (57%) who expressed an opinion regarding the question believe nevertheless that the decision to authorize smoking or not on the premises should be the responsibility of each establishment owner. The others (43%) believe such a decision is the Quebec government's responsibility. Despite this small lead for the merchants, it is obvious that the opinions regarding this question are very divided.

Segments who shows the highest proportions of individuals who believe that such a decision should be ruled by the merchants are:

- those who live outside the two main urban centers, Montreal and Quebec City (64%);
- people aged 45 to 54 (69%);
- those with less schooling (nearly two-third on average for those who have no diploma or a high school diploma, while 61% of those who have a university degree consider that this decision belongs to the government);
- lower income earners (Two-third of those who have a personal or family annual income of less than \$15,000 per year, while 56% of those who earn \$75,000 or more (family gross annual income) believe the government should decide);
- and women (62%), more than men (52%).