

ABACUS DATA

POLL

Canadians Support Restricting Smoking on Patios before 8pm and in Parks and Public Beaches

Abacus Data National Poll: August 12-15, 2011, n=1,003 online survey from representative panel of over 150,000 Canadians



www.abacusdata.ca

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Abacus Data: Not your average pollster

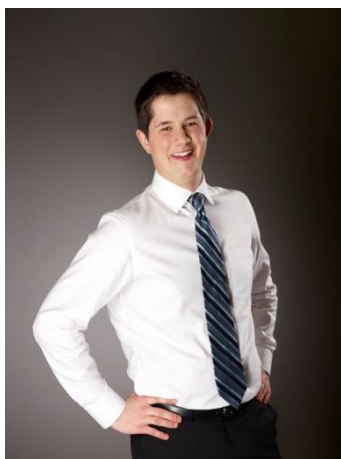
Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Informal discussions
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis



Dr. David Coletto – Abacus Data's CEO



David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's largest corporations and some of its smallest issue and advocacy groups.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

David is the Pollster for Sun News and a Visiting Fellow at the Arthur Kroeger College of Public Affairs. He is frequently called upon by news media for his unique perspective on public affairs, millennials, corporate citizenship, and political party finance. He co-authored a chapter in the recently released book *Money, Politics and Democracy* (eds Young and Jansen, UBC Press 2011).

Methodology

From August 12 to 15, 2011 Abacus Data Inc. conducted an online survey among 1,0003 randomly selected Canadian adults from an online panel of over 150,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.2%, 19 times out of 20. Results of the survey were statistically weighted by gender, age, region, education, and past federal vote using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

These questions were posed as part of the Abacus monthly Omnibus.

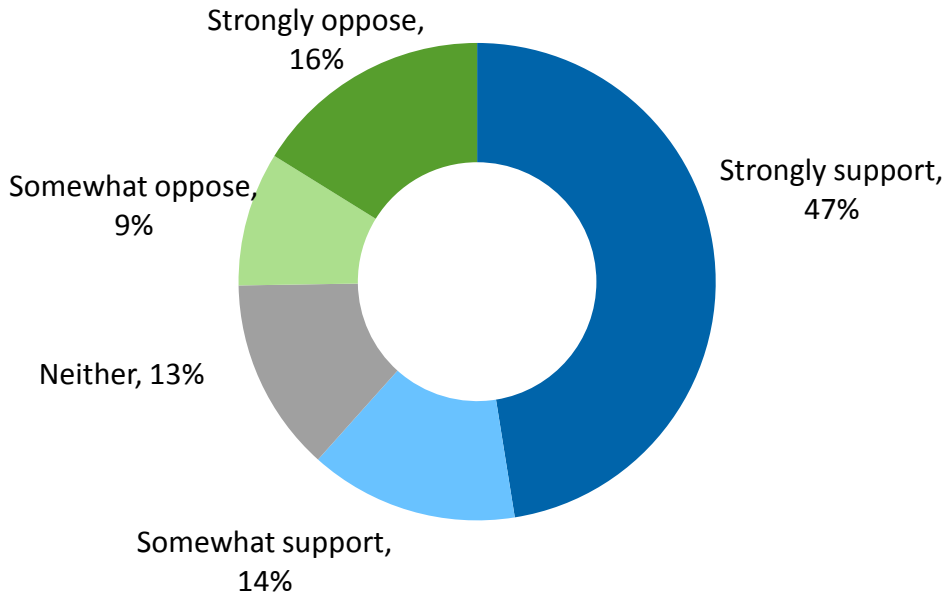
For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

The table below reports the unweighted and weighted distribution by region or province.

Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	72	71
Quebec	263	233
Ontario	375	399
Prairies (MB and SK)	75	68
Alberta	102	107
BC	116	133
Total	1,003	1,011

Smoking Restrictions

Q: Would you support or oppose a law that would restrict smoking on outdoor patios before 8pm to limit the exposure of smoke to children?



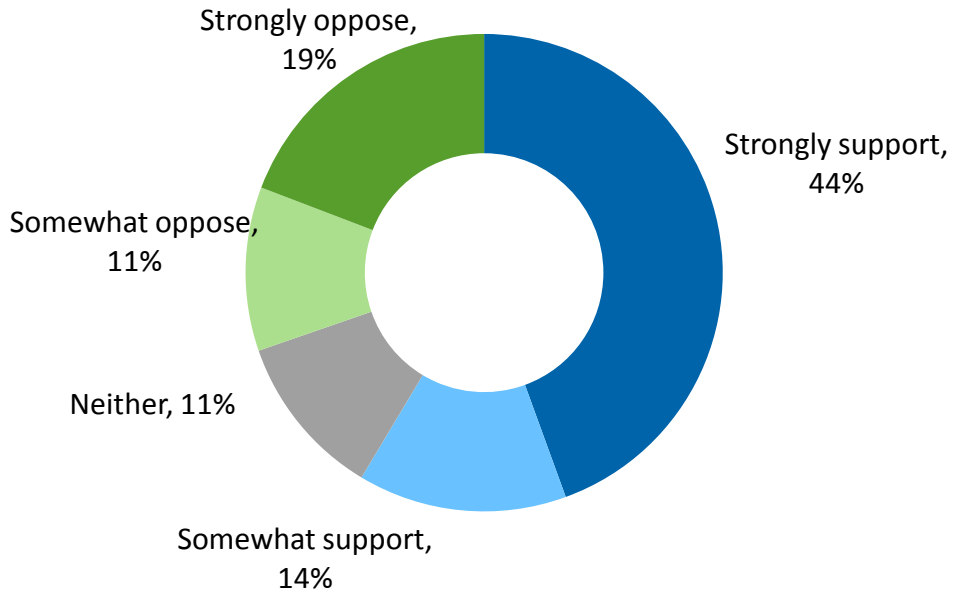
Subgroup Analysis

	Men	Women	18 - 29	30 -44	45 - 60	60+	Urban	Rural
Support	60	62	64	66	55	65	63	54
Neither	13	14	11	15	13	15	12	17
Oppose	27	24	25	20	32	20	25	28
Unweighted counts	468	535	152	295	343	213	779	224

	High School	Some Post Secondary	University Graduate	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Support	53	60	74	67	50	63	78	57	66
Neither	18	12	9	10	16	13	10	15	13
Oppose	28	28	17	23	35	24	13	29	21
Unweighted counts	211	434	358	72	263	375	75	102	116

Smoking Restrictions

Q: How about in all parks and beaches? Would you support or oppose a law that would restrict smoking in all public parks and beaches?



Subgroup Analysis

	Men	Women	18 - 29	30 -44	45 - 60	60+	Urban	Rural
Support	57	59	59	62	53	63	60	53
Neither	12	11	16	13	10	9	11	13
Oppose	32	29	25	25	38	28	29	34
Unweighted counts	468	535	152	295	343	213	779	224

	High School	Some Post Secondary	University Graduate	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Support	47	59	71	75	50	58	74	55	65
Neither	14	11	8	9	11	12	6	12	13
Oppose	38	29	21	27	39	31	20	32	22
Unweighted counts	211	434	358	72	263	375	75	102	116

For more information about this study or Abacus Data Inc.,
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To read our analyses and blog, find us online at www.abacusdata.ca