



TENANT SURVEY

Market Demand for Smoke-Free Housing

In 2008, Smoke-Free Nova Scotia commissioned a survey among renters across the province to identify market demand and help develop resources for smoke-free housing. The results confirm that there is a major problem with second-hand smoke, and that there is demand in Nova Scotia for smoke-free housing.

The telephone survey was conducted by Thinkwell Research who contacted a random sample of 401 adult Nova Scotians currently living in multi-unit housing or who resided in multi-unit housing within the past 2 years. Survey results are accurate within 5% at a 95% confidence level.

Among renters surveyed in Nova Scotia:

- 77% would choose a smoke-free building if given a choice.
- 26% smoke and 84% of these people smoke outside.
- 10% are so bothered by second-hand smoke they consider moving.
- Nearly three in ten non-smokers and people who only smoke outside were exposed to tobacco odour in their living space at least once every few weeks. Most were bothered by it. The majority were concerned about it as a health hazard.
- 62% of Nova Scotia renters would support a smoking ban in their building.
- If given a choice between two buildings alike in every other way, 73% of renters would opt for a non-smoking building. Thirty-seven percent of people who smoke would also choose a smoke-free multi-unit dwelling if it were available to them.
- The survey showed about 26% of people smoked and 16% of them smoked inside. Of those with children under age 18, 10% smoked inside their home.