

CANADIAN PRESS / LEGER MARKETING

## The Use of Tobacco Among Canadians

Report



## 1.0 Study Highlights

- Smoking is banned in six out of ten households.

Question: *Is smoking allowed inside your home?*

n=1500	YES	NO
Canada	38%	61%

- Governments should completely ban tobacco ads and provide more financial support to smokers who want to quit.

Question: *In your opinion, should governments... ?* (Percentages correspond to positive responses)

n=1500	TOTAL
... significantly increase tobacco taxes	42%
... completely ban tobacco advertising	54%
... prevent stores from displaying tobacco products	41%
... not give tax benefits or grants for movies or television shows in which people smoking can be seen	33%
... ban the use of tobacco products in bars and restaurants	47%
... provide more financial support to smokers who are following programs to quit smoking (nicotine patches, gum, etc.)	56%
None of the above	10%

- Tobacco just as harmful as marijuana, say Canadians.

Question: *In your opinion, is smoking CIGARETTES MORE HARMFUL, JUST AS HARMFUL or LESS HARMFUL than smoking MARIJUANA?*

n=1500	Smoking cigarettes is more harmful than smoking marijuana	Smoking cigarettes is just as harmful as smoking marijuana	Smoking cigarettes is less harmful than smoking marijuana	Don't know / Refusal
Canada	34%	33%	14%	18%

- According to Canadians, the federal government is doing more than the provinces to halt the dependency on tobacco products.

Question: *Do you think the FEDERAL government is doing enough to halt the dependency on tobacco products?*  
*Do you think the PROVINCIAL government is doing enough to halt the dependency on tobacco products?*

	FEDERAL			PROVINCIAL		
n=1500	YES	NO	Don't know/Refusal	YES	NO	Don't know/Refusal
Canada	48%	41%	11%	43%	43%	14%

## 2. Detailed Findings

### 2.1 Smoking is Banned in Six out of Ten Households

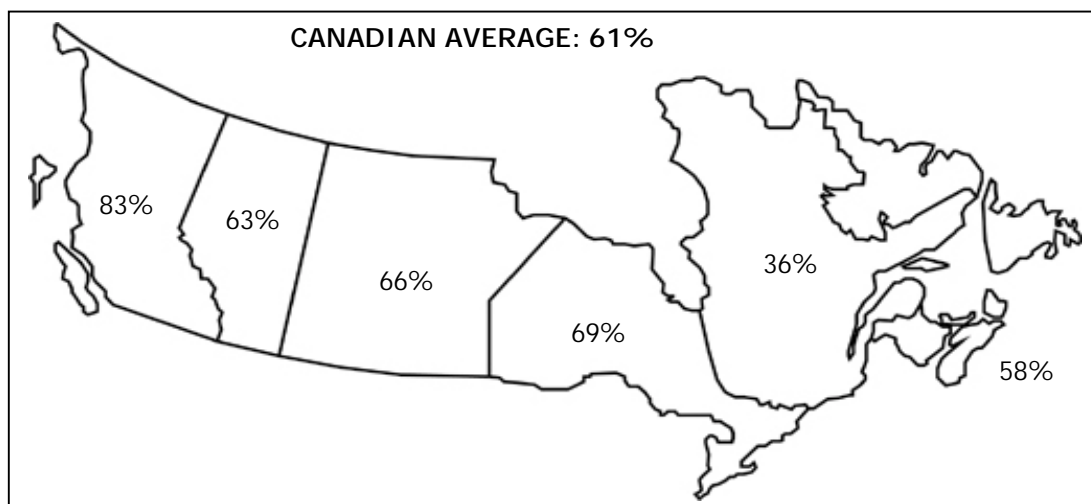
Smoking is apparently banned in 61% of all Canadian households. This ban is more common in British Columbia where it touches 83% of households, while smoking is banned in only 36% of Quebec households.

The ban exists in 27% of households where there are smokers, in 64% of those with former smokers and in 76% of households in which people who have never smoked live.

Question: *Is smoking allowed inside your home?*

n=1500	YES	NO
Smoker	73%	27%
Ex-smoker	36%	64%
Has never smoked	23%	76%
Atlantic provinces	42%	58%
Quebec	64%	36%
Ontario	31%	69%
Prairies	34%	66%
Alberta	37%	63%
British Columbia	16%	83%
Canada	38%	61%

Percentage of Canadian households in which smoking is banned



## 2.2 Governments Should Completely Ban Tobacco Ads and Provide More Financial Support to Smokers Who Want to Quit

According to 54% of Canadians, governments should completely ban tobacco advertising. 58% of ex-smokers are more likely to hold this view while 46% of smokers share this opinion.

In addition, 56% of Canadians feel that governments should provide additional financial support to people who want to quit smoking (to purchase nicotine patches, etc.). With 66%, smokers are those who are more likely to favour this type of government support while only 51% of those who have never smoked hold this view.

Governments are also called upon to take other measures with regard to tobacco products. For instance, 47% of Canadians would like to see smoking banned in bars and restaurants. This opinion is held by 61% of British Columbians and 61% of those who have never smoked, while the ban earns the support of only 23% of Canadians who currently smoke.

42% of Canadian residents would like to see very high taxes on tobacco, 81% of which are British Colombians, 57% are people who have never smoked and 17% are smokers.

According to 41% of Canadians, displaying tobacco products in stores should be banned, while 33% would like governments to refrain from giving tax benefits or grants for movies or television shows in which people smoking can be seen.

Question: *In your opinion, should governments... ?* (Percentages correspond to positive responses)

n=1500	TOTAL	Smokers	Ex-smokers	Has never smoked
... significantly increase tobacco taxes	42%	17%	40%	57%
... completely ban tobacco advertising	54%	46%	58%	55%
... prevent stores from displaying tobacco products	41%	31%	41%	46%
... not give tax benefits or grants for movies or television shows in which people smoking can be seen	33%	28%	34%	36%
... ban the use of tobacco products in bars and restaurants	47%	23%	45%	61%
... provide more financial support to smokers who are following programs to quit smoking (nicotine patches, gum, etc.)	56%	66%	58%	51%
None of the above	10%	14%	12%	8%

## 2.3 Cigarettes Just as Harmful as Marijuana Say Canadians

According to 34% of Canadians, smoking cigarettes is just as harmful as smoking marijuana while 33% think that both products are equally harmful and 14% think that marijuana is the more harmful of the two.

44% of those 18-34 years of age are more likely to think that cigarettes are more harmful along with 42% of professionals and 41% of those in the higher income brackets.

Question: *In your opinion, is smoking CIGARETTES MORE HARMFUL, JUST AS HARMFUL or LESS HARMFUL than smoking MARIJUANA?*

n=1500	Smoking cigarettes is more harmful than smoking marijuana	Smoking cigarettes is just as harmful as smoking marijuana	Smoking cigarettes is less harmful than smoking marijuana	Don't know / Refusal
18-24 years old	46%	30%	19%	5%
25-34 years old	43%	34%	13%	10%
35-44 years old	36%	39%	12%	13%
45-54 years old	33%	38%	12%	16%
55-64 years old	22%	29%	18%	31%
65 years old and over	22%	23%	16%	39%
Canada	34%	33%	14%	18%

## 2.4 The Federal Government is Apparently Doing More than Provincial Governments to Halt the Dependency on Tobacco Products

48% of Canadians who shared their view in this regard mentioned that the Government of Canada is doing enough to halt the dependency on tobacco products while 43% hold a similar view about provincial governments. However, 41% feel that the Government of Canada is not doing enough while 43% think that the provinces should do more.

Quebeckers stand out in this respect. In fact, 68% of them think that the Government of Canada is doing enough and 59% feel hold the same view of the Quebec government.

Question: *Do you think the FEDERAL government is doing enough to halt the dependency on tobacco products?*  
*Do you think the PROVINCIAL government is doing enough to halt the dependency on tobacco products?*

n=1500	FEDERAL			PROVINCIAL		
	YES	NO	Don't know/ Refusal	YES	NO	Don't know/ Refusal
Atlantic provinces	34%	54%	12%	34%	53%	13%
Quebec	68%	27%	5%	59%	32%	9%
Ontario	42%	45%	13%	36%	47%	18%
Prairies	51%	36%	13%	50%	36%	13%
Alberta	41%	48%	11%	43%	42%	15%
British Columbia	40%	49%	10%	38%	48%	14%
Canada	48%	41%	11%	43%	43%	14%

### 3.0 Methodology

---

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between May 7 to 12, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of  $\pm 2.6\%$ , 19 times out of 20.