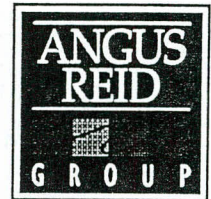


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**CANADIANS' ASSUMPTIONS ABOUT
THE PREVALENCE OF SMOKING AND
ATTITUDES TOWARD SPONSORSHIP
PROMOTION OF CULTURAL AND
SPORTING EVENTS BY TOBACCO
COMPANIES**



- Final Report -

Submitted To: Health Canada

November, 1996

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INTRODUCTION

This Executive Summary Report highlights the results of a National Angus Reid Poll conducted for Health Canada to determine Canadians' assumptions about the incidence of smoking among Canadians and also their attitudes toward sponsorship of cultural and sporting events by tobacco companies. A total of 1,509 interviews were conducted by telephone, between October 28 and 31, 1996, among a representative cross-section of Canadian adults, 18 years of age or older. Results were weighted by age and gender to accurately reflect the Canadian population.

The results of a survey this size are said to be accurate to within $\pm 2.5\%$, 19 times out of 20. Please note that the margin of error will be larger within regions and for other sub-groupings of the population.

Any questions regarding the methodology used to carry out this survey or this Executive Summary Report can be directed to the Angus Reid Group's Ottawa office at (613) 241-5802.

KEY FINDINGS

- A majority of respondents (70%) felt that smoking is a very important factor in determining one's health. Another 22% believed that it is somewhat important. Fewer than one out of ten respondents (8%) categorized smoking as a factor that is not important in influencing health (4% "not very important", 4% "not at all important").
- When asked what percentage of Canadians currently smoke, the average percentage estimated by respondents was 44%. The mean estimate of smoking incidence among the age group of 15 to 19 year olds was 48.1%, whereas respondents overall estimated that 27.2% of 10 to 14 year olds smoke.
- Most Canadians perceive that the prevalence of smoking among young people is increasing. When asked, "Do you believe the percentage of young people who smoke is increasing, decreasing, or staying about the same?", 58% felt that smoking was on the rise. Just less than one third of those surveyed (31%) felt that the incidence of smoking is staying about the same, whereas one in ten (10%) believed the percentage of young people smoking has decreased.
- Most Canadians support government efforts to discourage smoking. About three-quarters of respondents (73%) would support government efforts to discourage smoking among Canadians who currently smoke, whereas the vast majority (91%) would support the government endeavouring to deter smoking among young people who haven't yet taken up the habit.

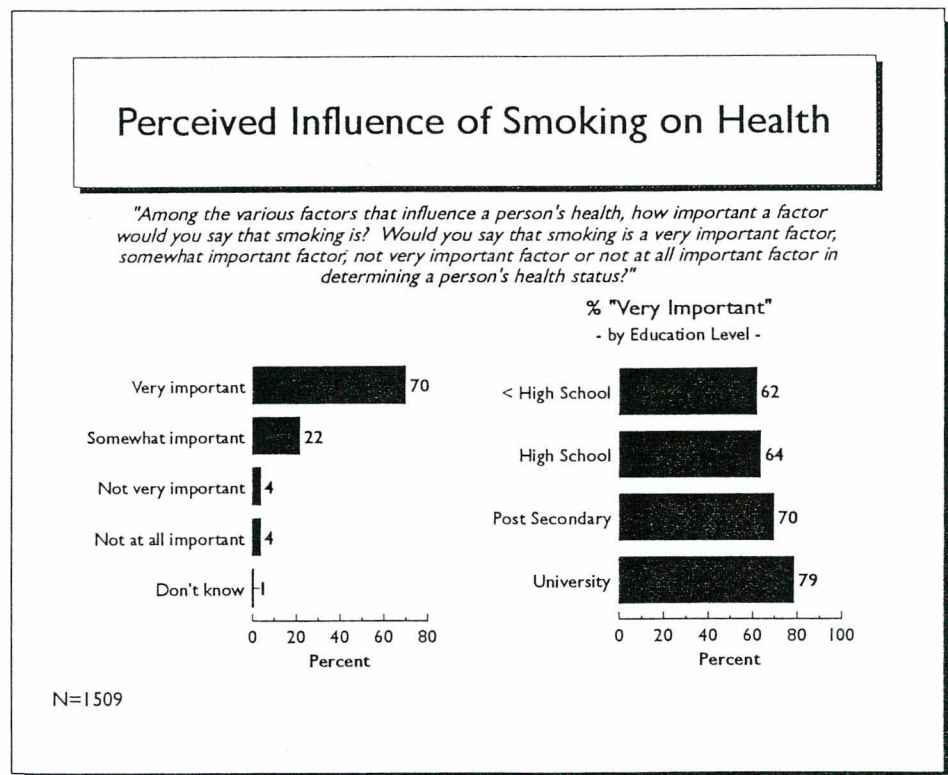
- When asked for their views on government restricting the way cigarette manufacturers use sponsored arts and sports events to promote their products, 71% of respondents favoured restricting or banning the visibility of tobacco brand names in event promotions. The plurality of those surveyed (48%) would prefer to see some restrictions on the visibility of the cigarette brand name and 23% support no display of the brand name being allowed at all. Conversely, 28% favoured no restrictions at all.

DETAILED FINDINGS

Perceived Influence Of Smoking On Health

Canadians are broadly aware of the importance of smoking as an influence on a person's health. When asked, "Among the various factors that influence a person's health, how important a factor would you say that smoking is? Would you say that smoking is a very important factor, somewhat important factor, not very important factor, or not at all important factor in determining a person's health?", a majority of respondents (70%) felt that smoking is a very important factor in determining one's health. Another 22% believed that it is somewhat important. Fewer than one out of ten respondents (8%) categorized smoking as a factor that is not important in influencing health (4% "not very important", 4% "not at all important").

Figure 1

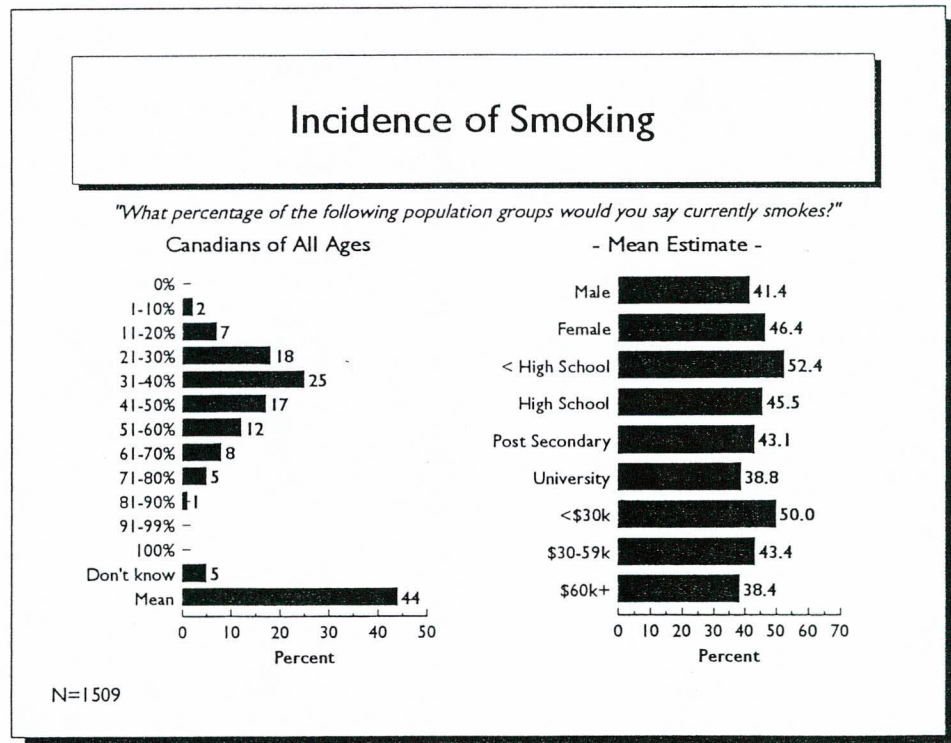


Though not statistically significant, Quebecers appeared to be least likely to view smoking as a "very important" factor (63%). Another apparent trend was that greater percentages of more highly-educated respondents perceived smoking as very important in determining a person's health (ranging from 62% among those without a high school diploma to 79% among university graduates).

Incidence Of Smoking Among Various Canadian Population Groups

When asked what percentage of Canadians currently smoke, the average percentage estimated by respondents was 44%. Some regional and demographic sub-groups of the population appeared to believe that the incidence of smoking was higher than 44%. On average, Quebecers estimated that 49.2% of Canadians smoke. Women estimated the incidence of smoking to be higher (46.4 percent of Canadians) than what men estimated (41.4%). In addition, the education and income levels of respondents influenced how high they estimated the incidence of smoking among Canadians (ranging from mean estimates of 52.4 percent among those without high school diplomas to 38.8 percent among university graduates; and from an average estimate of 50% put forth by respondents earning household incomes under to \$30,000 per year to 38.4%, estimated by those making \$60,000 or more).

Figure 2

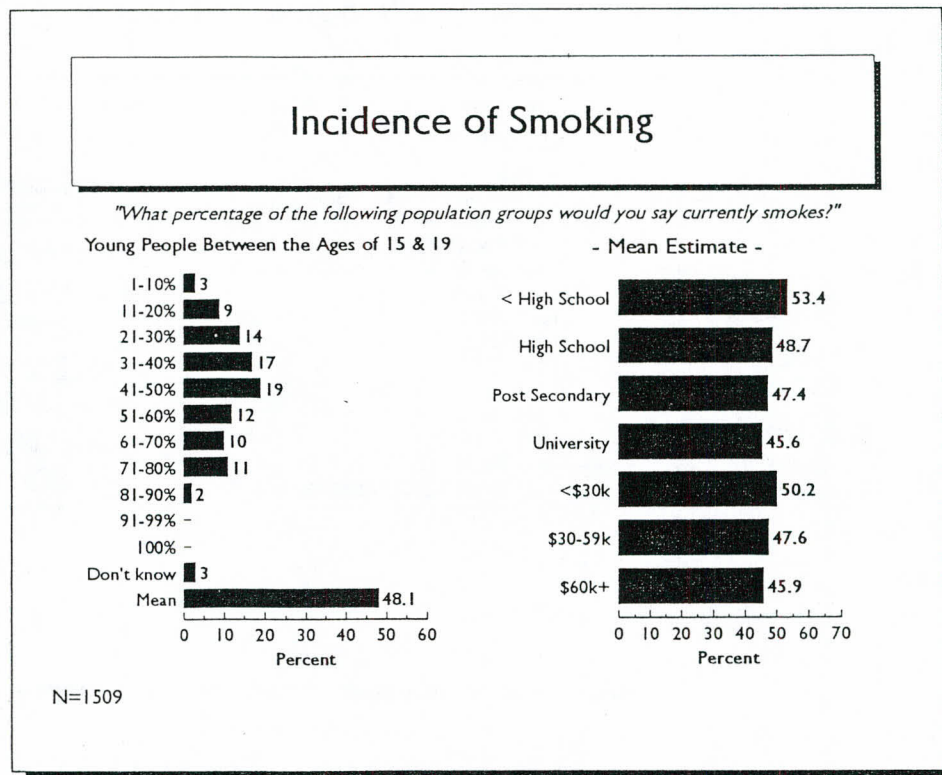


Respondents were also asked to consider two specific age groups within the Canadian population, and estimate what proportion of these currently smoke. The two groups were:

- Young people between the ages of 15 and 19; and,
- Young people between the ages of 10 and 14.

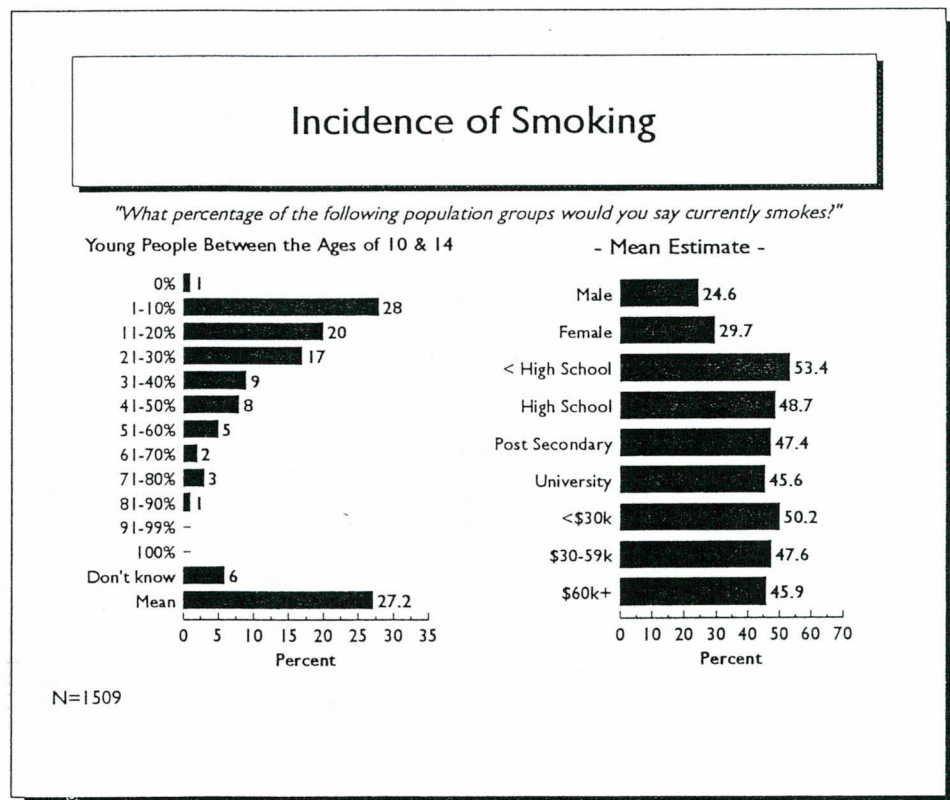
In general, respondents believed that smoking is much more prevalent among 15 to 19 year olds than it is among those 10 to 14. The mean estimate of smoking incidence among 15 to 19 year olds was 48.1%, whereas respondents overall estimated that 27.2% of 10 to 14 year olds smoke.

Figure 3



Again, the education and income levels of respondents influenced how high they estimated the incidence of smoking among young Canadians in these two age groups. For smoking rates among 15 to 19 year olds, mean estimates ranged from 53.4 percent among those without high school diplomas to 45.6 percent among university graduates; and from a mean estimate of 50.2% put forth by respondents earning household incomes under to \$30,000 per year to 45.9%, estimated by those making \$60,000 or more). Estimates of the incidence of smoking among 10 to 14 year olds also varied depending on the education and income of respondents, from 32.4% among those without high school diplomas to 23.8% among university graduates; and from 29.5 percent estimated by those making yearly household incomes under \$30,000 to 24.2 percent by those earning in excess of \$60,000.

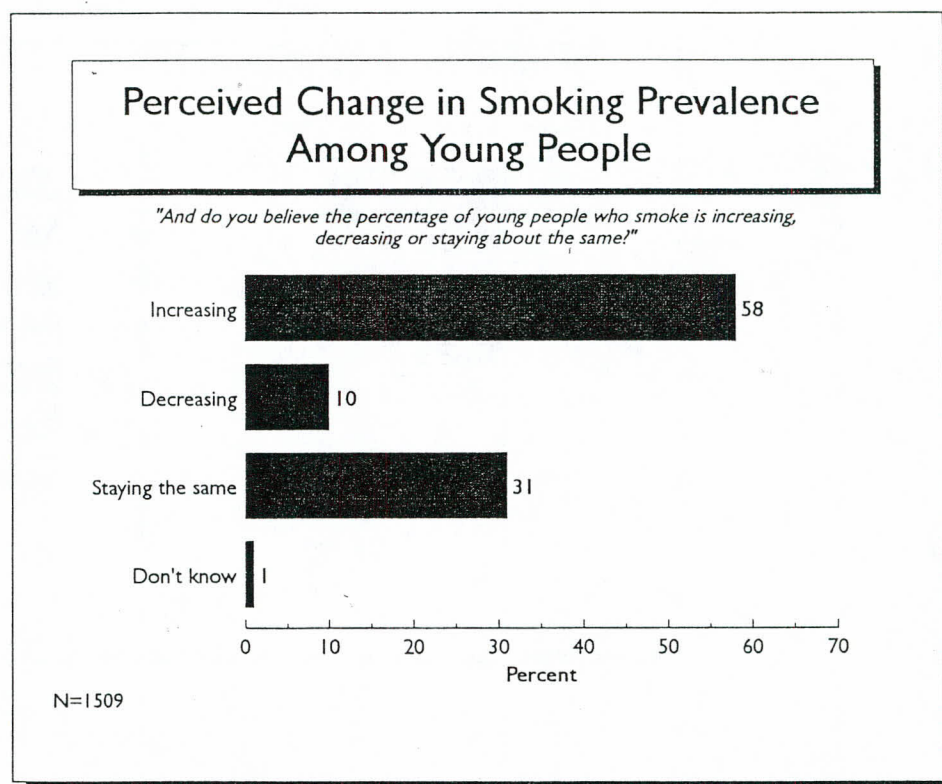
Figure 4



Perceived Change In Smoking Prevalence Among Young People

Most Canadians perceived that the prevalence of smoking among young people is increasing. When asked, "Do you believe the percentage of young people who smoke is increasing, decreasing, or staying about the same?", 58% felt that smoking was on the rise. Just less than one third of those surveyed (31%) felt that the incidence of smoking is staying about the same, whereas one in ten (10%) believed the percentage of young people smoking has decreased.

Figure 5

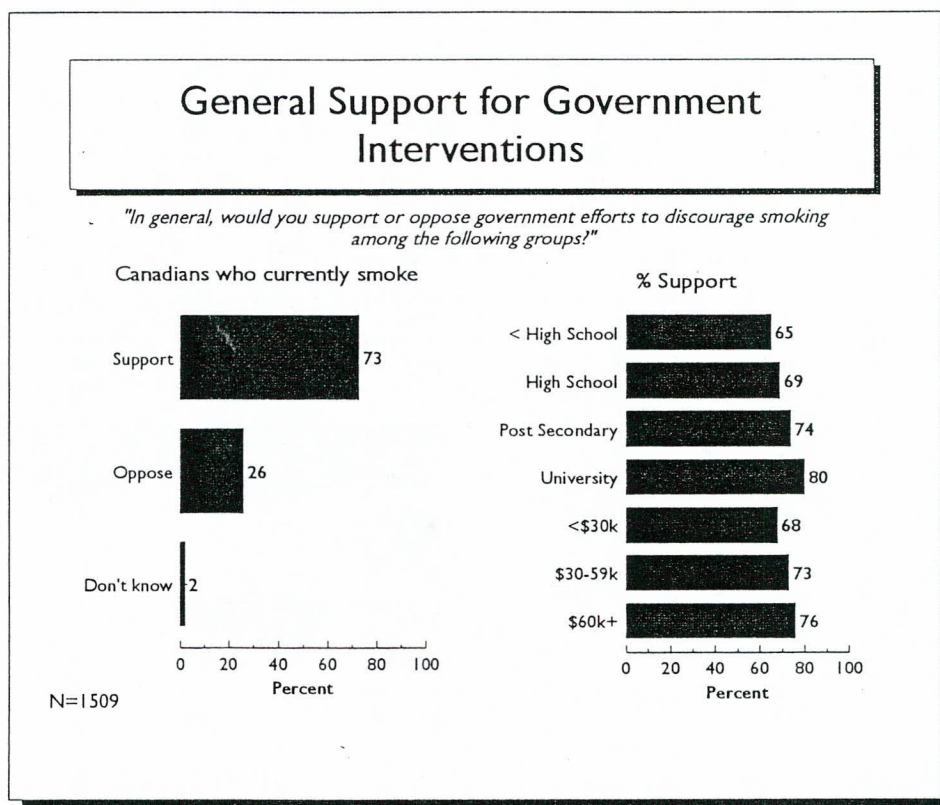


Support For Government Interventions And Restrictions

General Views

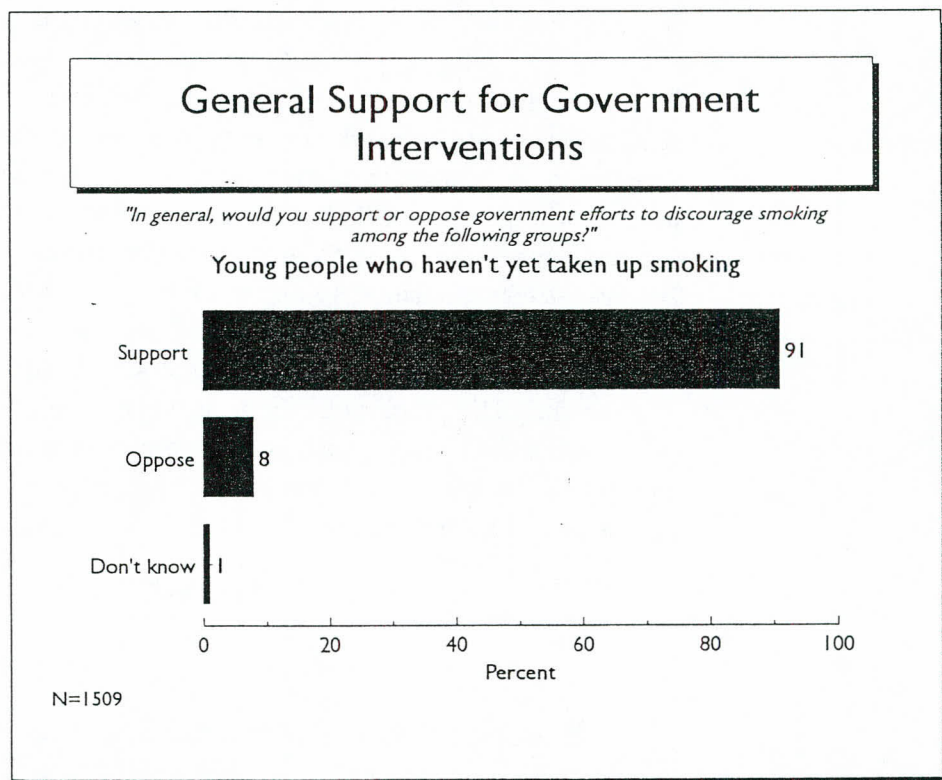
Most Canadians support government efforts to discourage smoking.

Figure 6



About three-quarters of respondents (73%) would support government efforts to discourage smoking among Canadians who currently smoke, whereas the vast majority (91%) would support the government endeavouring to deter smoking among young people who haven't yet taken up the habit.

Figure 7

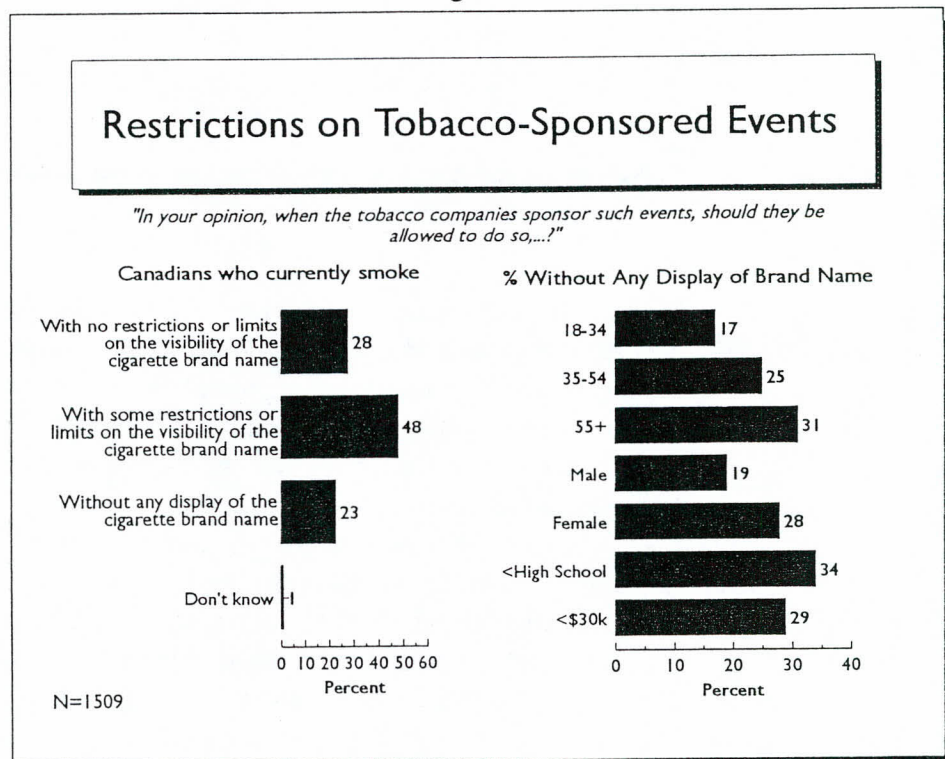


Support for such action on the part of government was widespread across all regions and demographic groups. Though support for deterring smoking among young people who don't currently smoke was uniformly strong across all regions and demographic subgroups, results varied more when Canadians who currently smoke were considered. Government initiatives to discourage smoking among current smokers met with support from a larger percentage of those with higher education and income levels (ranging from 65% support among respondents without high school diplomas to 80% of university graduates; and from 68% of those earning yearly household incomes under \$30,000 to 76% of those making \$60,000 or more).

Views On Tobacco Sponsorships

Respondents were asked how they felt about cigarette manufacturers promoting their products by sponsoring cultural and sporting events, given the following two arguments for and against setting restrictions on the practice. One argument was, "Some Canadians say that since tobacco is a legal product, tobacco companies should be able to promote the sponsored event any way they want". The other argument presented to respondents was, "Some people believe that associating cigarette brand names with these events sends the wrong messages about tobacco, especially to young people, and that this actually encourages smoking. These people believe that limits should be placed on the way cigarette manufacturers use sponsored events to promote their products". Keeping these two viewpoints in mind, respondents were asked to indicate whether they felt that tobacco companies should be allowed to sponsor such events with no government restrictions on the visibility of the cigarette brand name, some restrictions, or without any display of the cigarette brand name. Seventy-one percent of respondents favoured restricting or banning the visibility of tobacco brand names in event promotions. The plurality of those surveyed (48%) would prefer to see some restrictions on the visibility of the cigarette brand name and 23% support no display of the brand name being allowed at all. Conversely, 28% favoured no restrictions at all.

Figure 8



Those disproportionately more likely to believe that tobacco companies should be allowed to sponsor events without any display of their cigarette brand names included women (28%, compared to 19% of men), lower income Canadians (29% of those in the under \$30,000 per year household income, compared to 22% of those in the middle income group and 20% of those making \$60,000 or more annually). Older respondents were also more likely to want any display of the brand names prohibited at sponsored events (ranging from 17% of those aged 18 to 34 to 31% of those 55 or older).

APPENDIX I - QUESTIONNAIRE

1. Among the various factors that influence a person's health, how important a factor would you say that smoking is? Would you say that smoking is a very important factor, somewhat important factor, not very important factor or not at all important factor in determining a person's health status?

	Percent
Very important	70
Somewhat important	22
Not very important	4
Not at all important	4
Don't know	1

2. What percentage of the following population groups would you say currently smokes?
(ROTATE ITEMS b AND c)

ITEMS:

- a. Canadians of all ages

	Percent
Mean	44
0%	*
1-10%	2
11-20%	7
21-30%	18
31-40%	25
41-50%	17
51-60%	12
61-70%	8
71-80%	5
81-90%	1
91-99%	*
100%	*
Don't know	5

b. Young people between the ages of 15 and 19

	Percent
Mean	48.1
1-10%	3
11-20%	9
21-30%	14
31-40%	17
41-50%	19
51-60%	12
61-70%	10
71-80%	11
81-90%	2
91-99%	*
100%	*
Don't know	3

c. Young people between the ages of 10 and 14

	Percent
Mean	27.2
0%	1
1-10%	28
11-20%	20
21-30%	17
31-40%	9
41-50%	8
51-60%	5
61-70%	2
71-80%	3
81-90%	1
91-99%	*
100%	*
Don't know	6

3. And do you believe the percentage of young people who smoke is increasing, decreasing or staying about the same?

	Percent
Increasing	58
Decreasing	10
Staying the same	31
Don't know	1

4. In general, would you support or oppose government efforts to discourage smoking among the following groups? (ROTATE ITEMS)

ITEMS:

- a. Canadians who currently smoke

	Percent
Support	73
Oppose	26
Don't know	2

- b. Young people who haven't yet taken up smoking

	Percent
Support	91
Oppose	8
Don't know	1

5. The manufacturers of cigarette brands like du Maurier, Rothmans, Craven A, and Players sponsor events such as tennis and golf tournaments, car racing, music and comedy festivals, and rock concerts. Many of these activities appeal particularly to young people. (ROTATE ORDER OF SOME/OTHER ARGUMENTS)

(Some/Other) Canadians say that since tobacco is a legal product, tobacco companies should be able to promote the sponsored event any way they want.

(Some/Other) people believe that associating cigarette brand names with these events sends the wrong messages about tobacco, especially to young people, and that this actually encourages smoking. These people believe that limits should be placed on the way cigarette manufacturers use sponsored events to promote their products.

In your opinion, when the tobacco companies sponsor such events, should they be allowed to do so,

	Percent
With no restrictions or limits on the visibility of the cigarette brand name;	28
With some restrictions or limits on the visibility of the cigarette brand name;	48
Without any display of the cigarette brand name.	23
Don't know	1

APPENDIX II - DETAILED TABLES

Province:

	PROVINCE							AGE			GENDER		EDUCATION					INCOME		
Total	BC	AB	SK/MB	ON	PQ	ATL.		18-34	35-54	55+	Male	Female	<HS	HS	Some Post	Sec. Univ		<\$30K	\$30-59K	\$60K+

Base: All Respondents

Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395		377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393		396	592	383
British Columbia	12%	100%	-	-	-	-	-	12%	12%	13%	12%	12%	9%	13%	13%	11%		11%	12%	12%
Alberta	9%	-	100%	-	-	-	-	10%	9%	8%	9%	9%	6%	10%	10%	9%		9%	8%	10%
Saskatchewan	3%	-	-	45%	-	-	-	3%	4%	3%	3%	3%	7%	4%	3%	1%		4%	3%	3%
Manitoba	4%	-	-	55%	-	-	-	5%	3%	5%	4%	4%	4%	4%	5%	3%		5%	4%	3%
Ontario	37%	-	-	-	100%	-	-	37%	37%	38%	37%	37%	28%	38%	36%	45%		30%	36%	45%
Quebec	26%	-	-	-	-	100%	-	25%	27%	25%	25%	26%	33%	26%	24%	23%		29%	28%	21%
New Brunswick	3%	-	-	-	-	-	30%	3%	3%	2%	2%	3%	4%	2%	3%	2%		3%	2%	2%
Nova Scotia	3%	-	-	-	-	-	39%	3%	3%	3%	3%	3%	5%	2%	3%	4%		4%	3%	2%
Prince Edward Island	1%	-	-	-	-	-	6%	1%	*	1%	1%	*	1%	*	*	1%		1%	1%	*
Newfoundland	2%	-	-	-	-	-	25%	2%	2%	2%	2%	2%	4%	1%	2%	2%		3%	2%	1%

Sex of respondent:

	PROVINCE						AGE			GENDER		EDUCATION					INCOME		
Total	BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post	Sec. Univ		<\$30K	\$30-59K	\$60K+
Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
Male	49%	49%	50%	49%	48%	48%	49%	50%	50%	45%	100%	-	46%	46%	48%	54%	40%	52%	58%
Female	51%	51%	50%	51%	52%	52%	51%	50%	50%	55%	-	100%	54%	54%	52%	46%	60%	48%	42%

Base: All Respondents

Language of interview:

		PROVINCE						AGE			GENDER		EDUCATION				INCOME		
Total	BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post Sec.	Univ	<\$30K	\$30-59K	\$60K+	

Base: All Respondents

Unweighted
WeightedEnglish
French

1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
77%	100%	100%	100%	100%	12%	95%	78%	75%	78%	77%	77%	68%	76%	77%	83%	74%	74%	83%
23%	-	-	-	-	88%	5%	22%	25%	22%	23%	23%	32%	24%	23%	17%	26%	26%	17%

t1. Among the various factors that influence a person's health, how important a factor would you say that smoking is? Would you say that smoking is a very important factor, somewhat important factor, not very important factor, or not at all important factor in determining a person's health status?

	PROVINCE							AGE			GENDER		EDUCATION					INCOME		
Total	BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post	Sec. Univ	<\$30K	\$30-59K	\$60K+		

Base: All Respondents

Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
Very important	70%	73%	70%	75%	71%	63%	71%	68%	71%	71%	68%	71%	62%	64%	70%	79%	66%	67%	75%
Somewhat important	22%	18%	25%	18%	22%	24%	19%	26%	22%	16%	22%	21%	19%	25%	22%	19%	21%	23%	21%
Not very important	4%	3%	4%	4%	4%	5%	6%	3%	5%	7%	5%	4%	11%	5%	4%	1%	6%	5%	2%
Not at all important	4%	4%	1%	2%	3%	7%	3%	3%	3%	5%	4%	4%	7%	5%	3%	1%	5%	4%	2%
Don't know	1%	1%	-	-	1%	*	2%	*	1%	1%	1%	*	1%	1%	1%	*	1%	*	-

t2a. What percentage of the following population groups would you say currently smokes?

	PROVINCE							AGE			GENDER		EDUCATION				INCOME		
	Total	BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post Sec.	Univ	<\$30K	\$30-59K	\$60K+
Canadians of all ages																			
Base: All Respondents																			
Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
0%	*	-	-	-	-	-	1%	-	*	-	-	*	-	-	-	*	*	-	-
1% - 10%	2%	3%	2%	2%	1%	*	4%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%	3%
11% - 20%	7%	8%	10%	3%	9%	4%	9%	6%	7%	9%	9%	6%	5%	7%	6%	9%	5%	6%	10%
21% - 30%	18%	18%	17%	23%	24%	12%	13%	17%	22%	16%	21%	15%	10%	15%	20%	25%	12%	19%	26%
31% - 40%	25%	31%	23%	24%	24%	26%	23%	25%	26%	25%	28%	22%	18%	22%	28%	30%	20%	25%	30%
41% - 50%	17%	13%	17%	15%	15%	19%	19%	17%	18%	15%	14%	19%	13%	22%	16%	15%	19%	18%	14%
51% - 60%	12%	11%	14%	12%	11%	15%	7%	16%	9%	11%	10%	14%	13%	14%	13%	10%	13%	14%	11%
61% - 70%	8%	5%	10%	7%	7%	10%	11%	10%	7%	6%	7%	9%	13%	9%	7%	5%	12%	7%	3%
71% - 80%	5%	2%	2%	8%	3%	8%	8%	5%	4%	5%	4%	6%	14%	4%	4%	1%	10%	3%	2%
81% - 90%	1%	-	-	1%	*	1%	4%	1%	1%	1%	1%	1%	2%	1%	1%	-	2%	*	*
91% - 99%	*	-	-	-	-	*	-	*	*	-	-	*	*	*	-	-	-	*	-
100%	*	-	-	-	-	1%	-	-	*	*	-	*	1%	-	-	-	1%	-	-
Don't know	5%	8%	5%	4%	5%	4%	2%	2%	4%	11%	5%	5%	10%	5%	3%	4%	5%	5%	3%
MEAN	44.0	40.0	42.0	44.8	41.6	49.2	45.5	46.3	42.4	42.7	41.4	46.4	52.4	45.5	43.1	38.8	50.0	43.4	38.4
STD DEV	17.0	15.1	16.4	17.7	15.8	16.7	20.6	16.6	16.5	17.7	16.3	17.2	19.5	16.8	16.2	14.1	18.4	16.0	14.5
STD ERR	0.4	1.1	1.4	1.7	0.7	0.9	1.9	0.8	0.6	1.0	0.6	0.6	1.3	0.9	0.7	0.7	1.0	0.7	0.7

t2a. What percentage of the following population groups would you say currently smokes?

	PROVINCE							AGE			GENDER		EDUCATION					INCOME		
	Total	BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some			<\$30K	\$30-59K	\$60K+
															Post	Sec.	Univ			
Young people between the ages of 15 and 19																				
Base: All Respondents																				
Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399	
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383	
1% - 10%	3%	2%	5%	3%	3%	2%	-	2%	2%	3%	3%	2%	1%	5%	2%	2%	2%	2%	4%	
11% - 20%	9%	11%	8%	10%	9%	7%	8%	8%	10%	8%	10%	8%	8%	7%	10%	7%	9%	9%	9%	
21% - 30%	14%	13%	13%	9%	15%	12%	18%	12%	15%	14%	14%	13%	9%	14%	14%	15%	10%	15%	15%	
31% - 40%	17%	18%	18%	22%	14%	19%	12%	17%	18%	16%	18%	16%	11%	14%	16%	25%	16%	17%	19%	
41% - 50%	19%	19%	18%	18%	20%	17%	24%	17%	20%	21%	18%	20%	21%	17%	21%	18%	19%	18%	19%	
51% - 60%	12%	15%	12%	8%	10%	14%	10%	12%	13%	10%	13%	11%	10%	11%	13%	12%	10%	12%	13%	
61% - 70%	10%	6%	12%	8%	11%	9%	11%	12%	9%	8%	10%	11%	10%	12%	10%	9%	11%	10%	10%	
71% - 80%	11%	10%	11%	14%	10%	13%	10%	15%	8%	11%	10%	13%	18%	14%	9%	8%	15%	11%	7%	
81% - 90%	2%	1%	-	4%	2%	2%	5%	4%	1%	1%	1%	3%	3%	2%	2%	1%	3%	2%	2%	
91% - 99%	*	-	-	-	*	*	1%	*	*	-	*	*	*	*	*	*	*	*	*	
100%	*	-	-	-	*	1%	-	-	*	*	-	*	1%	-	-	*	1%	-	*	
Don't know	3%	5%	4%	4%	4%	3%	-	1%	3%	7%	3%	4%	8%	3%	2%	2%	4%	3%	2%	
MEAN	48.1	45.9	46.7	48.6	47.4	50.2	49.6	50.4	46.6	47.0	46.4	49.8	53.4	48.7	47.4	45.6	50.2	47.6	45.9	
STD DEV	20.0	18.8	19.8	20.9	20.3	19.9	19.9	20.6	19.3	19.9	19.6	20.3	21.0	21.5	19.5	18.2	20.8	19.8	19.3	
STD ERR	0.5	1.4	1.7	2.0	0.9	1.0	1.8	1.0	0.8	1.1	0.7	0.8	1.4	1.2	0.9	0.9	1.1	0.8	1.0	

t2a. What percentage of the following population groups would you say currently smokes?

	PROVINCE							AGE			GENDER		EDUCATION				INCOME		
	Total	BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post Sec.	Univ	<\$30K	\$30-59K	\$60K+
Young people between the ages of 10 and 14																			
Base: All Respondents																			
Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
0%	1%	*	-	2%	1%	*	1%	1%	1%	-	1%	1%	*	1%	1%	1%	1%	1%	1%
1% - 10%	28%	33%	31%	22%	31%	23%	27%	28%	31%	26%	31%	26%	18%	33%	27%	33%	24%	27%	36%
11% - 20%	20%	23%	15%	22%	20%	18%	23%	21%	19%	19%	23%	17%	21%	19%	19%	21%	18%	20%	21%
21% - 30%	17%	12%	21%	16%	16%	19%	16%	19%	14%	17%	15%	18%	16%	14%	18%	18%	19%	17%	14%
31% - 40%	9%	9%	11%	11%	9%	10%	10%	11%	9%	8%	9%	10%	7%	7%	12%	9%	10%	10%	9%
41% - 50%	8%	5%	6%	12%	7%	11%	9%	6%	10%	9%	6%	10%	16%	9%	6%	5%	12%	7%	5%
51% - 60%	5%	4%	3%	4%	5%	6%	6%	4%	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	5%
61% - 70%	2%	1%	3%	2%	2%	3%	-	2%	2%	2%	2%	2%	3%	2%	3%	1%	3%	2%	1%
71% - 80%	3%	2%	4%	3%	2%	5%	5%	4%	3%	3%	2%	4%	5%	4%	3%	2%	3%	4%	2%
81% - 90%	1%	1%	1%	2%	*	1%	-	1%	*	*	*	1%	1%	1%	1%	*	1%	1%	1%
91% - 99%	*	-	-	-	-	*	-	*	-	-	-	*	-	*	-	-	-	*	-
100%	*	-	-	-	*	*	-	-	*	-	-	*	*	-	-	*	*	-	*
Don't know	6%	9%	6%	4%	6%	4%	4%	3%	4%	11%	5%	6%	8%	6%	5%	4%	5%	5%	4%
MEAN	27.2	23.7	26.7	29.3	25.2	31.4	26.5	27.5	26.9	27.3	24.6	29.7	32.4	26.6	27.7	23.8	29.5	27.5	24.2
STD DEV	20.5	19.1	21.0	20.6	19.4	22.0	19.9	20.7	20.7	20.0	19.1	21.5	21.7	21.6	20.3	18.3	20.5	20.7	20.1
STD ERR	0.5	1.4	1.9	1.9	0.9	1.1	1.8	1.0	0.8	1.1	0.7	0.8	1.5	1.2	0.9	0.9	1.1	0.9	1.0

t3. And do you believe the percentage of young people who smoke is increasing, decreasing or staying about the same?

PROVINCE								AGE			GENDER		EDUCATION				INCOME		
Total	BC	AB	SK/MB	ON	PQ	ATL.		18-34	35-54	55+	Male	Female	<HS	HS	Some Post Sec.	Univ	<\$30K	\$30-59K	\$60K+

Base: All Respondents

Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
Increasing	58%	59%	62%	58%	60%	56%	53%	57%	58%	60%	57%	59%	59%	53%	57%	64%	60%	55%	62%
Decreasing	10%	9%	11%	10%	9%	10%	11%	11%	11%	7%	10%	10%	8%	12%	10%	9%	10%	9%	11%
Staying the same	31%	30%	26%	31%	29%	33%	36%	32%	30%	31%	32%	30%	31%	35%	32%	26%	29%	36%	26%
Don't know	1%	1%	1%	-	2%	1%	-	-	1%	2%	1%	1%	2%	*	1%	1%	1%	*	1%

t4. In general, would you support or oppose government efforts to discourage smoking among the following groups?

=====																			
		PROVINCE						AGE			GENDER		EDUCATION				INCOME		
		BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post Sec.	Univ	<\$30K	\$30-59K	\$60K+
		Total																	
Canadians who currently smoke																			
Base: All Respondents																			
Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
Support	73%	75%	72%	80%	68%	78%	72%	73%	72%	74%	72%	73%	65%	69%	74%	80%	68%	73%	76%
Oppose	26%	22%	27%	20%	30%	22%	27%	26%	27%	24%	26%	25%	34%	30%	24%	18%	30%	26%	22%
Don't know	2%	3%	1%	-	3%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%

t4. In general, would you support or oppose government efforts to discourage smoking among the following groups?

		PROVINCE						AGE			GENDER		EDUCATION				INCOME			
													Some							
Total		BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Post	Sec.	Univ	<\$30K	\$30-59K	\$60K+
Young people who haven't yet taken up smoking																				
Base: All Respondents																				
Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395		377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393		396	592	383
Support	91%	93%	93%	92%	91%	91%	92%	93%	91%	89%	91%	91%	90%	89%	93%	93%		90%	92%	92%
Oppose	8%	6%	7%	8%	7%	9%	8%	7%	8%	9%	8%	7%	9%	9%	7%	6%		10%	7%	7%
Don't know	1%	1%	-	-	2%	-	1%	*	1%	2%	1%	1%	1%	2%	*	1%		*	1%	1%

t5. In your opinion, when the tobacco companies sponsor such events, should they be allowed to do so ... ?

	PROVINCE							AGE			GENDER		EDUCATION					INCOME		
Total	BC	AB	SK/MB	ON	PQ	ATL.		18-34	35-54	55+	Male	Female	<HS	HS	Some Post	Sec. Univ		<\$30K	\$30-59K	\$60K+

Base: All Respondents

Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395		377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393		396	592	383
With no restrictions or limits on the visibility of the cigarette brand name.	28%	22%	24%	20%	31%	32%	20%	30%	30%	21%	34%	22%	20%	33%	30%	24%		22%	29%	31%
With some restrictions or limits on the visibility of the cigarette brand name.	48%	45%	50%	48%	49%	42%	59%	53%	44%	45%	45%	50%	44%	45%	48%	53%		48%	49%	48%
Without any display of the cigarette brand name.	23%	32%	25%	32%	19%	24%	20%	17%	25%	31%	19%	28%	34%	21%	21%	22%		29%	22%	20%
Don't know	1%	1%	-	-	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%		1%	1%	1%

z1. Which of the following categories does your age fall into?

		PROVINCE						AGE			GENDER		EDUCATION				INCOME			
		BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post Sec.	Univ	<\$30K	\$30-59K	\$60K+	
Total		1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
Weighted		1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
18 to 24		13%	6%	12%	14%	14%	14%	16%	35%	-	-	13%	13%	9%	12%	18%	10%	19%	11%	9%
25 to 34		24%	29%	29%	23%	23%	22%	22%	65%	-	-	25%	23%	7%	22%	28%	32%	20%	27%	28%
35 to 44		19%	21%	24%	16%	19%	18%	19%	-	54%	-	19%	19%	13%	23%	19%	20%	13%	21%	23%
45 to 54		17%	16%	12%	18%	16%	19%	16%	-	46%	-	18%	15%	15%	15%	16%	19%	10%	17%	25%
55 to 64		14%	10%	13%	17%	14%	13%	17%	-	-	50%	13%	14%	24%	12%	12%	10%	15%	14%	11%
65 to 74		10%	12%	8%	7%	10%	10%	9%	-	-	36%	9%	10%	22%	9%	6%	7%	17%	7%	3%
75 or older		4%	7%	2%	7%	4%	4%	1%	-	-	14%	3%	5%	8%	6%	2%	2%	6%	3%	1%
Don't know		*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-

Base: All Respondents

Unweighted

Weighted

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

Don't know

z3a. Including yourself, how many people live in your household?

	PROVINCE							AGE			GENDER		EDUCATION					INCOME		
	Total	BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post	Sec.	Univ	<\$30K	\$30-59K	\$60K+
Base: All Respondents																				
Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395		377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393		396	592	383
1	17%	23%	14%	17%	15%	18%	13%	13%	14%	25%	16%	17%	22%	17%	15%	15%		33%	16%	3%
2	34%	35%	34%	32%	33%	37%	34%	26%	22%	62%	34%	35%	44%	33%	32%	32%		34%	33%	33%
3	18%	15%	24%	16%	19%	18%	18%	23%	20%	9%	20%	16%	13%	18%	19%	21%		16%	19%	22%
4	19%	14%	15%	20%	20%	17%	25%	24%	26%	2%	20%	17%	12%	17%	21%	20%		9%	20%	27%
5	8%	10%	8%	8%	9%	7%	6%	9%	13%	*	8%	9%	5%	12%	8%	8%		4%	9%	12%
6	3%	2%	4%	3%	3%	2%	2%	3%	4%	1%	1%	4%	2%	2%	3%	3%		3%	2%	2%
7	1%	*	2%	3%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	1%		*	1%	*
8	*	-	-	-	*	*	1%	*	*	-	*	*	-	*	*	-		-	*	-
9	*	-	-	-	-	-	1%	*	-	-	-	*	1%	-	-	-		*	-	-
10+	*	1%	-	-	*	1%	-	*	*	*	*	*	*	-	*	-		-	*	1%
Don't know	*	-	-	1%	*	*	-	*	-	1%	*	*	*	-	*	-		*	-	-
MEAN	2.8	2.7	2.9	2.9	2.9	2.7	3.0	3.1	3.2	2.0	2.8	2.8	2.5	2.9	2.9	2.8		2.3	2.9	3.3
STD DEV	1.5	1.6	1.4	1.5	1.5	1.5	1.5	1.6	1.5	1.0	1.5	1.5	1.6	1.4	1.5	1.3		1.4	1.5	1.4
STD ERR	*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1		0.1	0.1	0.1

z5. What is the highest level of formal education that you have completed?

	PROVINCE							AGE			GENDER		EDUCATION					INCOME		
Total	BC	AB	SK/MB	ON	PQ	ATL.		18-34	35-54	55+	Male	Female	<HS	HS	Some Post	Sec. Univ		<\$30K	\$30-59K	\$60K+

Base: All Respondents

Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395		377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393		396	592	383
Grade school or some high school	16%	13%	11%	22%	12%	21%	26%	7%	13%	33%	15%	17%	100%	-	-	-		31%	14%	3%
Complete high school	23%	25%	25%	25%	23%	24%	13%	21%	25%	24%	22%	24%	-	100%	-	-		25%	26%	16%
Complete technical or trade school/ Community college	20%	20%	22%	21%	17%	25%	17%	26%	19%	13%	19%	21%	-	-	59%	-		15%	25%	17%
Some community college or university, but did not finish	14%	17%	15%	18%	16%	7%	17%	16%	14%	11%	14%	14%	-	-	41%	-		14%	12%	16%
Complete University Degree (Bachelor's)	19%	15%	20%	10%	22%	17%	18%	24%	20%	9%	20%	18%	-	-	-	72%		10%	18%	31%
Post-Graduate Degree (Master's, Ph.D)	7%	9%	6%	3%	9%	6%	9%	6%	8%	9%	9%	6%	-	-	-	28%		3%	6%	16%
Don't know	*	1%	1%	-	1%	*	1%	-	*	1%	1%	*	-	-	-	-		1%	-	1%

z15. And, which of the following categories best describes your household income?

Total	PROVINCE						AGE			GENDER		EDUCATION				INCOME		
	BC	AB	SK/MB	ON	PQ	ATL.	18-34	35-54	55+	Male	Female	<HS	HS	Some Post	Sec. Univ	<\$30K	\$30-59K	\$60K+

Base: All Respondents

Unweighted	1509	200	135	120	533	401	120	470	673	365	748	761	243	353	511	395	377	596	399
Weighted	1509	184	136	112	562	388	127	556	540	411	734	775	247	348	514	393	396	592	383
Under \$10,000	7%	8%	7%	7%	6%	7%	11%	10%	3%	8%	5%	9%	15%	7%	6%	3%	27%	-	-
\$10,000 to \$29,999	19%	15%	20%	26%	15%	23%	23%	18%	14%	28%	17%	21%	35%	21%	17%	10%	73%	-	-
\$30,000 to \$44,999	20%	19%	17%	22%	19%	23%	21%	20%	20%	20%	22%	18%	20%	23%	21%	16%	-	51%	-
\$45,000 to \$59,999	19%	20%	18%	19%	19%	20%	15%	20%	22%	15%	20%	19%	12%	21%	21%	20%	-	49%	-
\$60,000 to \$74,999	9%	11%	14%	5%	8%	9%	4%	9%	11%	6%	11%	7%	1%	8%	10%	12%	-	-	35%
\$75,000 to \$99,999	9%	9%	11%	9%	10%	6%	13%	9%	11%	6%	11%	7%	2%	6%	10%	16%	-	-	36%
\$100,000 to \$149,999	6%	4%	4%	3%	9%	4%	-	5%	8%	2%	6%	5%	*	3%	4%	13%	-	-	22%
\$150,000 and over	2%	1%	1%	2%	3%	1%	1%	2%	3%	*	2%	2%	1%	1%	1%	4%	-	-	7%
Don't know	9%	12%	8%	6%	10%	7%	11%	6%	7%	16%	6%	12%	12%	10%	10%	6%	-	-	-