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PROPOSALS REGARDING
TOBACCO SALE AND PROMOTION



- Final Report -

MAR 24 1997

Submitted To: Health Canada

February, 1997

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INTRODUCTION

The Angus Reid Group was commissioned by Health Canada to administer a questionnaire on the federal government's tobacco proposal. This report documents the findings of this project.

Research Methodology

These results are based on a Canada-wide survey, conducted among a representative cross-section of 1,000 Canadian adults between February 7th and 10th, 1997. This sample size has an associated margin of error of $\pm 3.1\%$, nineteen times out of twenty. The questionnaire was designed by the Angus Reid Group in consultation with Health Canada.

Research Objectives

The objectives of this study were to:

- #1 Determine and track general awareness of the federal government's proposal regarding tobacco sale and promotion.
- 2 Determine and track the level of public support for the proposal regarding tobacco sale and promotion.
- 3 Test and track various messages associated with the proposal regarding tobacco sale and promotion.
- 4 Test and track the believability of various spokespersons regarding the proposal regarding tobacco sale and promotion.
- 5 Test and track knowledge of the proposals.
- 6 Test and track the direction of support for the proposed changes.

KEY FINDINGS

- Overall awareness of the proposed changes that would affect the sale and promotion of tobacco products has fallen since December of 1996 with six in ten (62%) Canadians having "read or heard something".
- Of those who reported being aware of the proposal regarding tobacco sale and promotion, more than half (57%) had heard of restrictions on tobacco advertising and promotions. Less than one in ten (6%) recalled having heard about tax increases on tobacco (compared to 33% in December, 1996).
- The results show that there is strong support for the proposal regarding tobacco sale and promotion (61% strongly support, 20% somewhat support). This is an **increase** in support since December, 1996 at which time 55% indicated strong support and 25% indicated moderate support.
- Almost half (49% - essentially unchanged since December, 1996 at which time the figure was 48%) of those surveyed believe that the federal government's proposals would let tobacco companies sponsor cultural or sporting events, but limit the visibility of cigarette brand names.
- The most credible spokespeople on this issue would be Health Canada (87% very or somewhat believable), followed by experts on the effects of smoking (85%), and a representative of anti-smoking groups (69%).
- Six in ten (60% - compared to 66% in December, 1996) indicated that they have become more supportive since the announcement compared to one quarter (26% - compared to 24%) who have become more opposed.
- The results indicate that one quarter of Canadians (25%) smoke.

DETAILED RESULTS

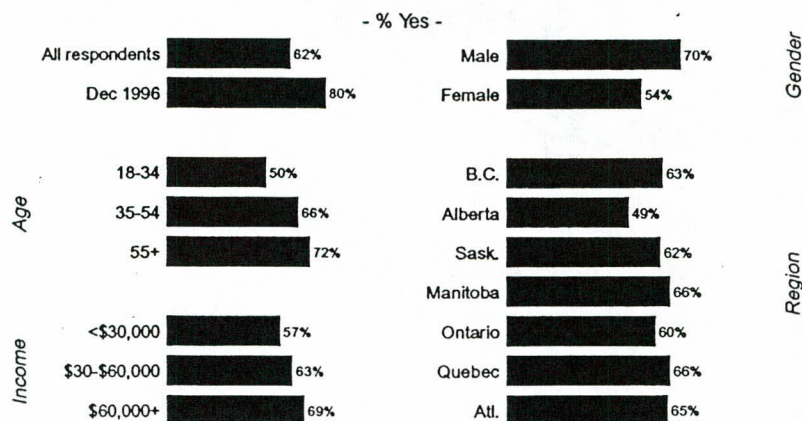
Awareness of the Proposal Regarding Tobacco Sale and Promotion

Overall awareness of the proposed changes that would affect the sale and promotion of tobacco products has fallen since December of 1996 with six in ten (62%) Canadians having "read or heard something". In December of 1996, eight in ten (80%) Canadians were aware of these proposed changes. Awareness is highest among older respondents, those in higher income brackets, and men. There is no apparent difference in awareness between smokers and non-smokers.

Regionally, between six and seven in ten respondents were aware of the proposed changes except in Alberta where half (49%) of respondents were aware of the changes.

Awareness of the Proposals Regarding the Sale and Promotion of Tobacco Products

Have you read or heard anything lately about the federal government announcing proposed changes that would affect the sale and promotion of tobacco products?



Base: all respondents: 1,000

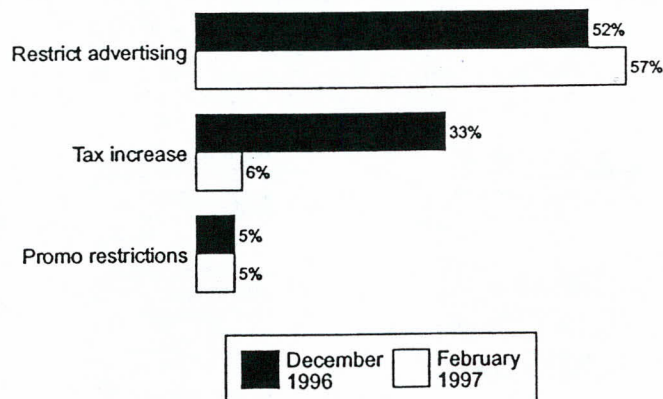
Specific Areas of Awareness

Of those who reported being aware of the proposal regarding tobacco sale and promotion, more than half (57%) had heard of restrictions on tobacco advertising and promotions. Less than one in ten (6%) recalled having heard about tax increases on tobacco (compared to 33% in December, 1996).

Awareness of the restrictions on advertising and promotions was highest among those aged 35 to 54, those in higher income brackets, those with higher education, and men. Regionally, awareness of these restrictions was highest in Quebec (74%) and lowest in the Atlantic provinces (45%).

Awareness of the Proposals Regarding the Sale and Promotion of Tobacco Products

What have you heard?



Base: aware of proposal: 617

Support for the Proposal Regarding Tobacco Sale and Promotion

Respondents were read the following information:

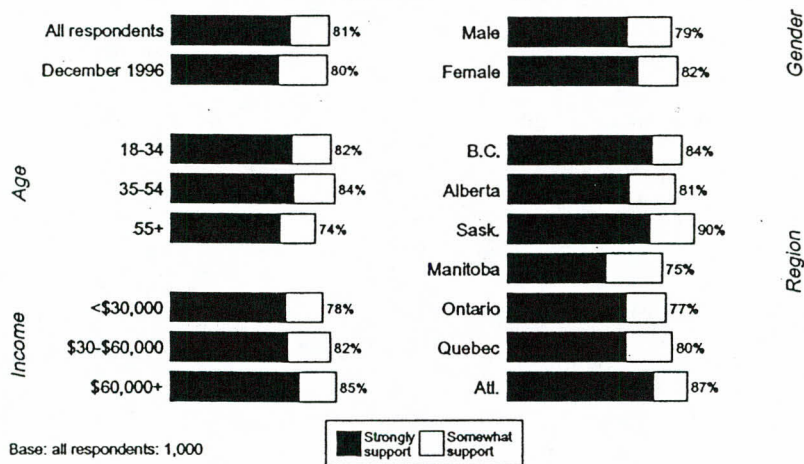
"The federal government has announced its intention to do the following things regarding tobacco:

- Limit access by young people to tobacco products by prohibiting self-service displays, banning vending machine sales, and requiring photo I.D.
- Restrict the exposure of young people to tobacco advertising and promotion.
- Increase health information on tobacco packages.
- Increase taxes on cigarettes (read to only those in Ontario, Quebec, Nova Scotia, and New Brunswick)."

Support for the Proposals Regarding the Sale and Promotion of Tobacco Products

Would you say that you support or oppose the proposed changes?

- % strongly or somewhat support -



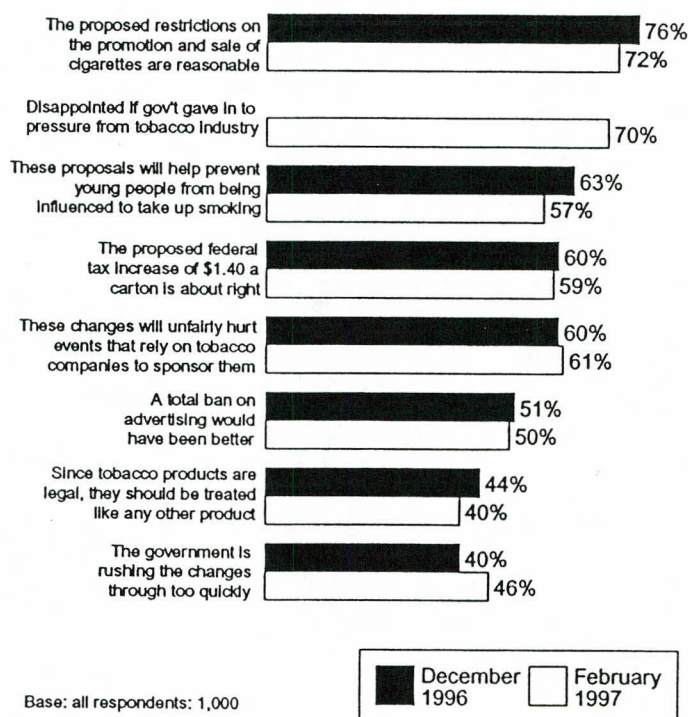
The results show that there is strong support for the proposal regarding tobacco sale and promotion (61% strongly support, 20% somewhat support). This is an **increase** in support since December, 1996 at which time 55% indicated strong support and 25% indicated moderate support. Those with higher incomes and education were more likely to support the proposals. And women were more likely to strongly support the proposal regarding tobacco sale and promotion (63%) compared to men (58%). Not surprisingly, non-smokers (69%) were twice as likely to strongly support the proposal regarding tobacco sale and promotion compared to smokers (36%).

Agreement with General Statements

Respondents were asked to agree or disagree with eight statements regarding the proposed tobacco changes. The following chart illustrates the general agreement levels to each statement as well as the levels of agreement in December, 1996.

General Statements

- % strongly/moderately agree -



In general, when demographic or regional differences existed, agreement with the statements that are "for" the proposed tobacco restrictions was highest among older, more affluent, more educated, and female respondents, while agreement with the statements that are "against" the proposed restrictions was highest among younger, less affluent, less educated, male respondents, and those in Quebec, Alberta, and the Atlantic provinces. These demographic and regional observations reflect the fact that

smokers are more likely to be younger, less affluent, less educated, and male. Smokers are also more likely to live in Quebec, Alberta, and the Atlantic provinces.

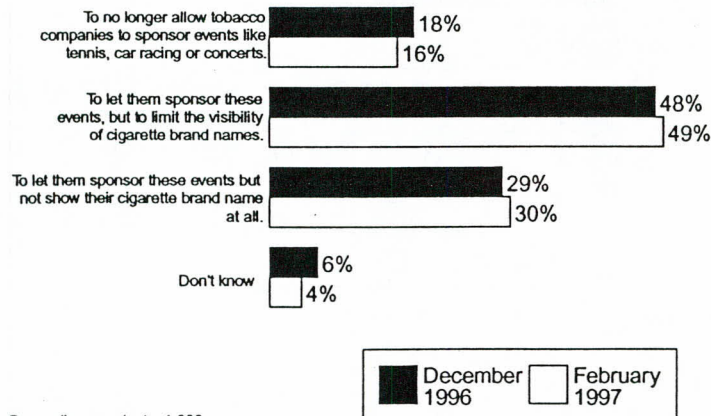
Those respondents who disagreed with the statement "the proposed federal tax increase of 70 cents a carton is about right" were asked whether they felt the proposed increase should be more or less. One in three (31%) thought that the increase should be more while two thirds (65%) thought that the increase should be less. Smokers were more than twice as likely (96%) to believe that the proposed increase should be less than 70 cents per carton compared to non-smokers (45%).

Knowledge of the Tobacco Sponsorship Proposal

Almost half (49% - essentially unchanged since December, 1996 at which time the figure was 48%) of those surveyed believe that the federal government's proposals would let tobacco companies sponsor cultural or sporting events, but limit the visibility of cigarette brand names. Three in ten (30% - essentially unchanged from the 29% in December, 1996) report the proposals would let them sponsor events, but not show their cigarette brand name at all, and sixteen (compared to 18% in December, 1996) percent believe the proposals would no longer allow tobacco companies to sponsor cultural or sporting events.

Knowledge of Proposals

To the best of your knowledge, which of the 3 following choices best describes what the federal government is proposing about sponsorship of events by tobacco companies?

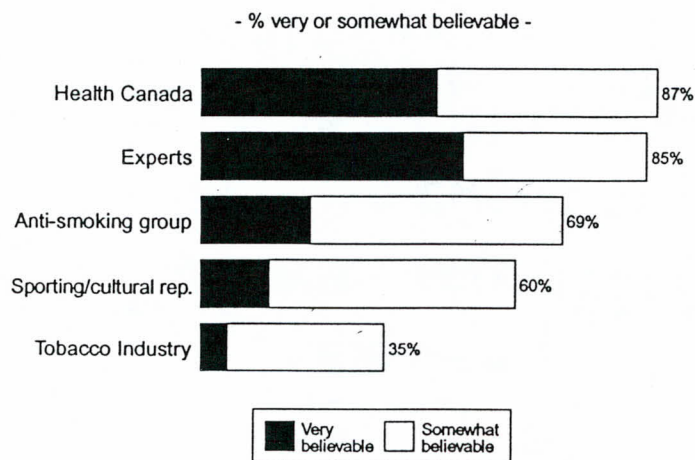


Belief that the restrictions would still allow tobacco companies to sponsor events but would limit the visibility of cigarette brand names is highest among younger respondents (52% of those aged 18 to 34 compared to 40% of those aged 55 or older).

Believability of Various Spokespeople

The most credible spokespeople on this issue would be Health Canada (87% very or somewhat believable), followed by experts on the effects of smoking (85%), and a representative of anti-smoking groups (69%). Nearly six in ten (59%) rate a representative of the cultural or sporting community affected by the proposed restrictions as believable. Only one third (35%) rate a representative of the tobacco industry as believable on this issue.

Credibility of Spokespeople



Base: all respondents: 1,000

In general, smokers (and therefore the demographic and regional groups which primarily comprise smokers) were less likely to find the various spokespeople credible except for representatives of the cultural or sporting community affected by the proposed restrictions (65% of smokers would find them credible compared to 58% of non-smokers) and a representative of the tobacco industry (57% of smokers would find them credible compared to 28% of non-smokers).

Direction of Support

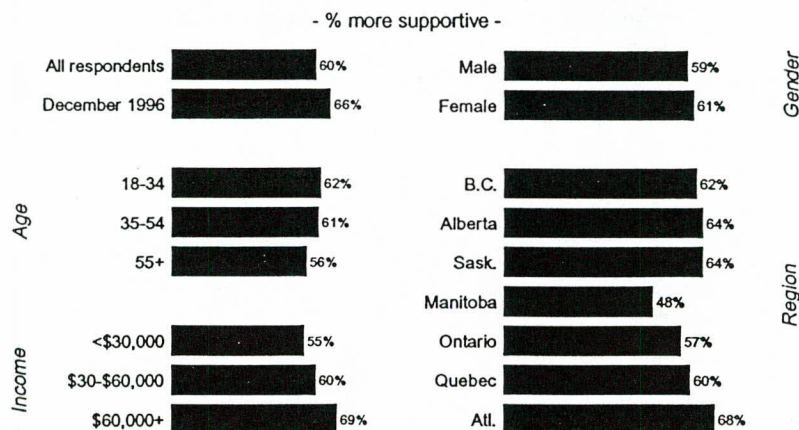
To gauge the direction of support for the proposed changes, respondents were asked the following question:

"Since the proposed changes were announced on November 28, would you say that you have become more supportive or more opposed to the changes?"

Six in ten (60% - compared to 66% in December, 1996) indicated that they have become more supportive since the announcement compared to one quarter (26% - compared to 24%) who have become more opposed. Again, the results show that the demographic and regional differences for this question reflect the fact that non-smokers are more likely to have become more supportive (68%) compared to smokers (34%).

Direction of Support

Since the proposed changes were announced on November 28, would you say that you have become more supportive or more opposed to the changes?



Base: all respondents: 1,000

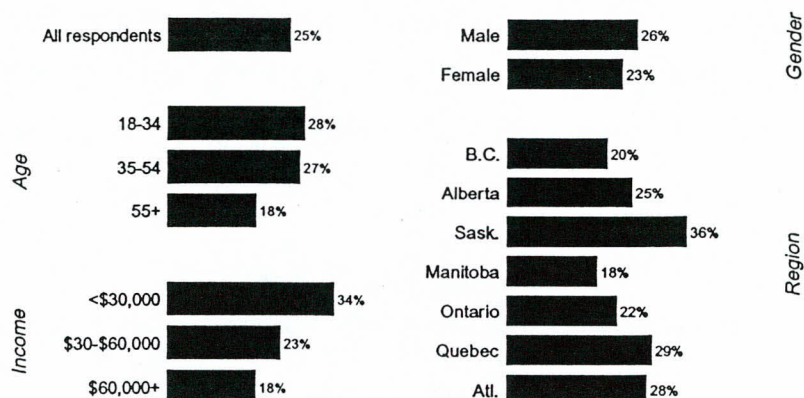
Smoking Behavior

The results indicate that one quarter of Canadians (25%) smoke. Smokers are more likely to be younger, less affluent, less educated and male. Regionally, smokers are more likely to be found in Quebec, Alberta and the Atlantic provinces.

Smoking Behaviour

Do you, yourself, smoke?

- % Yes -



Base: all respondents: 1,000

APPENDIX - THE QUESTIONNAIRE

1. Have you read or heard anything lately about the federal government announcing proposed changes that would affect the sale and promotion of tobacco products?

	December 1996	February 1997
Yes	80%	62%
No	20%	38%

2. What proposed changes do you recall hearing? [OPEN ENDED]

	December 1996	February 1997
Tax increase	33%	6%
Restrictions on advertising	52%	57%
Restrictions on promotional displays	5%	5%
Increased reporting requirements	1%	1%
Photo ID requirements	3%	4%

3. In fact the federal government has announced its intention to do the following things regarding tobacco:

- Limit access by young people to tobacco products by prohibiting self-service displays, banning vending machines sales and requiring photo ID.
- Restrict the exposure of young people to tobacco advertising and promotion.
- Increase health information on tobacco packages.
- Increase taxes on cigarettes in Ontario, Quebec, Nova Scotia, and New Brunswick

Now that I have read you the entire package, would you say that you support or oppose the proposed changes?

	December 1996	February 1997
Strongly support:	55%	61%
Somewhat support:	25%	20%
Somewhat oppose:	10%	8%
Strongly oppose:	8%	10%
Don't know:	2%	2%

4. A number of things have been said about the proposed changes. I'm going to read you some of these statements. Please tell me whether you agree or disagree with each of them (numbers in brackets are the results from the December, 1996 survey).

STATEMENT	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
The proposed restrictions on the promotion and sale of cigarettes are reasonable.	40% (40%)	32% (36%)	10% (11%)	16% (12%)	2% (1%)
The government is rushing the changes through too quickly.	29% (24%)	17% (16%)	22% (23%)	28% (34%)	5% (3%)
The proposed federal tax increase of 70 cents a carton is about right.	33% (35%)	25% (25%)	9% (10%)	26% (26%)	7% (4%)
A total ban on advertising would have been better.	33% (35%)	17% (16%)	23% (24%)	25% (23%)	2% (2%)
Since tobacco products are legal, when it comes to sale and advertising they should be treated just like any other product.	23% (22%)	17% (22%)	16% (19%)	43% (37%)	1% (1%)
These proposals will help prevent young people from being influenced to take up smoking.	32% (32%)	25% (31%)	16% (16%)	25% (20%)	2% (1%)
These changes will unfairly hurt festivals and sporting events that rely on tobacco companies to sponsor them.	37% (34%)	24% (26%)	14% (17%)	22% (21%)	2% (2%)
I'd be disappointed if the government gave in to pressure from the tobacco industry to weaken its proposed restrictions on cigarette advertising and sponsorship	49% (NA)	21% (NA)	12% (NA)	15% (NA)	3% (NA)

5a. Should the increase be more or less? [ASK IF DISAGREE WITH INCREASE IN Q4]

	December 1996	February 1997
More:	35%	31%
Less:	61%	65%
Don't Know:	4%	4%

6. To the best of your knowledge, which of the 3 following choices best describes what the federal government is proposing about sponsorship of events by tobacco companies?

	December 1996	February 1997
To no longer allow tobacco companies to sponsor events like tennis, car racing or concerts.	18%	16%
To let them sponsor these events, but to limit the visibility of cigarette brand names.	48%	49%
To let them sponsor these events but not show their cigarette brand name at all.	29%	30%
Don't know.	6%	4%

7. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue. That is, do you find them very believable, somewhat believable, not too believable, or not believable at all? (numbers in brackets are from the December, 1996 survey).

	Very believable	Somewhat believable	Not too believable	Not at all believable	Don't know
A representative of the tobacco industry	5% (6%)	30% (30%)	31% (25%)	31% (36%)	2% (2%)
Health Canada	45% (50%)	42% (38%)	7% (6%)	4% (4%)	2% (2%)
A representative of anti-smoking groups	21% (25%)	48% (47%)	17% (17%)	11% (10%)	3% (2%)
An expert on the effects of smoking	50% (58%)	35% (31%)	7% (5%)	6% (3%)	2% (2%)
A representative of the cultural or sporting community affected by the proposed restrictions on tobacco company promotions	13% (12%)	47% (47%)	24% (25%)	11% (13%)	5% (3%)

8. Since the proposed changes were announced on November 28, would you say that you have become more supportive or more opposed to the changes?

	December 1996	February 1997
More supportive	66%	60%
More opposed	24%	26%
Don't know	10%	14%

9. Do you, yourself smoke?

	December 1996	February 1997
Yes	26%	25%
No	74%	75%

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

	December 1996	February 1997
18 to 24:	15%	15%
25 to 34:	22%	22%
35 to 44:	19%	21%
45 to 54:	17%	14%
55 to 64:	13%	14%
65 +:	14%	13%

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

	December 1996	February 1997
Grade school or some high school:	16%	18%
Complete high school:	28%	30%
Technical, vocational, post-secondary:	23%	20%
Some university:	10%	9%
Complete university degree:	16%	16%
Post graduate degree:	7%	6%

12. And, which of the following categories best describes your annual household income? That is, the total income before taxes - or gross income - of all persons in your household combined?

	December 1996	February 1997
under \$10,000:	6%	5%
\$10,000 to \$19,999:	11%	11%
\$20,000 to \$29,999:	13%	15%
\$30,000 to \$39,999:	13%	14%
\$40,000 to \$49,999:	12%	11%
\$50,000 to \$59,999:	10%	9%
\$60,000 to \$69,999:	7%	6%
\$70,000 to \$79,999:	5%	4%
\$80,000 to \$99,999:	8%	7%
\$100,000 +:	4%	5%
Refused:	11%	11%

ANGUS REID INVESTMENT MANAGEMENT
ANGUS REID INVESTMENT MANAGEMENT



Health Canada 2

(12-0038-23)

(#6755)

Hello, this is _____ calling from the Angus Reid Group. We're a professional public opinion research company. Today we're talking to a random sample of Canadians about tobacco issues. I'd like to assure you that we are not selling anything. The answers will be used for research purposes only, and are kept strictly confidential.

Bonsoir, je suis _____ du Groupe Angus Reid. Nous sommes une firme de recherche en opinion publique. Aujourd'hui, nous parlons à un échantillon de Québécois tiré au hasard au sujet de questions liées au tabagisme. Nous ne vendons rien, nous ne voulons que votre opinion. Les résultats de ce sondage seront utilisés dans nos recherches et demeureront strictement confidentiels.

A. First of all, are you 18 years of age or older?

Yes - CONTINUE

No - ASK IF ADULT AT HOME

No adult at home - ARRANGE CALLBACK

A. Premièrement, avez-vous 18 ans ou plus?

Oui - CONTINUEZ

Non - DEMANDEZ SI ADULTE À LA MAISON

Aucun adulte - ARRANGEZ UN CALLBACK

B. Do you or anyone in your household work for a company that does work in (READ LIST)

Marketing research

Advertising

Media

Public Relations

(IF YES TO ANY, THANK AND TERMINATE, OTHERWISE CONTINUE)

(DK/NS)

(THANK & TERMINATE)

B. Travaillez-vous ou est-ce que quelqu'un demeurant à votre domicile travaille dans les domaines suivants?

Firme de sondage

Publicité

Médias

Relations publiques

(SI OUI À UN DES CHOIX - REMERCIEZ ET TERMINEZ)

Ne sait pas

(REMERCIEZ ET TERMINEZ)

C. SEX: (RECORD - DO NOT ASK -50/50 QUOTA)

Male

Female

C. SEXE (NOTEZ - NE DEMANDEZ PAS - QUOTA 50/50)

1. Have you read or heard anything lately about the federal government announcing proposed changes that would affect the sale and promotion of tobacco products?

Yes (CONTINUE)

No (SKIP TO Q3)

Don't know (SKIP TO Q3)

1. Avez-vous lu ou entendu dernièrement quelque chose concernant l'annonce par le gouvernement fédéral de changements proposés qui auraient un impact sur la vente et la promotion des produits du tabac, ou en avez-vous entendu parler?

Oui (CONTINUEZ)

Non (PASSEZ A LA Q3)

2. What proposed changes do you recall being announced? (DO NOT READ LIST - RECORD ALL MENTIONS)

Tax increase

Restrictions on advertising and promotions, including sponsorship promotion

Point-of-sale Restrictions

Increased reporting requirements

Requirement of photo ID as proof of age

Other (specify)

2. De quels changements vous souvenez-vous avoir entendu parler? (NE PAS LIRE LA LISTE - INSCRIRE TOUS LES CHANGEMENTS MENTIONNES).

augmentation de taxes

restrictions concernant la publicité et la promotion, y compris la promotion par la commandite

restrictions aux points de vente

augmentation des exigences en matière d'information

exigence de la présentation d'une carte d'identité à photo comme preuve d'âge

autre (précisez)

3. In fact, the federal government has announced its intention to do the following things regarding tobacco:

- 3a
- limit access by young people to tobacco products by prohibiting self-service displays, banning vending machine sales and requiring photo I.D.
 - restrict the exposure of young people to tobacco advertising and promotion
 - increase health information on tobacco packages
 - increase taxes on cigarettes - in Ontario, Quebec, Nova Scotia, New Brunswick

3. En fait, le gouvernement a annoncé son intention de prendre les mesures suivantes à propos du tabac:

- limiter l'accès des jeunes aux produits du tabac en interdisant la vente aux comptoirs libre-service et les distributeurs automatique, et en exigeant la présentation d'une carte d'identité avec photo
- restreindre l'exposition des jeunes à la publicité et à la promotion du tabac
- accroître l'information relative à la santé sur les produits du tabac
- augmenter les taxes sur les cigarettes-en Ontario, Québec, Nouvelle-Écosse, Nouveau-Brunswick

36 Now that I have read you the entire package, would you say that you support or oppose the proposed changes? (Is that strongly or somewhat support/oppose?)

Maintenant que je vous ai lu toutes les mesures proposées, diriez-vous que vous les appuyez ou que vous vous y opposez? (Est-ce fortement ou modérément appui/opposition)

4a→h

4. A number of things have been said about the proposed changes. I'm going to read you some of these statements. Please tell me whether you strongly agree, moderately agree, moderately disagree or strongly disagree with each of them:

- a. The proposed restrictions on the promotion and sale of cigarettes are reasonable
- b. The government is rushing the changes through too quickly
- c. The proposed federal tax increase of 70 cents a carton is about right - In Ontario, Quebec, Nova Scotia, New Brunswick (IF "DISAGREE", ASK, "Should the increase be more or less")
- d. A total ban on advertising would have been better
- e. Since tobacco products are legal, they should be treated just like any other product when it comes to their sale and advertising
- f. These proposals will help prevent young people from being influenced to take up smoking
- g. These changes will unfairly hurt festivals and sporting events that rely on tobacco companies to sponsor them
- h. I'd be disappointed if the government gave in to pressure from the tobacco industry to weaken its proposed restrictions on cigarette advertising and sponsorship.

4. Un certain nombre de choses ont été dites au sujet des changements proposés. Je vais vous lire certaines des déclarations qui ont été faites. Veuillez me dire si vous êtes fortement en accord, modérément en accord, modérément en désaccord ou fortement en désaccord avec chacune d'elles:

- a. les restrictions proposées visant la promotion et la vente de cigarettes sont raisonnables
- b. le gouvernement va trop vite en matière de changements
- c. l'augmentation de la taxe fédérale de 70 cents la cartouche est à peu près raisonnable en Ontario, au Québec, en Nouvelle-Écosse, au Nouveau Brunswick (Si la personne est en "désaccord", lui demandez " L'augmentation devrait-elle être supérieure ou inférieure?)
- d. il aurait mieux valu interdire complètement la publicité
- e. étant donné que la consommation du tabac est légale, il faudrait le traiter comme un produit ordinaire, au niveau de la vente et de la promotion
- f. ces propositions feront que les jeunes seront moins incités à commencer à fumer
- g. ces changements vont nuire de façon injuste aux festivals et aux événements sportifs, qui comptent sur les compagnies de tabac pour les commanditer
- h. Je trouverais décevant que le gouvernement fédéral cède aux pressions de l'industrie du tabac et qu'il atténue les restrictions envisagées à la promotion et à la commandite des cigarettes.

5. To the best of your knowledge, which of the 3 following choices best describes what the federal government is proposing about sponsorship of events by tobacco companies?

- to no longer allow tobacco companies to sponsor events like tennis, car racing or concerts
- to let them sponsor these events, but to limit the visibility of cigarette brand names
- to let them sponsor these events but not show their cigarette brand name at all

5. Au meilleur de votre connaissance, lequel des énoncés suivants décrit le mieux ce que le gouvernement fédéral propose concernant la commandite d'événements par des compagnies de tabac?

- ne plus autoriser les compagnies de tabac à commanditer des événements comme des tournois de tennis, des courses d'automobiles ou des concerts
- les autoriser à commanditer ces événements, mais limiter la visibilité de leur marque de cigarettes
- les autoriser à commanditer ces événements, mais leur interdire complètement d'utiliser leur marque de cigarettes

base

6. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

- a. a representative of the tobacco industry
- b. Health Canada
- c. a representative of anti-smoking groups
- d. an expert on the effects of smoking
- e. a representative of the cultural or sporting community affected by the proposed restrictions on tobacco company promotions

6. Un certain nombre de groupes et de personnes expriment leur opinion sur les changements proposés par le gouvernement. Veuillez dire à quel point, d'après vous, les groupes suivants sont crédibles lorsqu'ils parlent de tabagisme, c'est-à-dire si vous les trouvez très crédibles, assez crédible, pas très crédibles ou pas crédibles du tout.

- a. un représentant de l'industrie du tabac
- b. Santé Canada
- c. un représentant d'un groupe de lutte contre le tabagisme
- d. un spécialiste des effets du tabac
- e. un représentant d'un milieu culturel ou sportif touché par les restrictions proposées sur la promotion des compagnies de tabac

→ 7. Since the proposed changes were announced on November 28, would you say that you have become more supportive or more opposed to the changes?

7. Depuis l'annonce des changements proposés, le 28 novembre, diriez-vous que vous appuyez davantage ces changements ou que vous y êtes davantage opposé(e)?

→ 8. Do you, yourself smoke?

8. Fumez-vous?

DEMOGRAPHIC SECTION

Now, before I let you go, I just need to ask you a few questions for our statistical calculations.

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

18 to 24 years
25 to 34 years
35 to 44 years
45 to 54 years
55 to 64 years
65 or older
(Refused/Not stated)

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

Grade school or some high school
Complete high school
Technical, vocational post-secondary
Some university
Complete university degree
Post graduate degree

11. And which of the following categories best describes your family income? That is, that total income before taxes of all persons in your household combined?

Under \$10,000
\$10,000 to \$19,999
\$20,000 to \$29,999
\$30,000 to \$39,999
\$40,000 to \$49,999
\$50,000 to \$59,999
\$60,000 to \$69,999
\$70,000 to \$79,999
\$80,000 to \$99,999
\$100,000 and over
(Refused/Not stated)

ANGUS REID (Accounting) Tobacco
Products and Production



Region:

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Total	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
British Columbia	12%	12%	12%	13%	10%	12%	15%	8%	13%	14%	12%	12%	12%	100%	-	-	-	-	-
Alberta	9%	10%	9%	8%	9%	10%	8%	4%	10%	10%	10%	9%	9%	-	100%	-	-	-	-
Sask/Man	7%	7%	7%	8%	8%	9%	4%	8%	7%	8%	6%	7%	7%	-	-	100%	-	-	-
Ontario	37%	37%	37%	38%	27%	38%	47%	33%	38%	37%	41%	37%	37%	-	-	-	100%	-	-
Quebec	26%	25%	27%	25%	35%	24%	21%	35%	24%	24%	23%	25%	26%	-	-	-	-	100%	-
Atlantic	8%	9%	8%	8%	11%	7%	5%	11%	8%	7%	8%	8%	8%	-	-	-	-	-	100%

Sex of respondent:

		AGE			INCOME			EDUCATION				GENDER		REGION					
		18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Male	49%	50%	50%	45%	40%	52%	61%	47%	48%	46%	54%	100%	-	49%	50%	49%	48%	48%	49%
Female	51%	50%	50%	55%	60%	48%	39%	53%	52%	54%	46%	-	100%	51%	50%	51%	52%	52%	51%

Language of interview:

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		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
English	76%	77%	76%	76%	67%	78%	83%	65%	80%	78%	79%	77%	76%	100%	100%	100%	100%	10%	98%
French	24%	23%	24%	24%	33%	22%	17%	35%	20%	22%	21%	23%	24%	-	-	-	*	90%	2%

1. Have you read or heard anything lately about a group called the National Forum on Health presenting its final report to the federal government?

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Yes	21%	12%	25%	30%	17%	21%	28%	19%	15%	19%	34%	24%	19%	28%	14%	19%	23%	19%	25%
No	78%	88%	74%	70%	83%	79%	71%	81%	84%	81%	65%	75%	81%	71%	86%	81%	77%	81%	73%
Don't know	*	-	1%	*	-	1%	1%	-	1%	-	1%	*	*	1%	-	-	*	-	2%

2. What, if any, recommendations do you recall the National Forum on Health making to the federal government about changes to the health system?

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: Read or Heard of the National Forum on Health	215	44	90	81	55	71	64	34	46	56	78	119	96	34	13	14	84	48	21
BASE (Unweighted): Base: Read or Heard of the National Forum on Health	222	39	105	78	52	77	66	36	46	58	81	126	96	33	16	14	88	49	22
No tobacco advertising/ funding of sporting/ cultural events	14%	10%	14%	16%	9%	15%	17%	9%	11%	12%	18%	16%	10%	11%	21%	-	12%	22%	9%
Prescription medication to be covered by healthcare	7%	5%	9%	5%	9%	3%	9%	2%	12%	1%	10%	9%	4%	7%	7%	17%	3%	8%	11%
Homecare (general)	4%	-	5%	5%	4%	3%	5%	3%	7%	-	7%	5%	3%	4%	7%	8%	3%	-	15%
Ban on public smoking everywhere	6%	7%	6%	5%	2%	8%	3%	6%	9%	7%	2%	6%	5%	3%	6%	-	8%	7%	5%
Restricted sales of tobacco products	2%	3%	4%	-	-	3%	3%	-	7%	-	2%	1%	5%	-	5%	-	4%	-	4%
Cuts in Healthcare (general)	4%	11%	4%	1%	4%	6%	3%	-	9%	7%	1%	4%	4%	-	-	-	6%	6%	5%
Discouraging smoking/ tobacco	*	-	-	1%	1%	-	-	2%	-	-	-	1%	-	2%	-	-	-	-	-
More funding for Healthcare	2%	7%	2%	-	4%	3%	1%	-	-	4%	4%	3%	1%	3%	-	-	1%	4%	5%
Nothing	2%	5%	2%	1%	2%	1%	3%	-	2%	2%	4%	2%	2%	4%	-	-	-	8%	-
Other	7%	6%	8%	6%	9%	7%	8%	2%	3%	8%	11%	10%	3%	13%	5%	8%	5%	9%	-
Don't know	58%	49%	57%	65%	67%	57%	53%	77%	55%	63%	50%	50%	68%	61%	56%	75%	62%	45%	58%

3. In fact, the National Forum did make a number of recommendations to the federal government. I would like to read you a few of the recommendations, and, for each I'd like you to tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose the recommendations.
- a. Having Medicare pay for home care, which would mean things like professional services such as nursing care, physiotherapy, and medical supplies would be covered. Do you support or oppose this recommendation? Is that strongly or somewhat

		AGE			INCOME			EDUCATION				GENDER		REGION					
		18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
	Total																		
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly support	52%	42%	51%	64%	56%	51%	46%	62%	50%	52%	47%	45%	58%	48%	45%	50%	52%	51%	64%
Somewhat support	39%	47%	38%	28%	36%	40%	42%	32%	41%	37%	43%	43%	34%	41%	46%	41%	38%	39%	25%
Somewhat oppose	5%	7%	6%	4%	4%	6%	8%	3%	5%	7%	6%	6%	4%	6%	3%	8%	5%	6%	6%
Strongly oppose	3%	3%	4%	2%	3%	3%	3%	2%	4%	3%	3%	4%	2%	3%	3%	2%	3%	2%	5%
Don't know	1%	1%	1%	2%	2%	*	*	2%	1%	1%	1%	1%	2%	2%	2%	-	1%	1%	-
Strongly/Somewhat Support	90%	90%	89%	93%	92%	91%	89%	94%	90%	89%	90%	89%	92%	89%	91%	90%	90%	91%	90%
Somewhat/Strongly Oppose	8%	10%	10%	5%	7%	9%	11%	4%	9%	10%	9%	11%	6%	9%	6%	10%	9%	8%	10%

3. In fact, the National Forum did make a number of recommendations to the federal government. I would like to read you a few of the recommendations, and, for each I'd like you to tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose the recommendations.

b. Right now, many Canadians have the cost of medically necessary drugs paid or by private insurance while others have to pay the full costs themselves. Therefore one of the recommendations is to have Medicare pay for medically necessary drugs. Do you support or oppose this recommendation? Is that strongly or somewhat

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly support	49%	47%	48%	52%	57%	46%	47%	52%	52%	46%	48%	48%	50%	52%	39%	58%	51%	40%	70%
Somewhat support	32%	35%	31%	29%	25%	37%	31%	28%	28%	36%	34%	33%	31%	33%	35%	28%	32%	35%	21%
Somewhat oppose	10%	11%	12%	8%	9%	10%	12%	8%	11%	10%	12%	11%	10%	7%	16%	9%	10%	14%	5%
Strongly oppose	6%	6%	7%	6%	6%	6%	8%	8%	6%	7%	5%	7%	6%	5%	7%	2%	5%	11%	4%
Don't know	2%	1%	2%	4%	2%	2%	1%	4%	2%	2%	2%	2%	3%	3%	4%	2%	3%	1%	-
Strongly/Somewhat Support	81%	82%	79%	81%	82%	82%	78%	80%	80%	82%	81%	80%	81%	85%	73%	86%	82%	75%	91%
Somewhat/Strongly Oppose	17%	17%	19%	14%	15%	15%	21%	16%	18%	16%	17%	18%	16%	12%	23%	11%	15%	24%	9%

4. Some people say that there are already enough pressures on the health care system, and that we cannot afford to add more costs for things like home care and drugs.

Other people say that it is unfair to ask Canadians to pay for things like home care and drugs, and that it would actually be cheaper in the long run if these costs were paid for by Medicare.

Which of these statements is closer to your own opinion?

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Cannot afford to add more costs	27%	29%	26%	27%	29%	25%	28%	28%	28%	28%	24%	33%	22%	30%	28%	21%	25%	30%	31%
Would be cheaper in the long run	65%	66%	66%	62%	65%	68%	66%	59%	65%	66%	69%	61%	69%	60%	70%	71%	65%	66%	61%
Don't know	8%	5%	8%	10%	6%	7%	7%	13%	7%	6%	6%	6%	9%	10%	2%	8%	10%	4%	8%

5. Have you read or heard anything lately about the federal government announcing proposed changes that would affect the sale and promotion of tobacco products?

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Yes	62%	50%	66%	72%	57%	63%	69%	58%	58%	59%	74%	70%	54%	63%	49%	64%	60%	66%	65%
No	38%	50%	34%	28%	43%	37%	31%	42%	42%	41%	26%	30%	46%	37%	51%	36%	40%	34%	35%

6. What proposed changes do you recall being announced?

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: Recall announcement of proposed changes	617	184	236	197	178	215	160	103	174	170	169	340	277	77	44	47	225	169	55
BASE (Unweighted): Base: Recall announcement of proposed changes	620	163	273	184	168	225	166	103	174	168	174	350	270	76	46	49	226	167	56
Tax increase	6%	9%	5%	4%	6%	7%	4%	5%	7%	5%	6%	6%	6%	4%	8%	8%	7%	5%	4%
Restrictions on advertising and promotions, including sponsorship promotion	58%	54%	67%	50%	45%	62%	71%	42%	57%	56%	70%	63%	51%	51%	62%	58%	49%	75%	45%
Restrictions on promotional displays in stores	*	-	*	-	-	*	-	-	1%	-	-	-	*	-	-	-	-	1%	-
Increased reporting requirements	1%	1%	*	1%	-	1%	2%	1%	*	1%	1%	1%	*	-	-	-	1%	1%	-
Requirement of photo ID as proof of age	4%	4%	5%	3%	3%	5%	3%	4%	3%	7%	3%	4%	5%	6%	-	11%	5%	1%	7%
Stopping young people from starting to smoke	1%	1%	1%	1%	2%	-	2%	1%	1%	2%	-	1%	1%	-	-	2%	1%	1%	-
Labelling	1%	1%	1%	*	1%	*	1%	1%	1%	*	1%	1%	1%	-	3%	2%	1%	-	1%
Product regulation	*	-	*	-	-	-	-	-	1%	-	-	-	*	-	-	-	*	-	-
Funding health education and enforcement programs	1%	1%	1%	1%	2%	*	-	-	1%	1%	1%	*	1%	-	3%	-	*	2%	-
Point-of-sale Restrictions	7%	7%	7%	7%	7%	6%	7%	7%	7%	8%	6%	6%	8%	3%	6%	-	7%	11%	7%
Non-smoking restrictions in public places	9%	13%	5%	9%	7%	11%	8%	9%	10%	9%	7%	7%	11%	1%	3%	6%	12%	11%	5%
Increased price of cigarettes	1%	2%	1%	-	1%	1%	-	-	2%	1%	-	2%	-	1%	-	2%	1%	-	2%
Raise age to purchase cigarettes	*	1%	*	-	1%	1%	-	-	1%	1%	*	*	1%	1%	1%	-	*	-	-

6. What proposed changes do you recall being announced?

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
Increased penalties to stores who sell cigarettes to minors	1%	1%	1%	1%	2%	*	1%	-	3%	1%	1%	1%	1%	-	6%	-	1%	-	4%
Stop selling tobacco in drug stores	*	1%	1%	-	-	*	-	-	1%	1%	-	-	1%	-	-	-	1%	1%	-
Attempts to eliminate tobacco products entirely	1%	-	1%	2%	4%	-	-	4%	1%	1%	-	1%	1%	4%	-	-	-	2%	2%
Other	2%	2%	1%	4%	1%	2%	2%	3%	2%	2%	2%	3%	1%	2%	5%	-	2%	1%	5%
Don't know	22%	19%	20%	28%	31%	19%	17%	33%	20%	21%	19%	20%	25%	36%	19%	25%	27%	7%	31%

7. In fact, the federal government has announced its intention to do the following things regarding tobacco:

- Limit access by young people to tobacco products by prohibiting self-service displays, banning vending machine sales and requiring photo I.D.
- Restrict the exposure of young people to tobacco advertising and promotion.
- Increase health information on tobacco packages.
- Increase taxes on cigarettes -in Ontario, Quebec, Nova Scotia, New Brunswick

Now that I have read you the entire package, would you say that you support or oppose the proposed changes?

		AGE			INCOME			EDUCATION				GENDER		REGION						
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT	
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84	
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85	
Strongly support	61%	62%	63%	56%	59%	60%	66%	50%	58%	66%	67%	58%	63%	70%	59%	58%	58%	58%	71%	
Somewhat support	20%	20%	21%	18%	19%	22%	19%	21%	19%	21%	18%	21%	19%	14%	22%	24%	19%	22%	16%	
Somewhat oppose	8%	9%	6%	10%	9%	10%	6%	9%	9%	6%	8%	7%	9%	8%	9%	6%	9%	8%	7%	
Strongly oppose	10%	8%	9%	13%	11%	8%	8%	16%	12%	6%	6%	12%	8%	7%	9%	12%	11%	10%	4%	
Don't know	2%	1%	1%	3%	3%	1%	2%	3%	3%	1%	*	2%	2%	2%	1%	-	2%	2%	1%	
Strongly/Somewhat Support	80%	82%	84%	74%	78%	81%	84%	71%	76%	87%	85%	79%	81%	83%	81%	82%	77%	80%	88%	
Somewhat/Strongly Oppose	18%	17%	15%	23%	20%	18%	14%	26%	21%	13%	14%	19%	17%	15%	18%	18%	20%	18%	11%	

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me whether you agree or disagree with each of them:

(a) The proposed restrictions on the promotion and sale of cigarettes are reasonable.

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly agree	40%	36%	44%	39%	38%	41%	44%	34%	34%	44%	48%	39%	41%	52%	47%	30%	39%	35%	39%
Moderately agree	32%	34%	30%	31%	34%	30%	33%	32%	36%	30%	29%	31%	33%	25%	26%	36%	32%	37%	29%
Moderately disagree	10%	13%	9%	8%	11%	12%	8%	13%	11%	9%	8%	10%	10%	6%	4%	16%	9%	13%	13%
Strongly disagree	16%	17%	15%	18%	16%	16%	15%	19%	17%	16%	14%	19%	14%	15%	21%	16%	17%	15%	17%
Don't know	2%	*	2%	4%	1%	1%	1%	3%	3%	1%	1%	1%	2%	2%	1%	2%	3%	1%	1%
Strongly/Somewhat Agree	72%	70%	75%	71%	72%	71%	77%	65%	70%	75%	77%	70%	74%	77%	73%	67%	72%	72%	68%
Somewhat/Strongly Disagree	26%	30%	24%	26%	27%	28%	22%	32%	28%	25%	23%	29%	24%	21%	26%	32%	26%	27%	30%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(b) The government is rushing the changes through too quickly.

		AGE			INCOME			EDUCATION				GENDER		REGION					
		18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
	Total																		
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly agree	29%	27%	24%	39%	41%	29%	16%	49%	33%	22%	15%	29%	28%	20%	23%	27%	30%	37%	20%
Moderately agree	17%	18%	18%	14%	17%	17%	18%	14%	22%	17%	13%	17%	17%	16%	11%	19%	14%	24%	21%
Moderately disagree	22%	25%	22%	17%	18%	21%	26%	17%	15%	28%	25%	21%	22%	22%	25%	23%	22%	19%	25%
Strongly disagree	28%	25%	31%	26%	22%	30%	32%	19%	24%	28%	39%	27%	28%	35%	36%	28%	28%	20%	29%
Don't know	5%	5%	5%	5%	2%	3%	9%	2%	6%	4%	7%	5%	5%	7%	6%	4%	7%	1%	5%
Strongly/Somewhat Agree	46%	45%	42%	52%	58%	46%	34%	62%	56%	39%	28%	47%	45%	36%	33%	46%	44%	60%	41%
Somewhat/Strongly Disagree	49%	50%	53%	43%	40%	51%	58%	36%	39%	57%	65%	48%	50%	57%	61%	50%	50%	39%	54%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(c) The proposed federal tax increase of 70 cents a carton is about right.

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: Respondents living in Ontario, Quebec, Nova Scotia & New Brunswick	690	252	248	189	219	231	166	132	206	189	160	335	356	-	-	-	373	257	61
BASE (Unweighted): Base: Respondents living in Ontario, Quebec, Nova Scotia & New Brunswick	684	220	279	183	208	234	169	129	204	185	162	343	341	-	-	-	370	253	61
Strongly agree	33%	33%	37%	30%	28%	36%	38%	30%	28%	35%	42%	32%	35%	-	-	-	32%	36%	29%
Moderately agree	25%	29%	22%	24%	28%	23%	28%	26%	27%	26%	23%	23%	28%	-	-	-	27%	25%	20%
Moderately disagree	9%	10%	7%	8%	8%	11%	7%	6%	8%	13%	7%	10%	7%	-	-	-	6%	12%	7%
Strongly disagree	26%	23%	29%	26%	33%	24%	19%	32%	31%	22%	19%	29%	23%	-	-	-	26%	25%	30%
Don't know	7%	4%	4%	13%	4%	6%	8%	6%	6%	5%	10%	6%	7%	-	-	-	8%	2%	14%
Strongly/Somewhat Agree	59%	63%	59%	54%	55%	59%	66%	57%	55%	61%	64%	55%	62%	-	-	-	59%	61%	49%
Somewhat/Strongly Disagree	35%	33%	37%	34%	41%	35%	26%	38%	39%	34%	26%	39%	31%	-	-	-	32%	37%	37%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me whether you agree or disagree with each of them:

(c) The proposed federal tax increase of 70 cents a carton is about right.

Should the increase be more or less?

		AGE			INCOME			EDUCATION				GENDER		REGION						
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT	
BASE (Weighted) : Base: Respondents living in Ontario, Quebec, Nova Scotia & New Brunswick who disagree with Increase	238	84	91	64	90	81	44	50	81	64	41	129	109	-	-	-	121	95	22	
BASE (Unweighted): Base: Respondents living in Ontario, Quebec, Nova Scotia & New Brunswick who disagree with Increase	238	73	103	62	87	82	45	49	80	64	43	134	104	-	-	-	121	94	23	
More	31%	34%	32%	26%	24%	24%	52%	29%	23%	36%	43%	29%	34%	-	-	-	33%	28%	29%	
Less	65%	63%	66%	69%	74%	71%	44%	67%	75%	64%	45%	67%	64%	-	-	-	62%	71%	64%	
Don't know	4%	3%	3%	5%	2%	5%	5%	3%	2%	-	12%	4%	3%	-	-	-	5%	1%	7%	

8. A number of things have been said about the proposed changes. I'm going to read you some of these statements. Please tell me whether you agree or disagree with each of them:

(d) A total ban on advertising would have been better.

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly agree	33%	27%	35%	39%	33%	34%	28%	37%	32%	33%	32%	29%	37%	41%	33%	24%	30%	32%	47%
Moderately agree	17%	19%	16%	17%	19%	18%	17%	15%	17%	19%	17%	16%	18%	14%	21%	23%	18%	15%	15%
Moderately disagree	23%	26%	23%	19%	20%	22%	27%	22%	21%	24%	24%	24%	21%	21%	19%	27%	23%	24%	21%
Strongly disagree	25%	28%	24%	24%	27%	24%	26%	25%	27%	23%	25%	28%	22%	21%	27%	25%	26%	28%	14%
Don't know	2%	1%	2%	2%	1%	2%	2%	*	2%	1%	2%	2%	2%	4%	-	1%	3%	*	2%
Strongly/Somewhat Agree	50%	46%	51%	56%	52%	51%	45%	52%	50%	51%	48%	46%	55%	55%	54%	47%	48%	47%	63%
Somewhat/Strongly Disagree	48%	53%	47%	42%	47%	46%	53%	47%	48%	47%	49%	53%	43%	42%	46%	52%	49%	52%	35%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(e) Since tobacco products are legal, when it comes to sale and advertising they should be treated just like any other product.

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly agree	23%	21%	21%	29%	30%	21%	18%	37%	27%	15%	17%	24%	22%	26%	20%	25%	21%	28%	18%
Moderately agree	17%	16%	20%	15%	17%	21%	13%	19%	21%	17%	10%	16%	18%	10%	20%	27%	16%	19%	13%
Moderately disagree	16%	17%	14%	15%	14%	17%	18%	13%	14%	17%	18%	16%	15%	13%	17%	19%	16%	15%	13%
Strongly disagree	43%	44%	44%	41%	39%	41%	50%	31%	37%	49%	55%	43%	43%	49%	43%	29%	45%	38%	55%
Don't know	1%	1%	1%	*	-	*	1%	-	1%	2%	*	1%	1%	1%	-	-	2%	*	-
Strongly/Somewhat Agree	40%	37%	41%	44%	47%	42%	31%	55%	48%	33%	27%	40%	40%	37%	39%	52%	37%	47%	31%
Somewhat/Strongly Disagree	59%	62%	58%	56%	53%	58%	68%	45%	51%	65%	72%	59%	59%	62%	61%	48%	61%	53%	69%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(f) These proposals will help prevent young people from being influenced to take up smoking.

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly agree	32%	34%	32%	31%	41%	27%	28%	35%	32%	30%	35%	31%	34%	30%	27%	22%	31%	35%	49%
Moderately agree	25%	23%	28%	24%	17%	25%	33%	14%	19%	33%	30%	27%	22%	25%	28%	31%	26%	22%	16%
Moderately disagree	16%	18%	15%	15%	15%	18%	15%	14%	18%	14%	18%	16%	17%	21%	18%	18%	14%	16%	15%
Strongly disagree	25%	24%	24%	26%	25%	28%	22%	35%	27%	23%	16%	24%	25%	23%	25%	27%	27%	25%	17%
Don't know	2%	1%	*	5%	2%	1%	2%	4%	3%	*	1%	2%	2%	2%	1%	2%	2%	2%	2%
Strongly/Somewhat Agree	57%	57%	60%	54%	59%	52%	61%	48%	52%	62%	65%	58%	56%	55%	56%	53%	57%	57%	65%
Somewhat/Strongly Disagree	41%	42%	40%	41%	39%	46%	38%	48%	45%	37%	34%	40%	42%	43%	43%	45%	41%	41%	33%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(g) These changes will unfairly hurt festivals and sporting events that rely on tobacco companies to sponsor them.

		AGE			INCOME			EDUCATION				GENDER		REGION					
		18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
	Total																		
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly agree	37%	39%	35%	38%	41%	35%	37%	44%	45%	31%	31%	40%	34%	33%	27%	29%	37%	46%	34%
Moderately agree	24%	27%	22%	23%	22%	26%	24%	16%	21%	28%	29%	25%	23%	23%	30%	32%	25%	20%	19%
Moderately disagree	14%	16%	15%	12%	13%	16%	13%	13%	13%	15%	15%	12%	16%	18%	17%	16%	13%	12%	17%
Strongly disagree	22%	17%	25%	25%	22%	22%	23%	25%	19%	25%	22%	21%	23%	23%	25%	22%	21%	22%	26%
Don't know	2%	1%	3%	3%	2%	1%	3%	2%	2%	2%	3%	1%	3%	3%	1%	1%	3%	*	4%
Strongly/Somewhat Agree	61%	66%	57%	60%	63%	61%	61%	60%	66%	59%	60%	65%	58%	56%	57%	61%	63%	65%	53%
Somewhat/Strongly Disagree	37%	33%	40%	37%	35%	38%	36%	38%	32%	40%	37%	34%	39%	41%	42%	38%	34%	34%	43%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me whether you agree or disagree with each of them:

(h) I'd be disappointed if the government gave in to pressure from the tobacco industry to weaken its proposed restrictions on cigarette advertising and sponsorship.

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Strongly agree	49%	43%	52%	54%	45%	50%	50%	41%	45%	54%	55%	46%	52%	57%	51%	51%	51%	37%	63%
Moderately agree	21%	25%	20%	15%	19%	24%	21%	20%	23%	20%	19%	21%	20%	19%	27%	26%	20%	20%	16%
Moderately disagree	12%	15%	11%	8%	12%	13%	11%	11%	14%	12%	11%	13%	11%	8%	8%	12%	11%	19%	6%
Strongly disagree	15%	15%	13%	18%	20%	12%	14%	24%	15%	13%	13%	16%	14%	13%	8%	7%	15%	23%	12%
Don't know	3%	2%	3%	4%	3%	2%	4%	5%	4%	1%	2%	3%	3%	3%	6%	3%	3%	1%	4%
Strongly/Somewhat Agree	70%	68%	72%	69%	64%	74%	71%	60%	68%	74%	74%	67%	72%	76%	78%	78%	71%	57%	78%
Somewhat/Strongly Disagree	27%	31%	24%	27%	33%	25%	26%	34%	28%	25%	24%	30%	25%	21%	16%	19%	26%	42%	18%

9. To the best of your knowledge, which of the 3 following choices best describes what the federal government is proposing about sponsorship of events by tobacco companies?

		AGE			INCOME			EDUCATION				GENDER		REGION					
		18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
	Total																		
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
To no longer allow tobacco companies to sponsor events like tennis, car racing or concerts	16%	16%	14%	20%	19%	14%	14%	19%	16%	16%	16%	15%	18%	23%	13%	15%	17%	14%	18%
To let them sponsor these events, but to limit the visibility of cigarette brand names	49%	52%	53%	40%	44%	55%	52%	45%	50%	52%	48%	50%	48%	48%	42%	53%	47%	56%	41%
To let them sponsor these events but not show their cigarette brand name at all	30%	31%	28%	32%	32%	29%	29%	30%	29%	31%	31%	31%	30%	24%	41%	29%	30%	28%	40%
Don't know	4%	1%	5%	7%	5%	2%	4%	6%	4%	2%	5%	4%	4%	5%	4%	2%	6%	2%	1%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

(a) A representative of the tobacco industry

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Very believable	5%	5%	6%	5%	8%	6%	1%	8%	6%	6%	1%	4%	6%	2%	7%	8%	4%	8%	3%
Somewhat believable	30%	31%	27%	32%	35%	29%	28%	42%	33%	27%	21%	29%	31%	25%	32%	34%	28%	32%	31%
Not too believable	31%	36%	33%	24%	27%	33%	34%	18%	28%	41%	34%	32%	31%	25%	34%	35%	31%	32%	34%
Not believable at all	31%	26%	33%	36%	29%	31%	34%	29%	29%	26%	42%	32%	30%	44%	26%	23%	33%	27%	31%
Don't know	2%	2%	1%	3%	1%	2%	3%	3%	3%	1%	2%	2%	2%	4%	1%	1%	3%	2%	1%
Very/Somewhat Believable	35%	36%	33%	37%	43%	34%	29%	50%	40%	32%	22%	34%	37%	27%	39%	42%	33%	40%	34%
Not Too/Not Believable at all	62%	62%	66%	60%	56%	64%	68%	47%	58%	67%	76%	64%	61%	69%	60%	57%	64%	58%	65%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

(b) Health Canada.

		AGE			INCOME			EDUCATION				GENDER		REGION					
		18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
	Total																		
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Very believable	45%	48%	44%	40%	42%	45%	52%	37%	43%	45%	53%	43%	46%	56%	51%	34%	44%	38%	54%
Somewhat believable	42%	42%	44%	40%	43%	42%	41%	46%	41%	44%	38%	44%	40%	34%	37%	55%	42%	45%	39%
Not too believable	7%	8%	6%	8%	8%	7%	5%	5%	10%	6%	6%	8%	7%	3%	8%	5%	8%	10%	5%
Not believable at all	4%	1%	5%	6%	5%	4%	1%	7%	3%	3%	2%	4%	4%	6%	4%	3%	3%	6%	2%
Don't know	2%	1%	1%	5%	3%	1%	1%	4%	3%	1%	1%	2%	3%	2%	1%	2%	4%	2%	-
Very/Somewhat Believable	87%	90%	88%	81%	85%	88%	92%	83%	84%	89%	90%	87%	87%	90%	88%	90%	86%	83%	93%
Not Too/Not Believable at all	11%	9%	11%	14%	12%	11%	6%	12%	13%	10%	9%	12%	11%	8%	11%	8%	11%	15%	7%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

(c) A representative of anti-smoking groups.

		AGE			INCOME			EDUCATION				GENDER		REGION					
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	PSec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Very believable	21%	18%	20%	27%	22%	22%	18%	21%	22%	19%	23%	17%	24%	33%	25%	16%	17%	19%	28%
Somewhat believable	48%	50%	52%	41%	47%	47%	55%	42%	44%	55%	51%	51%	46%	45%	47%	49%	49%	48%	52%
Not too believable	17%	21%	16%	15%	16%	17%	19%	17%	17%	17%	18%	18%	17%	11%	22%	19%	18%	18%	12%
Not believable at all	11%	8%	11%	13%	13%	11%	6%	16%	14%	7%	7%	11%	10%	6%	5%	16%	12%	13%	6%
Don't know	3%	3%	2%	5%	2%	3%	3%	5%	3%	2%	2%	3%	3%	4%	1%	-	5%	2%	2%
Very/Somewhat Believable	69%	68%	72%	68%	69%	69%	73%	62%	66%	74%	74%	68%	70%	78%	72%	65%	65%	67%	80%
Not Too/Not Believable at all	28%	29%	27%	28%	29%	28%	24%	33%	31%	24%	24%	28%	27%	17%	27%	35%	30%	31%	18%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

(d) An expert on the effects of smoking.

		AGE			INCOME			EDUCATION				GENDER		REGION					
		18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	Psec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
	Total	18-34	35-54	55+	<\$30k	\$30k-\$60k	\$60k+	<HS	HS	Psec	Univ	Male	Female	BC	AB	SK/MN	ON	QC	AT
BASE (Weighted) : Base: All Respondents	1000	369	356	273	313	342	230	178	300	290	228	487	513	122	90	74	373	257	84
BASE (Unweighted): Base: All Respondents	1000	329	417	251	297	354	238	177	297	288	234	500	500	120	95	77	370	253	85
Very believable	50%	52%	52%	45%	45%	50%	60%	38%	46%	57%	56%	47%	53%	51%	52%	38%	55%	42%	57%
Somewhat believable	35%	38%	33%	33%	37%	37%	32%	39%	39%	30%	32%	37%	33%	35%	40%	40%	31%	38%	31%
Not too believable	7%	6%	8%	9%	8%	7%	5%	11%	7%	6%	6%	7%	7%	3%	4%	14%	6%	10%	5%
Not believable at all	6%	4%	4%	11%	9%	5%	1%	10%	7%	4%	3%	6%	6%	8%	3%	6%	5%	8%	4%
Don't know	2%	-	3%	3%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	-	2%	2%	1%	3%
Very/Somewhat Believable	85%	90%	85%	78%	82%	87%	92%	77%	85%	88%	89%	84%	85%	86%	92%	78%	86%	81%	89%
Not Too/Not Believable at all	13%	10%	12%	20%	17%	12%	6%	21%	14%	11%	9%	13%	13%	11%	8%	20%	11%	18%	9%

1. Have you read or heard anything lately about a group called the National Forum on Health presenting its final report to the federal government?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Yes	21%	22%	21%
No	78%	78%	78%
Don't know	*	-	1%

2. What, if any, recommendations do you recall the National Forum on Health making to the federal government about changes to the health system?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: Read or Heard of the National Forum on Health	215	54	161
BASE (Unweighted): Base: Read or Heard of the National Forum on Health	222	56	166
No tobacco advertising/ funding of sporting/ cultural events	14%	18%	12%
Prescription medication to be covered by healthcare	7%	6%	7%
Homecare (general)	4%	4%	5%
Ban on public smoking everywhere	6%	10%	5%
Restricted sales of tobacco products	2%	3%	2%
Cuts in Healthcare (general)	4%	5%	4%
Discouraging smoking/ tobacco	*	-	*
More funding for Healthcare	2%	-	3%
Nothing	2%	-	3%
Other	7%	8%	6%
Don't know	58%	54%	60%

3. In fact, the National Forum did make a number of recommendations to the federal government. I would like to read you a few of the recommendations, and, for each I'd like you to tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose the recommendations.
- a. Having Medicare pay for home care, which would mean things like professional services such as nursing care, physiotherapy, and medical supplies would be covered. Do you support or oppose this recommendation? Is that strongly or somewhat

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly support	52%	57%	50%
Somewhat support	39%	35%	40%
Somewhat oppose	5%	4%	6%
Strongly oppose	3%	3%	3%
Don't know	1%	1%	1%
Strongly/Somewhat Support	90%	92%	90%
Somewhat/Strongly Oppose	8%	7%	9%

3. In fact, the National Forum did make a number of recommendations to the federal government. I would like to read you a few of the recommendations, and, for each I'd like you to tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose the recommendations.
- b. Right now, many Canadians have the cost of medically necessary drugs paid or by private insurance while others have to pay the full costs themselves. Therefore one of the recommendations is to have Medicare pay for medically necessary drugs. Do you support or oppose this recommendation? Is that strongly or somewhat

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly support	49%	51%	49%
Somewhat support	32%	30%	32%
Somewhat oppose	10%	10%	11%
Strongly oppose	6%	7%	6%
Don't know	2%	3%	2%
Strongly/Somewhat Support	81%	80%	81%
Somewhat/Strongly Oppose	17%	16%	17%

4. Some people say that there are already enough pressures on the health care system, and that we cannot afford to add more costs for things like home care and drugs.

Other people say that it is unfair to ask Canadians to pay for things like home care and drugs, and that it would actually be cheaper in the long run if these costs were paid for by Medicare.

Which of these statements is closer to your own opinion?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Cannot afford to add more costs	27%	26%	28%
Would be cheaper in the long run	65%	69%	64%
Don't know	8%	5%	8%

5. Have you read or heard anything lately about the federal government announcing proposed changes that would affect the sale and promotion of tobacco products?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Yes	62%	64%	61%
No	38%	36%	39%

6. What proposed changes do you recall being announced?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: Recall announcement of proposed changes	617	158	459
BASE (Unweighted): Base: Recall announcement of proposed changes	620	160	460
Tax increase	6%	10%	4%
Restrictions on advertising and promotions, including sponsorship promotion	58%	60%	57%
Restrictions on promotional displays in stores	*	1%	-
Increased reporting requirements	1%	2%	*
Requirement of photo ID as proof of age	4%	4%	5%
Stopping young people from starting to smoke	1%	1%	1%
Labelling	1%	2%	*
Product regulation	*	-	*
Funding health education and enforcement programs	1%	1%	1%
Point-of-sale Restrictions	7%	8%	6%
Non-smoking restrictions in public places	9%	11%	8%
Increased price of cigarettes	1%	3%	*
Raise age to purchase cigarettes	*	1%	*
Increased penalties to stores who sell cigarettes to minors	1%	1%	1%
Stop selling tobacco in drug stores	*	-	1%
Attempts to eliminate tobacco products entirely	1%	1%	1%
Other	2%	1%	3%
Don't know	22%	16%	24%

7. In fact, the federal government has announced its intention to do the following things regarding tobacco:

- Limit access by young people to tobacco products by prohibiting self-service displays, banning vending machine sales and requiring photo I.D.
- Restrict the exposure of young people to tobacco advertising and promotion.
- Increase health information on tobacco packages.
- Increase taxes on cigarettes - in Ontario, Quebec, Nova Scotia, New Brunswick

Now that I have read you the entire package, would you say that you support or oppose the proposed changes?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly support	61%	36%	69%
Somewhat support	20%	27%	17%
Somewhat oppose	8%	14%	6%
Strongly oppose	10%	20%	6%
Don't know	2%	3%	1%
Strongly/Somewhat Support	80%	63%	86%
Somewhat/Strongly Oppose	18%	34%	13%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statements. Please tell me whether you agree or disagree with each of them:

(a) The proposed restrictions on the promotion and sale of cigarettes are reasonable.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly agree	40%	29%	44%
Moderately agree	32%	34%	31%
Moderately disagree	10%	11%	10%
Strongly disagree	16%	26%	13%
Don't know	2%	-	2%
Strongly/Somewhat Agree	72%	63%	75%
Somewhat/Strongly Disagree	26%	37%	23%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(b) The government is rushing the changes through too quickly.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly agree	29%	51%	21%
Moderately agree	17%	17%	17%
Moderately disagree	22%	16%	24%
Strongly disagree	28%	13%	32%
Don't know	5%	3%	6%
Strongly/Somewhat Agree	46%	68%	39%
Somewhat/Strongly Disagree	49%	29%	56%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(c) The proposed federal tax increase of 70 cents a carton is about right.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: Respondents living in Ontario, Quebec, Nova Scotia & New Brunswick	690	175	514
BASE (Unweighted): Base: Respondents living in Ontario, Quebec, Nova Scotia & New Brunswick	684	173	509
Strongly agree	33%	18%	39%
Moderately agree	25%	25%	25%
Moderately disagree	9%	10%	8%
Strongly disagree	26%	45%	20%
Don't know	7%	2%	8%
Strongly/Somewhat Agree	59%	43%	64%
Somewhat/Strongly Disagree	35%	55%	28%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(c) The proposed federal tax increase of 70 cents a carton is about right.

Should the increase be more or less?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: Respondents living in Ontario, Quebec, Nova Scotia & New Brunswic who disagree with Increase	238	97	142
BASE (Unweighted): Base: Respondents living in Ontario, Quebec, Nova Scotia & New Brunswic who disagree with Increase	238	96	142
More	31%	2%	51%
Less	65%	96%	45%
Don't know	4%	2%	5%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(d) A total ban on advertising would have been better.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly agree	33%	17%	38%
Moderately agree	17%	14%	18%
Moderately disagree	23%	23%	23%
Strongly disagree	25%	45%	19%
Don't know	2%	1%	2%
Strongly/Somewhat Agree	50%	31%	57%
Somewhat/Strongly Disagree	48%	68%	41%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(e) Since tobacco products are legal, when it comes to sale and advertising they should be treated just like any other product.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly agree	23%	43%	17%
Moderately agree	17%	19%	17%
Moderately disagree	16%	13%	16%
Strongly disagree	43%	25%	49%
Don't know	1%	-	1%
Strongly/Somewhat Agree	40%	62%	33%
Somewhat/Strongly Disagree	59%	38%	66%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(f) These proposals will help prevent young people from being influenced to take up smoking.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly agree	32%	25%	35%
Moderately agree	25%	20%	26%
Moderately disagree	16%	16%	16%
Strongly disagree	25%	40%	20%
Don't know	2%	-	2%
Strongly/Somewhat Agree	57%	44%	61%
Somewhat/Strongly Disagree	41%	56%	36%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(g) These changes will unfairly hurt festivals and sporting events that rely on tobacco companies to sponsor them.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly agree	37%	62%	29%
Moderately agree	24%	16%	27%
Moderately disagree	14%	7%	17%
Strongly disagree	22%	14%	25%
Don't know	2%	*	3%
Strongly/Somewhat Agree	61%	78%	56%
Somewhat/Strongly Disagree	37%	21%	42%

8. A number of things have been said about the proposed changes. I'm going to read you some of these statement. Please tell me wether you agree or disagree with each of them:

(h) I'd be disappointed if the government gave in to pressure from the tobacco industry to weaken its proposed restrictions on cigarette advertising and sponsorship.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Strongly agree	49%	26%	57%
Moderately agree	21%	24%	20%
Moderately disagree	12%	19%	10%
Strongly disagree	15%	27%	12%
Don't know	3%	5%	2%
Strongly/Somewhat Agree	70%	50%	76%
Somewhat/Strongly Disagree	27%	45%	22%

9. To the best of your knowledge, which of the 3 following choices best describes what the federal government is proposing about sponsorship of events by tobacco companies?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
To no longer allow tobacco companies to sponsor events like tennis, car racing or concerts	16%	11%	18%
To let them sponsor these events, but to limit the visibility of cigarette brand names	49%	58%	46%
To let them sponsor these events but not show their cigarette brand name at all	30%	28%	31%
Don't know	4%	3%	4%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

(a) A representative of the tobacco industry

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Very believable	5%	10%	4%
Somewhat believable	30%	47%	24%
Not too believable	31%	23%	34%
Not believable at all	31%	17%	36%
Don't know	2%	2%	2%
Very/Somewhat Believable	35%	57%	28%
Not Too/Not Believable at all	62%	41%	70%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

(b) Health Canada.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Very believable	45%	31%	49%
Somewhat believable	42%	53%	38%
Not too believable	7%	8%	7%
Not believable at all	4%	5%	4%
Don't know	2%	3%	2%
Very/Somewhat Believable	87%	84%	87%
Not Too/Not Believable at all	11%	13%	11%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

(c) A representative of anti-smoking groups.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Very believable	21%	10%	25%
Somewhat believable	48%	42%	51%
Not too believable	17%	24%	15%
Not believable at all	11%	21%	7%
Don't know	3%	3%	3%
Very/Somewhat Believable	69%	52%	75%
Not Too/Not Believable at all	28%	45%	22%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?

(d) An expert on the effects of smoking.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Very believable	50%	35%	55%
Somewhat believable	35%	43%	32%
Not too believable	7%	11%	6%
Not believable at all	6%	9%	5%
Don't know	2%	1%	2%
Very/Somewhat Believable	85%	78%	87%
Not Too/Not Believable at all	13%	20%	11%

10. A number of groups and individuals are expressing their views on the government's proposed changes. Please tell me how believable you find each of the following groups when they speak on the tobacco issue, that is, do you find them very believable, somewhat believable, not too believable, or not believable at all?
- (e) A representative of the cultural or sporting community affected by the proposed restrictions on tobacco company promotion.

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Very believable	13%	18%	11%
Somewhat believable	47%	47%	47%
Not too believable	24%	18%	26%
Not believable at all	11%	10%	12%
Don't know	5%	7%	5%
Very/Somewhat Believable	59%	65%	58%
Not Too/Not Believable at all	35%	28%	38%

11. Since the proposed changes were announced on November 28, would you say that you have become more supportive or more opposed to the changes?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
More supportive	60%	34%	68%
More opposed	26%	53%	18%
Don't know	14%	13%	14%

12. Do you, yourself smoke?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Yes	25%	100%	-
No	75%	-	100%
Don't know	*	-	-

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

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
18 to 24	15%	18%	14%
25 to 34	22%	23%	21%
35 to 44	21%	25%	20%
45 to 54	14%	14%	15%
55 to 64	14%	9%	16%
65 or older	13%	11%	13%
Refused	*	-	*

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

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Grade school or some high school	18%	22%	16%
Complete high school	30%	38%	28%
Technical, vocational post-secondary	20%	21%	20%
Some university	9%	6%	10%
Complete university degree	16%	10%	19%
Post graduate degree	6%	3%	7%
Refused	*	*	*

15. And, which of the following categories best describes your annual household income? That is, the total income before taxes - or gross income - of all persons in your household combined?

	Total	Smoker	Non-Smoker
BASE (Weighted) : Base: All Respondents	1000	247	752
BASE (Unweighted): Base: All Respondents	1000	248	750
Under \$10,000	5%	8%	4%
\$10,000 to \$19,999	11%	16%	10%
\$20,000 to \$29,999	15%	19%	13%
\$30,000 to \$39,999	14%	17%	13%
\$40,000 to \$49,999	11%	6%	12%
\$50,000 to \$59,999	9%	8%	10%
\$60,000 to \$69,999	6%	8%	6%
\$70,000 to \$79,999	4%	3%	5%
\$80,000 to \$99,999	7%	3%	8%
\$100,000 and over	5%	2%	6%
Refused	11%	8%	12%