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HEALTH CANADA
SASKATCHEWAN HEALTH

Tobacco Control Act
Post-Proclamation Survey
Report
POR-02-32

March 2002

Health Canada
Saskatchewan Health
Tobacco Control Act
Post-Proclamation Survey
Draft Report

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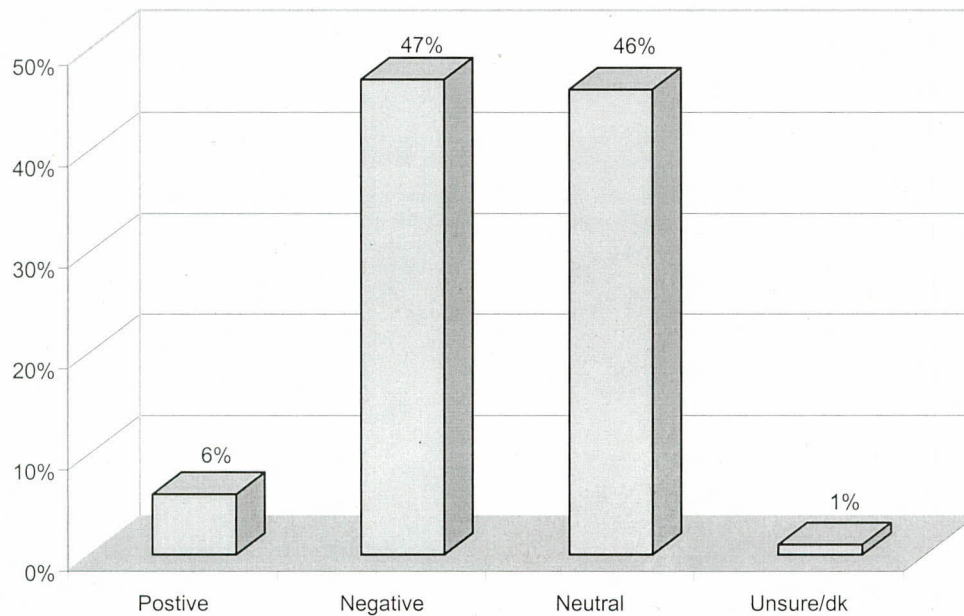
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March 2002

GENERAL PUBLIC – PRELIMINARY RESULTS

1

Question. Can you tell me if you have a positive, negative or neutral view of tobacco companies?

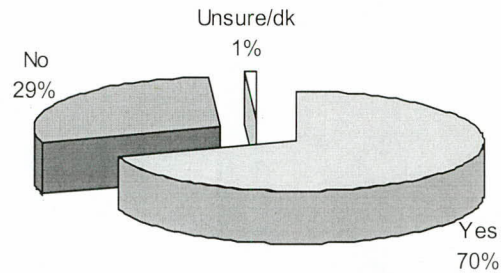


- Approximately 47% of Saskatchewan residents have a negative view of tobacco companies; another 46% have a neutral view.

2ab

Question. Have you noticed any recent changes in the way tobacco is sold in Saskatchewan?

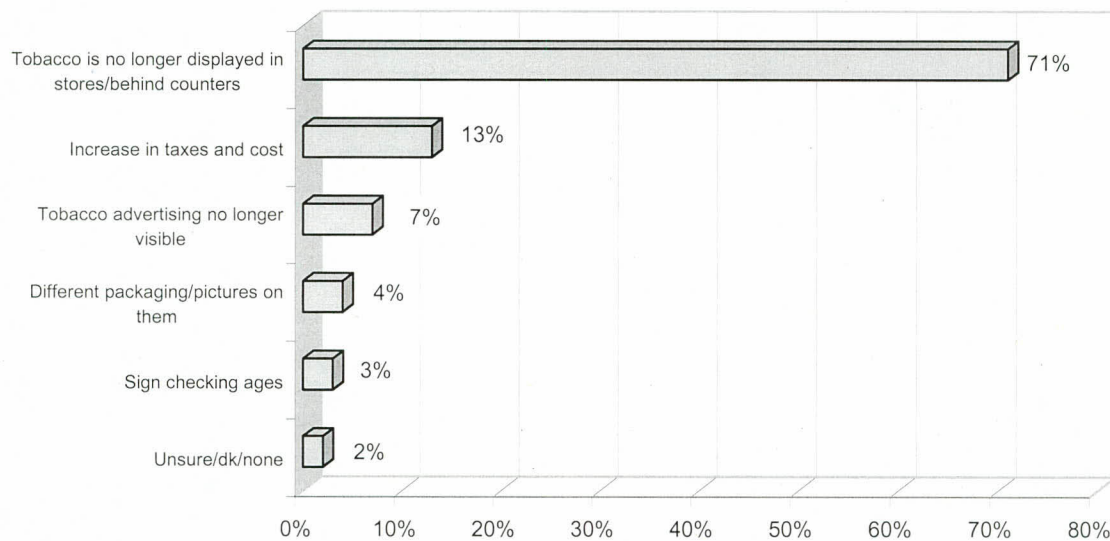
a



- More than two thirds (70%) of residents have noticed changes in the way tobacco is sold in Saskatchewan.

Question. What changes have you noticed?

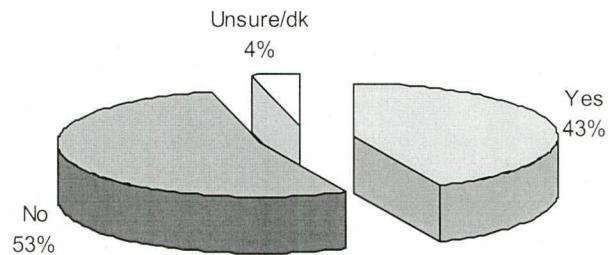
b



- The majority (71%) of those residents who have noticed changes in the way tobacco is sold in Saskatchewan indicate tobacco is no longer displayed in stores or behind counters (50% of all residents).

3

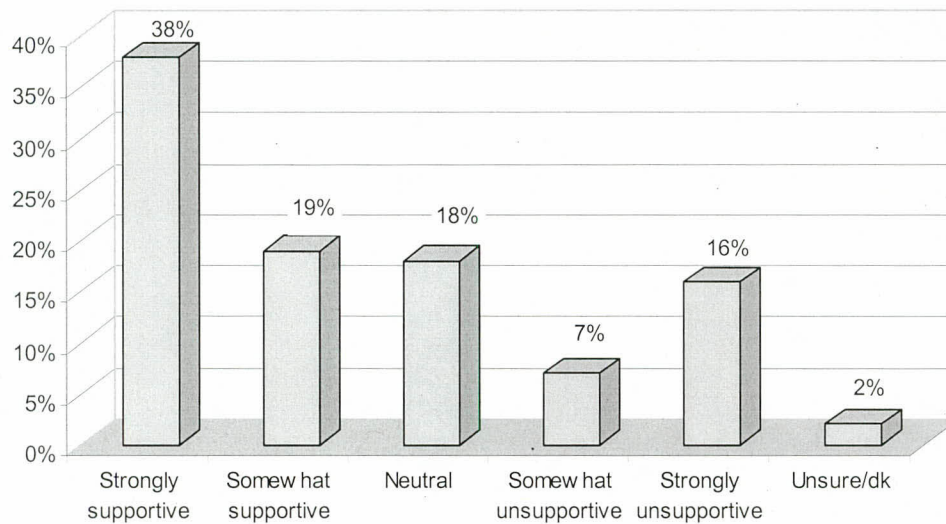
Question. Have you heard of the new Saskatchewan Tobacco Control Act?



- Approximately 43% of Saskatchewan residents have heard of the new Saskatchewan Tobacco Control Act.

4abc

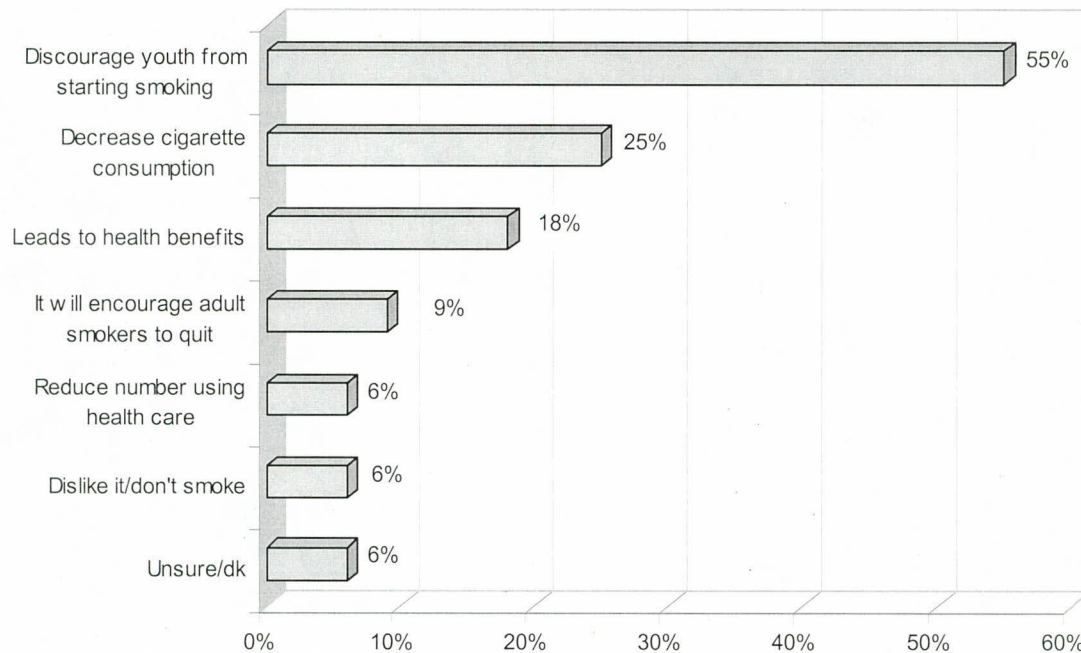
Question. a Would you say that you generally support, generally do not support or are neutral about these changes?



- The majority (57%) of respondents are supportive of the Government of Saskatchewan banning the display of tobacco in retail stores.

The following question was asked only of those respondents who are somewhat or very supportive of the banning of tobacco displays. Multiple responses were allowed.

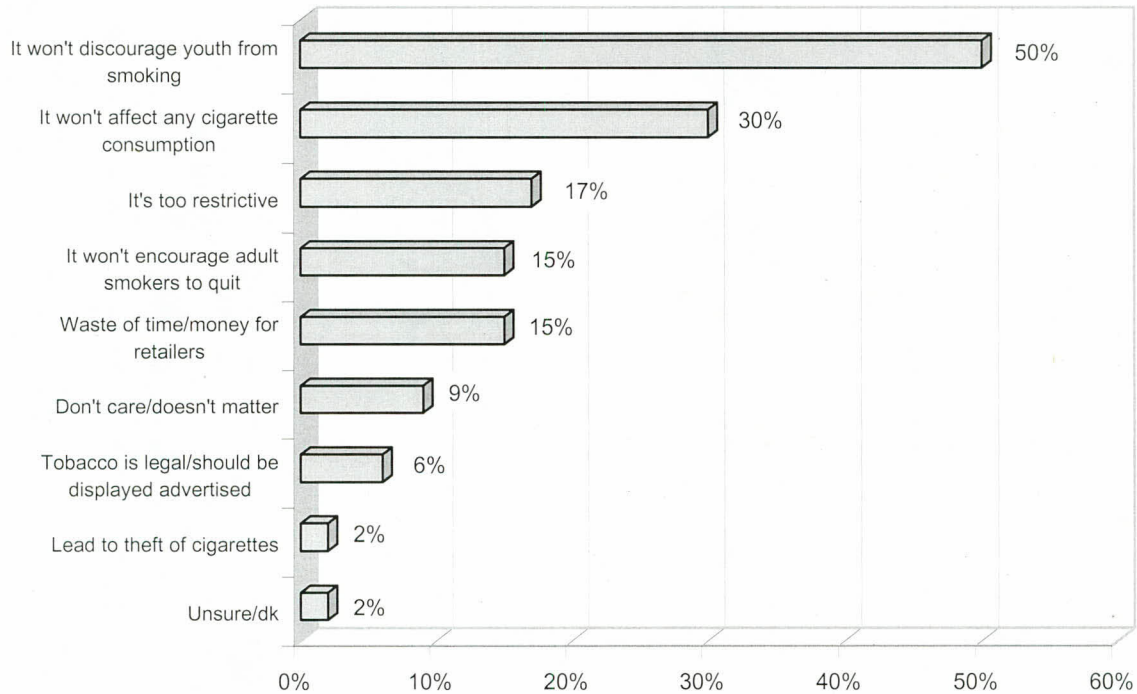
Question. Why do you support these changes?



- The majority (55%) of Saskatchewan residents support the changes to the tobacco legislation because they think that the banning of tobacco displays will discourage youth from starting smoking.
- One quarter of respondents (25%) support the changes because they believe that the banning of tobacco displays will decrease cigarette consumption, while 18% also feel that the ban will lead to health benefits among the population.

The following question was asked only of those respondents who are somewhat or very unsupportive of the banning of tobacco displays. Multiple responses were allowed.

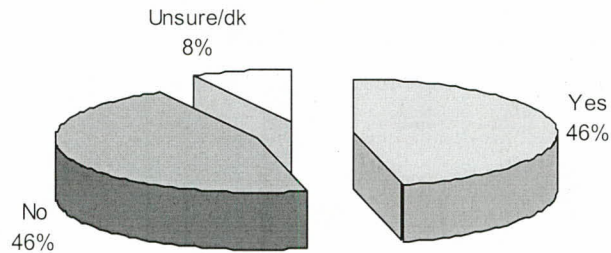
Question. ☒ Why do you not support these changes?



- Reasons Saskatchewan residents give for not supporting the changes include it won't discourage youth from smoking (50%), it won't affect cigarette consumption (30%), it's too restrictive (17%), it won't encourage adult smokers to quit (15%) and it's a waste of time and money for retailers to make the changes (15%)..

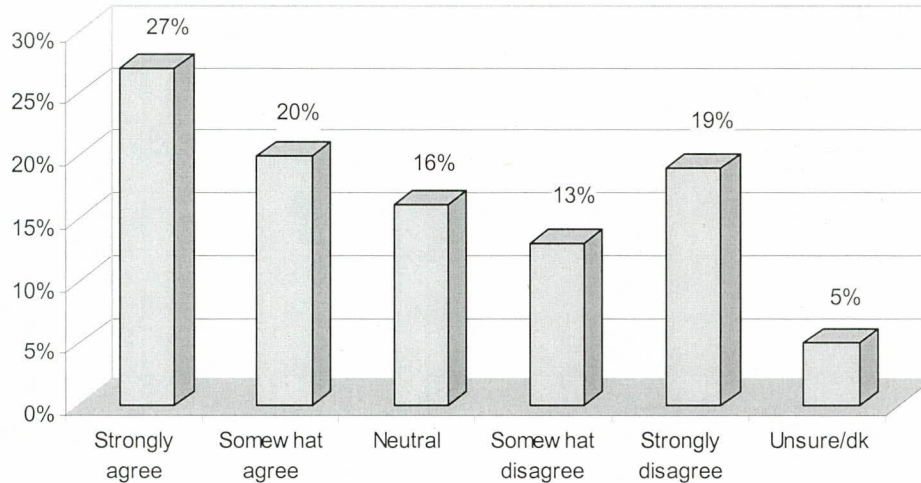
5

Question. Do you think that tobacco displays in stores had the potential to influence sales of tobacco or tobacco-related products?



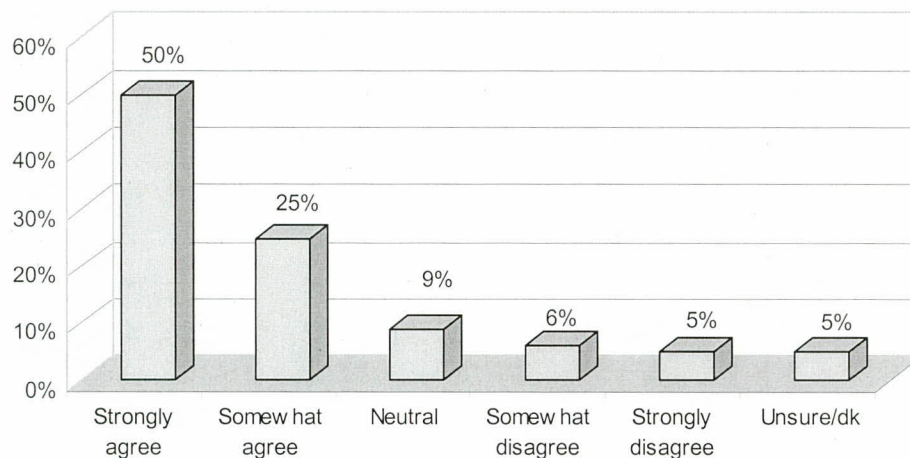
- Approximately 46% of respondents think that tobacco displays in stores had the potential to influence people to buy tobacco or tobacco-related products.

6 **Question.** Using a scale of 1-5, with 1 being “strongly disagree” and 5 being “strongly agree” can you tell me if you agree that the use of tobacco displays may have led young people to view smoking as a normal and socially accepted behaviour?



- Approximately 43% of residents agree that the use of tobacco displays may have led young people to view smoking as a normal and socially accepted behaviour.

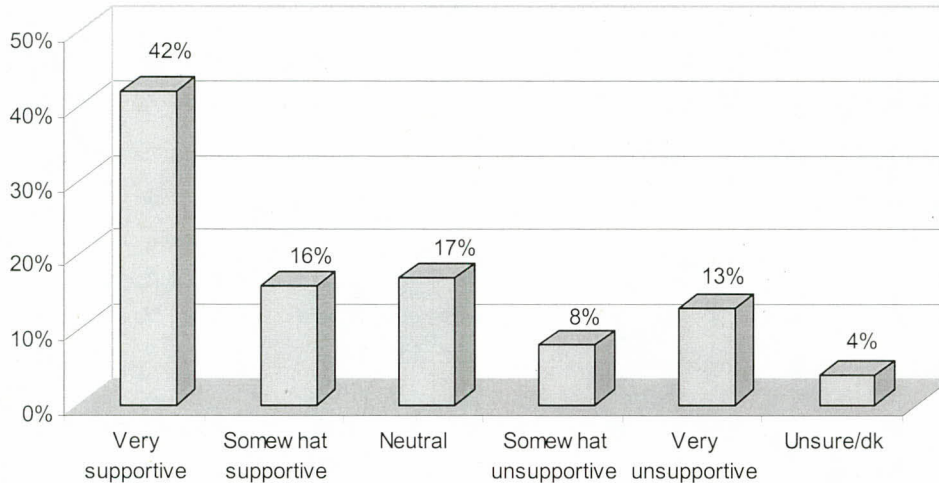
7 **Question.** Using the same 1-5 scale, can you tell me if you agree that if young people view smoking as a normal and socially acceptable behaviour, they are more likely to try smoking themselves?



- Three quarters (75%) of Saskatchewan residents agree that if young people view smoking as a normal and socially acceptable behaviour, they are more likely to try smoking themselves; one half (50%) strongly agree.

8

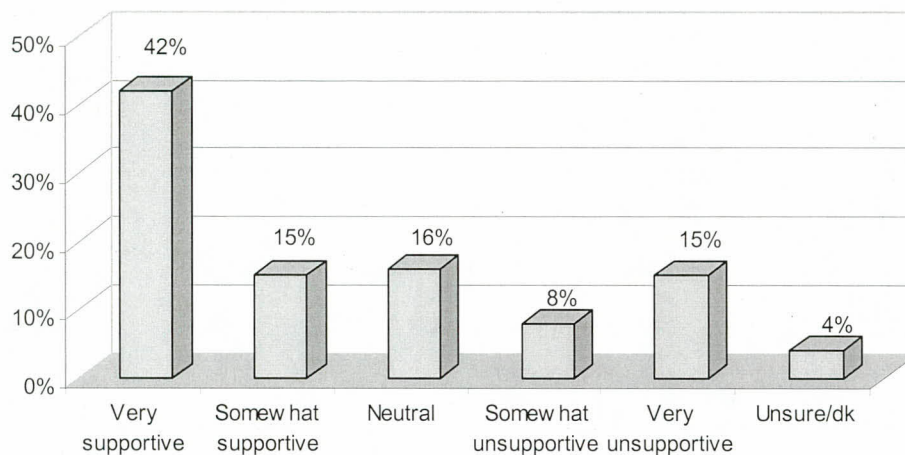
Question. Using a scale of 1-5, where 1 means “very unsupportive” and 5 means “very supportive” can you tell me how supportive you are of the federal and provincial governments restricting the display of tobacco and tobacco-related products?



- The majority (58%) of residents are supportive of the federal and provincial governments restricting the display of tobacco and tobacco-related products.

9

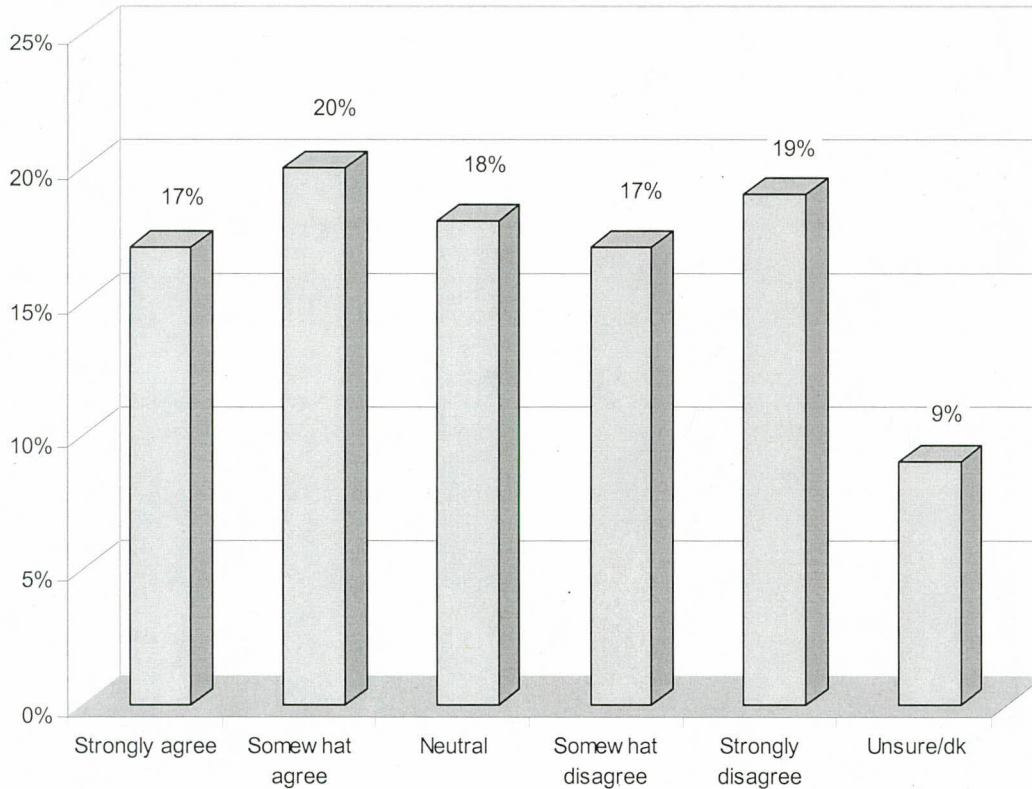
Question. How supportive are you of the Government of Saskatchewan banning the use of tobacco displays and advertising in all retail stores in Saskatchewan?



- The majority (57%) of residents are supportive of the Government of Saskatchewan banning the use of tobacco displays and advertising in all retail stores in Saskatchewan.

Question.

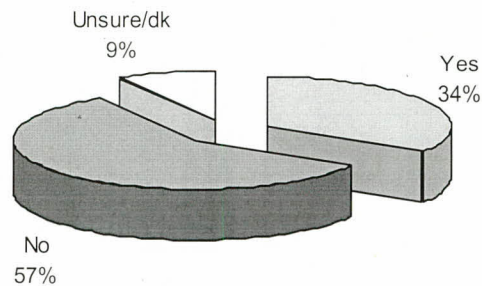
Using a scale of 1-5, with 1 being "strongly disagree" and 5 being "strongly agree" can you tell me if you agree that the use of tobacco product displays can give consumers a more positive view of tobacco companies?



- More than one third (37%) of residents agree that the use of tobacco product displays can give consumers a more positive view of tobacco companies; 36% disagree.

Question. Do you think the new legislation will discourage youth from taking up smoking?

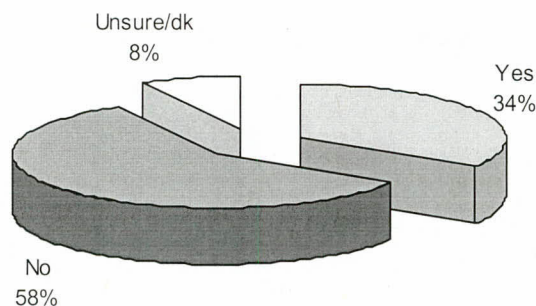
11



- The majority (57%) of Saskatchewan residents do not think the new legislation will discourage youth from taking up smoking.

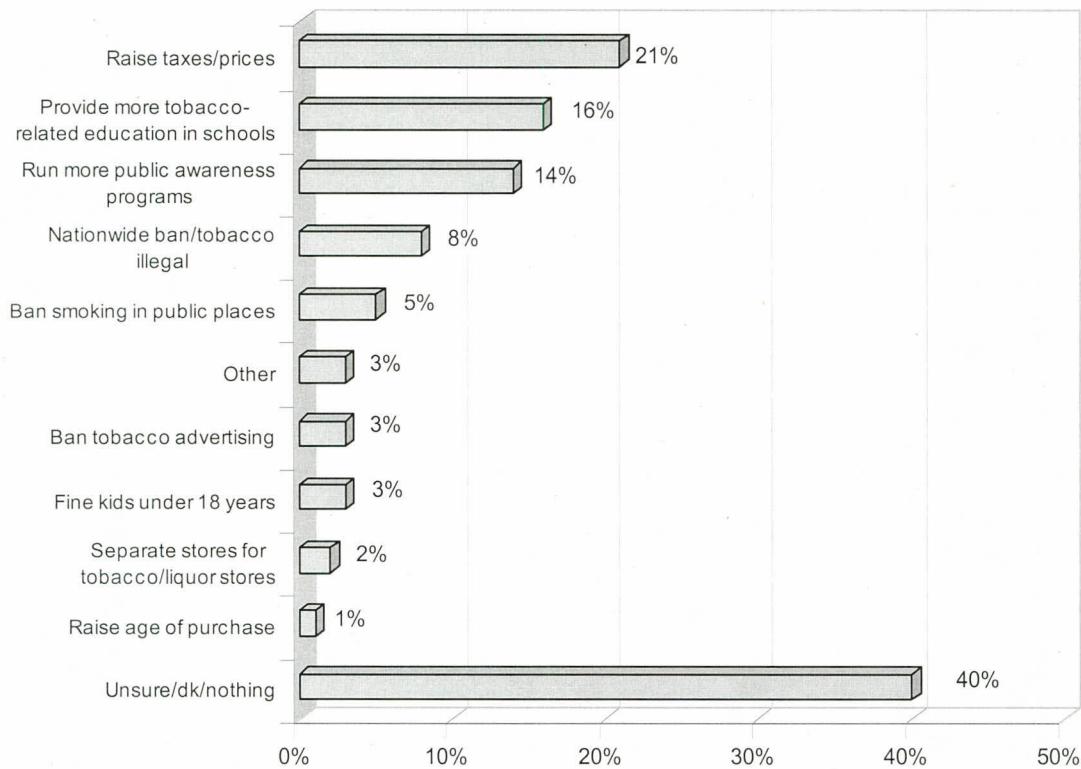
Question. Do you think the new legislation will encourage smokers to quit smoking or to reduce their consumption of cigarettes?

12



- The majority (58%) of residents do not think the new legislation will encourage smokers to quit smoking or to reduce their consumption of cigarettes.

13
Question. Can you think of any other ways that the provincial and federal governments could discourage youth from taking up smoking?

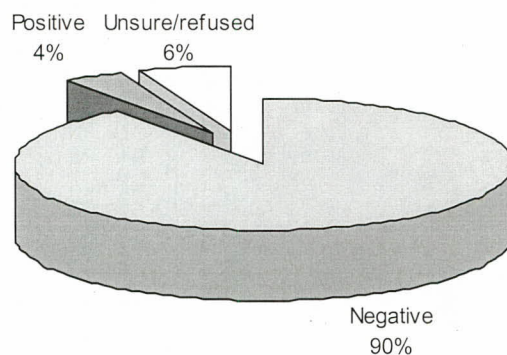


- Approximately 40% of residents do not have any suggestions about ways the provincial and federal governments could discourage youth from taking up smoking. Of those with an opinion, 21% suggest raising taxes and prices on tobacco products, 16% mention providing more tobacco related education in schools and 14% suggest running more public awareness programs.

YOUTH – PRELIMINARY RESULTS

1

Question. Can you tell me if you have a positive or negative view of tobacco companies?

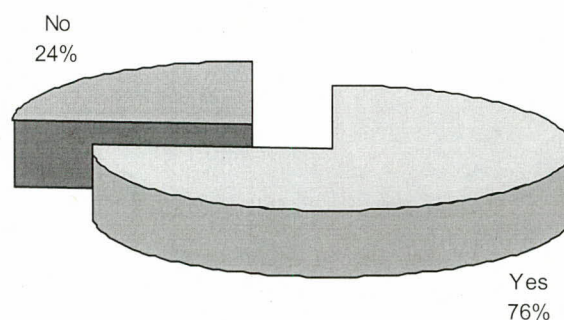


- The large majority of youth (90%) have a negative view of tobacco companies.

2ds

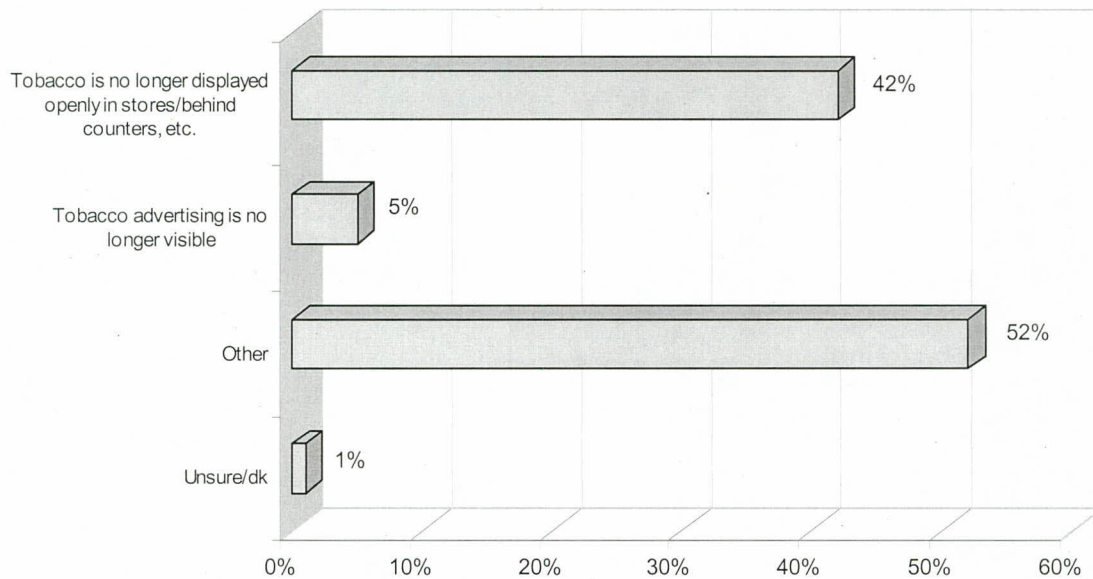
Question. Have you noticed any recent changes in the way tobacco is sold in Saskatchewan?

a



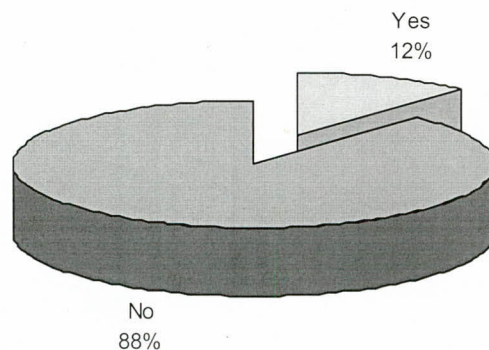
- Roughly three-quarters of youth (76%) have noticed recent changes to the way tobacco is sold.

Question. What changes have you noticed?



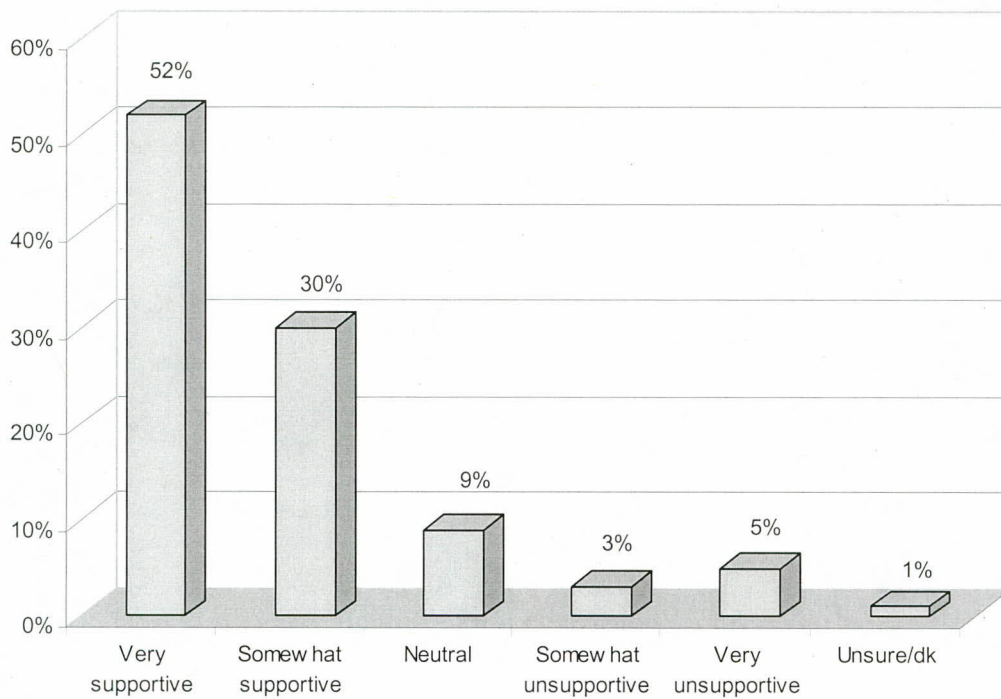
- Approximately 42% of youth respondents say they have noticed that tobacco is no longer displayed openly in stores or visibly behind counters, while 5% say that tobacco advertising is no longer visible.
- 'Other' responses are continuing to be coded and will be broken out in the final report.

Question. Have you heard of the new Saskatchewan Tobacco Control Act?



- The large majority of youth (88%) have not heard of the Saskatchewan Tobacco Control Act.

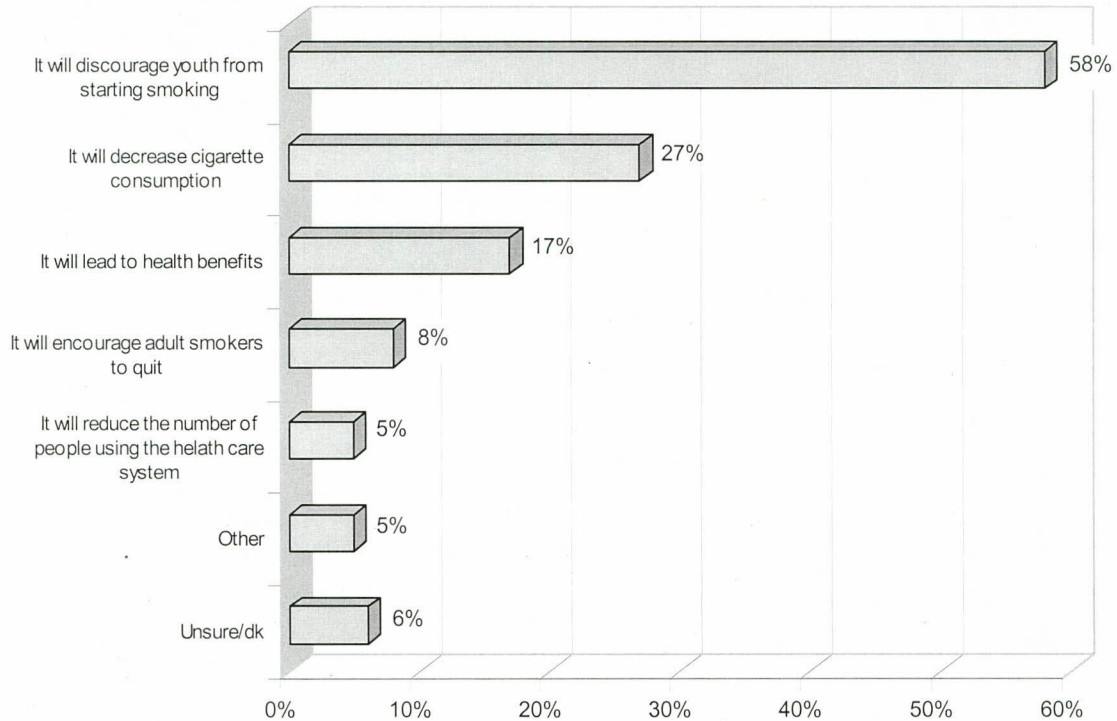
4abc **Question.** a How supportive are you of the Government of Saskatchewan banning the display of tobacco in retail stores?



- Over half (52%) of the youth respondents are very supportive of the Government of Saskatchewan banning the display of tobacco in retail stores, while 30% are somewhat supportive. This compares to only 8% of youths who are somewhat or very unsupportive of the ban of tobacco displays.

The following question was asked only of those respondents who are somewhat or very supportive of the banning of tobacco displays. Multiple responses were allowed.

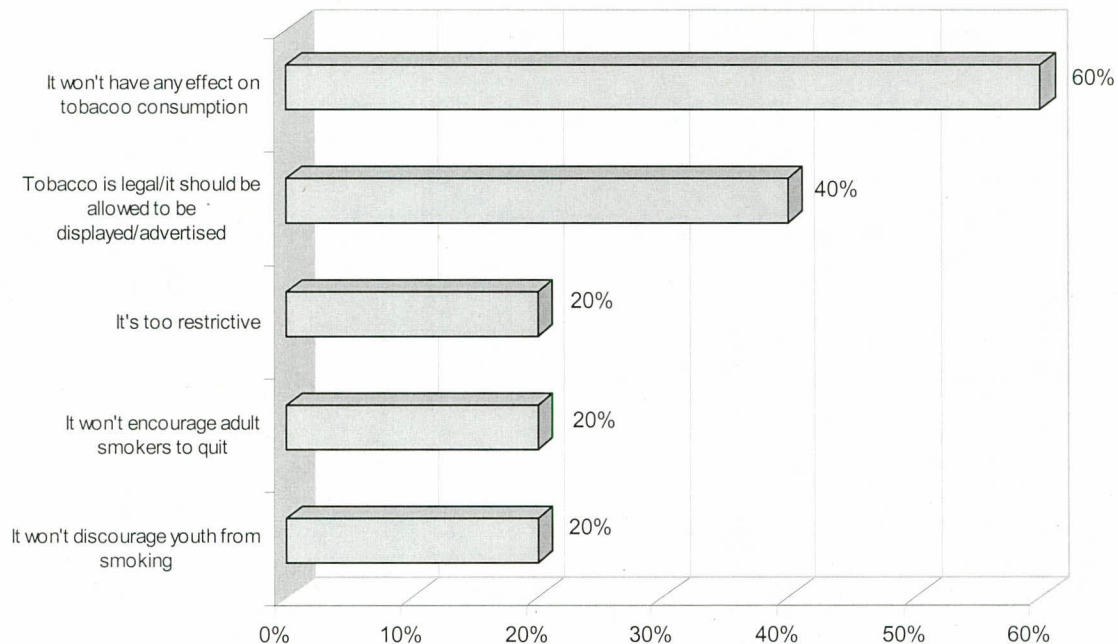
Question. b Why do you support these changes?



- Over half (58%) of youth respondents support the changes to the tobacco legislation because they think that the banning of tobacco displays will discourage youth from starting smoking.
- Roughly one-quarter of respondents (27%) support the changes because they believe that the banning of tobacco displays will decrease cigarette consumption, while 17% also feel that the ban will lead to health benefits among the population.

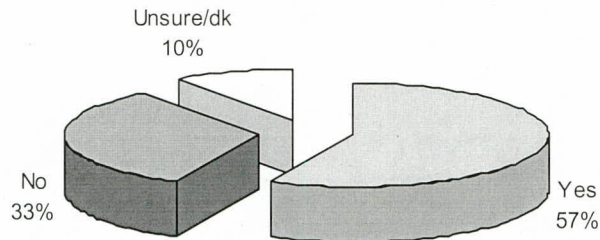
The following question was asked only of those respondents who are somewhat or very unsupportive of the banning of tobacco displays. Multiple responses were allowed.

Question. *C* Why do you not support these changes?



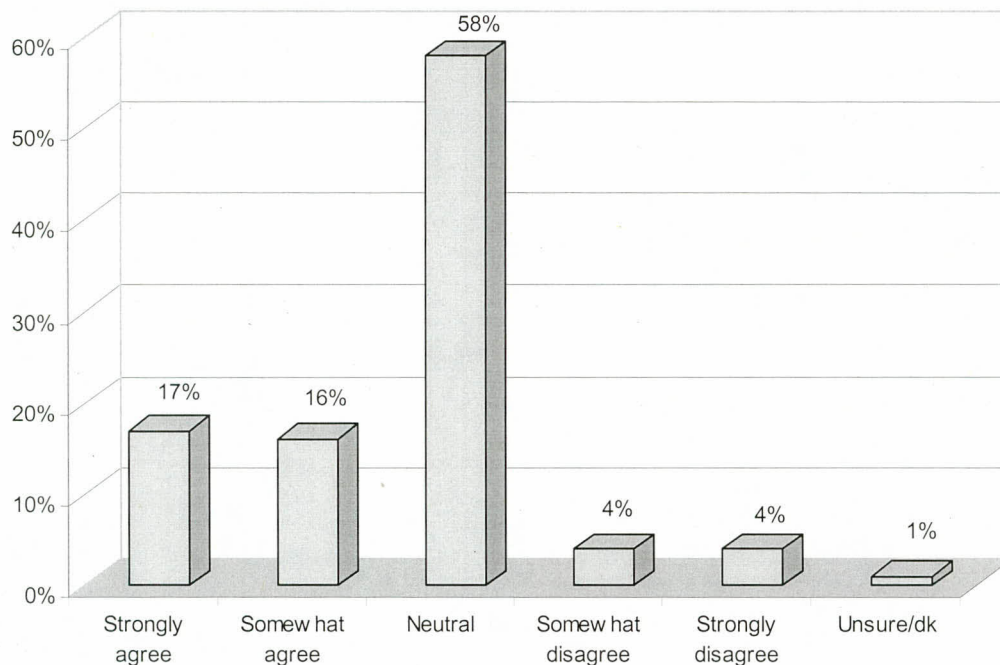
- The number of youth who do not support the changes is small, but their reasons for their opinions include that they believe the legislation will not have any effect on tobacco consumption and that it is a legal product that should be allowed to be legally displayed.

Question. Do you think that tobacco displays in stores had the potential to influence people to buy tobacco or tobacco-related products?



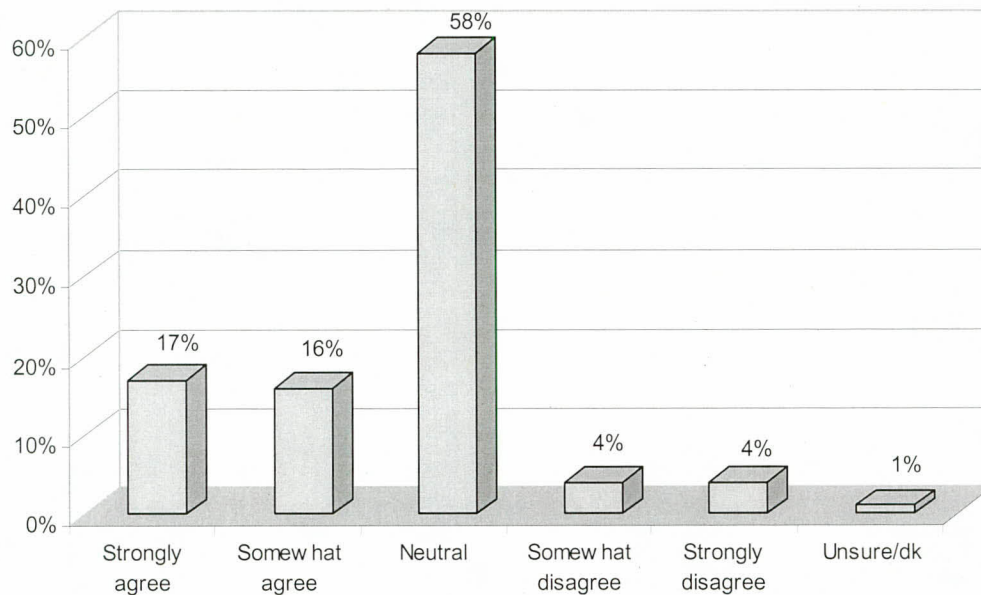
- Over half (57%) of youth respondents think that tobacco displays in stores had the potential to influence people to buy tobacco or tobacco-related products.

Question. Using a scale of 1-5, with 1 being "strongly disagree" and 5 being "strongly agree" can you tell me if you agree that the use of tobacco displays may have led young people to view smoking as a normal and socially accepted behaviour?



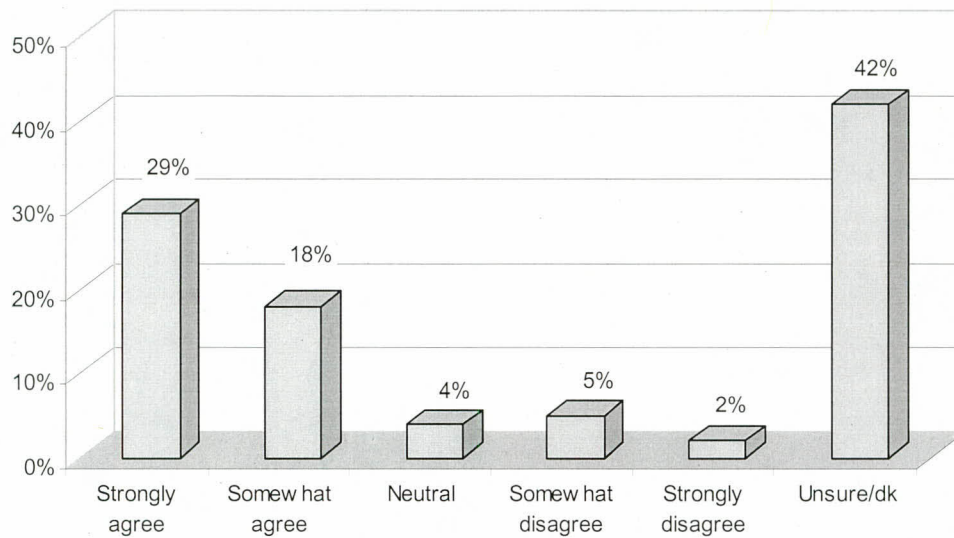
- The majority of youth (58%) are neutral on this question, although a greater proportion (33%) somewhat or strongly agrees than somewhat or strongly disagree (9%).

7 **Question.** Using the same 1-5 scale, can you tell me if you agree that if young people view smoking as a normal and socially acceptable behaviour, they are more likely to try smoking themselves?



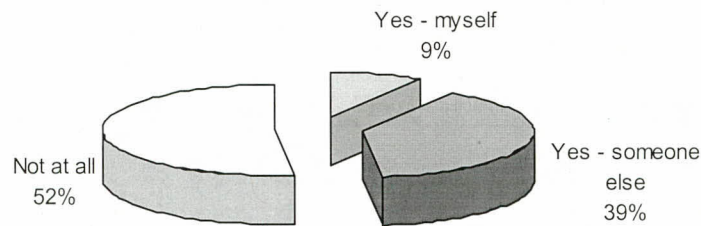
- Nearly half (47%) of youth respondents somewhat or strongly agree that if young people view smoking as a normal and socially acceptable behaviour, they are more likely to try smoking themselves. This compares with 7% of respondents who somewhat or strongly disagree with this belief.

8. **Question.** Using a 1-5 scale, with 1 being “strongly disagree” and 5 being “strongly agree” can you tell me if you agree that the use of power walls can give consumers a more positive view of tobacco companies?



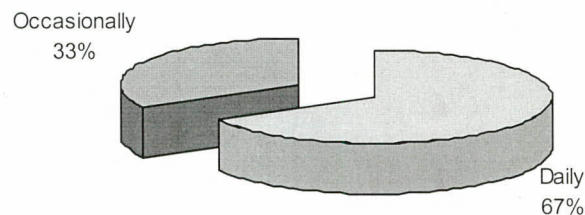
- More than one quarter (29%) of youth respondents somewhat or strongly agree that the use of power walls can give consumers a more positive view of tobacco companies.

9 **Question.** Do you, yourself or anyone else in your household smoke tobacco or use any other tobacco product?



- The majority (52%) of youth respondents do not smoke tobacco or use any other tobacco products; 39% say someone else in their household uses tobacco and 9% say they themselves use tobacco.

10 **Question.** How often do you use tobacco or use another type of tobacco product?

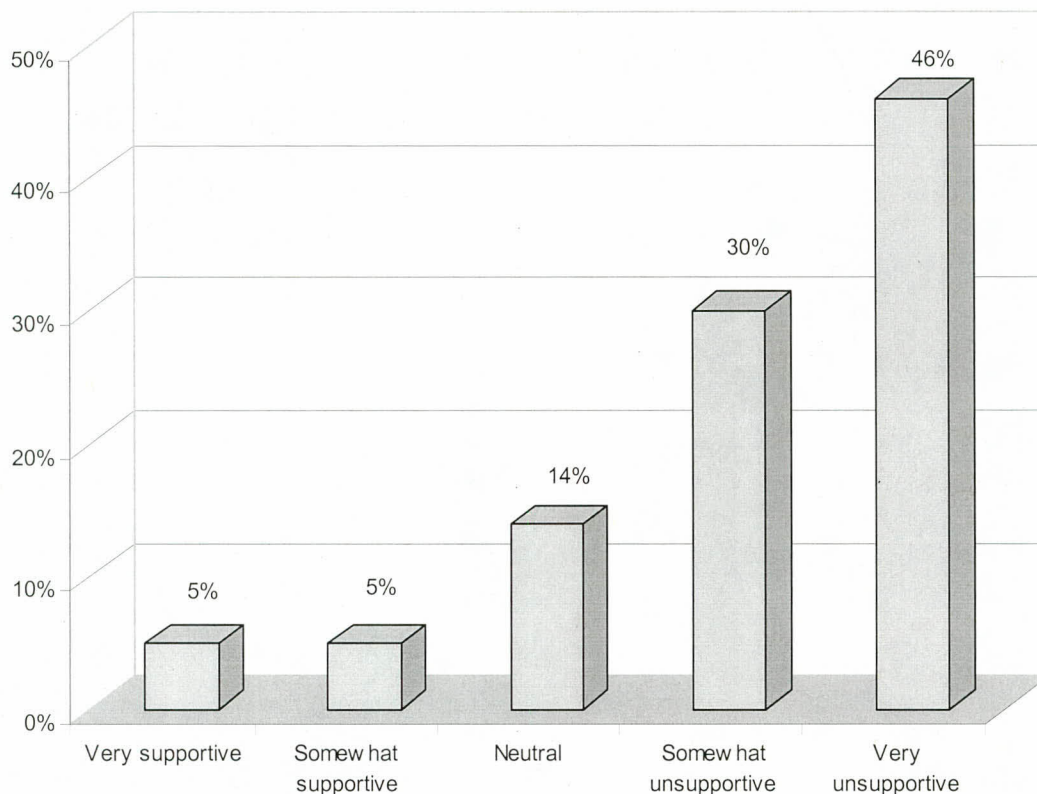


- Approximately two thirds (67%) of youth respondents indicate they use tobacco products daily; the remaining one third (33%) say they use tobacco products occasionally.

RETAILERS – PRELIMINARY RESULTS

1 **Question.** I would like to talk to you about Saskatchewan's Tobacco Control Act, which – as you know – came into effect on March 11th and prohibits the display of tobacco and tobacco-related products in any retail establishment where youth under the age of 18 are allowed to enter.

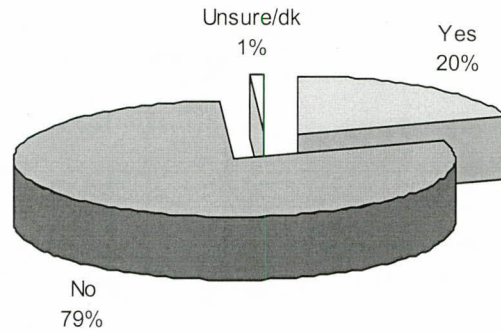
Would you say that you generally support, generally do not support, or are neutral about these changes?



- Three quarters (76%) of tobacco retailers are unsupportive of the Tobacco Control Act changes that prohibits the display of tobacco and tobacco-related products in any retail establishment where youth under the age of 18 are allowed to enter.
- Reasons retailers give for being unsupportive of the changes include it won't discourage youth from smoking, tobacco is legal and should be allowed to be displayed and advertised and the changes won't have any effect on tobacco consumption.
- Approximately 10% of retailers are supportive of the changes and give reasons for their support as it will lead to health benefits, it will discourage youth from starting smoking and it will decrease cigarette consumption.

Question. Do you think that tobacco displays in stores had the potential to influence consumers to purchase tobacco or tobacco-related products?

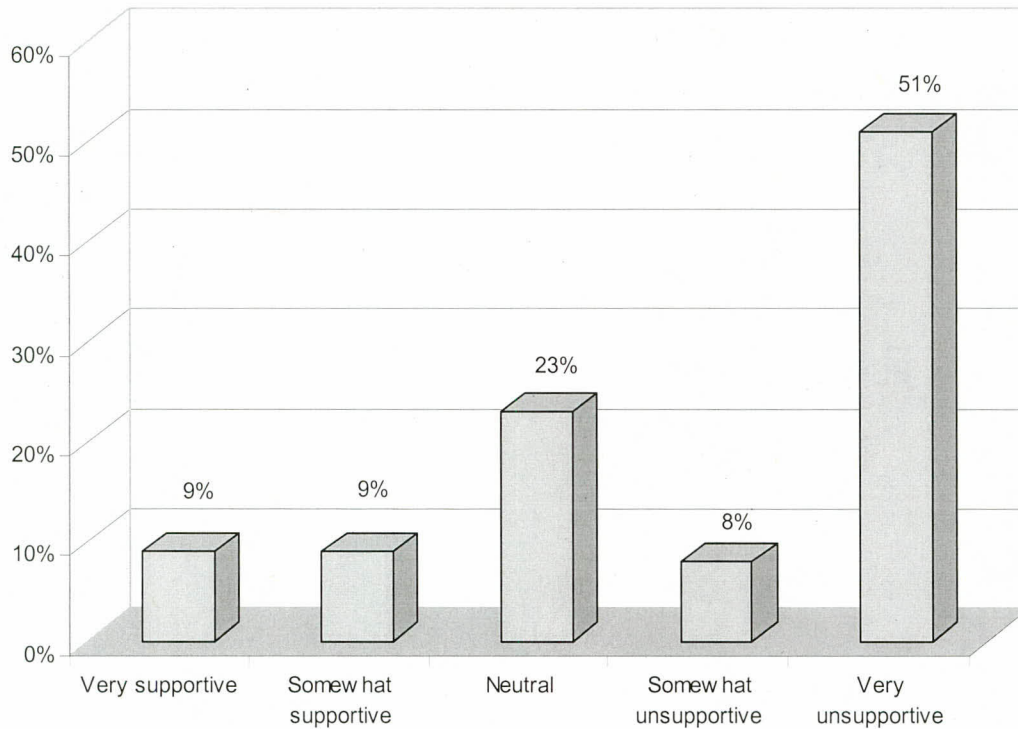
2



- More than three quarters (79%) of tobacco retailers do not think tobacco displays in stores had the potential to influence consumers to purchase tobacco or tobacco-related products.

Question. Using a 1-5 scale, where 1 means “very unsupportive” and 5 means “very supportive”, can you tell me how supportive you are of the federal and provincial governments restricting the display of tobacco and tobacco related products?

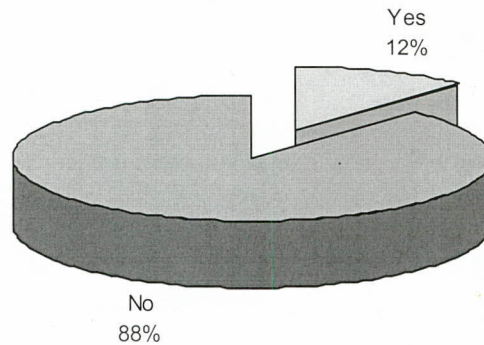
3



- The majority (51%) of tobacco retailers are very unsupportive of the federal and provincial governments restricting the display of tobacco and tobacco related products.

Question. Do you think the new legislation will discourage youth from taking up smoking?

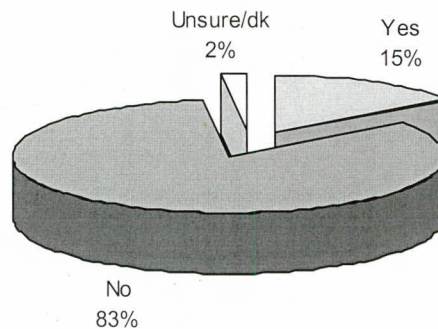
4



- The large majority (88%) of retailers do not think the new legislation will discourage youth from taking up smoking.

Question. Do you think the new legislation will encourage smokers to quit smoking or to reduce their consumption of cigarettes?

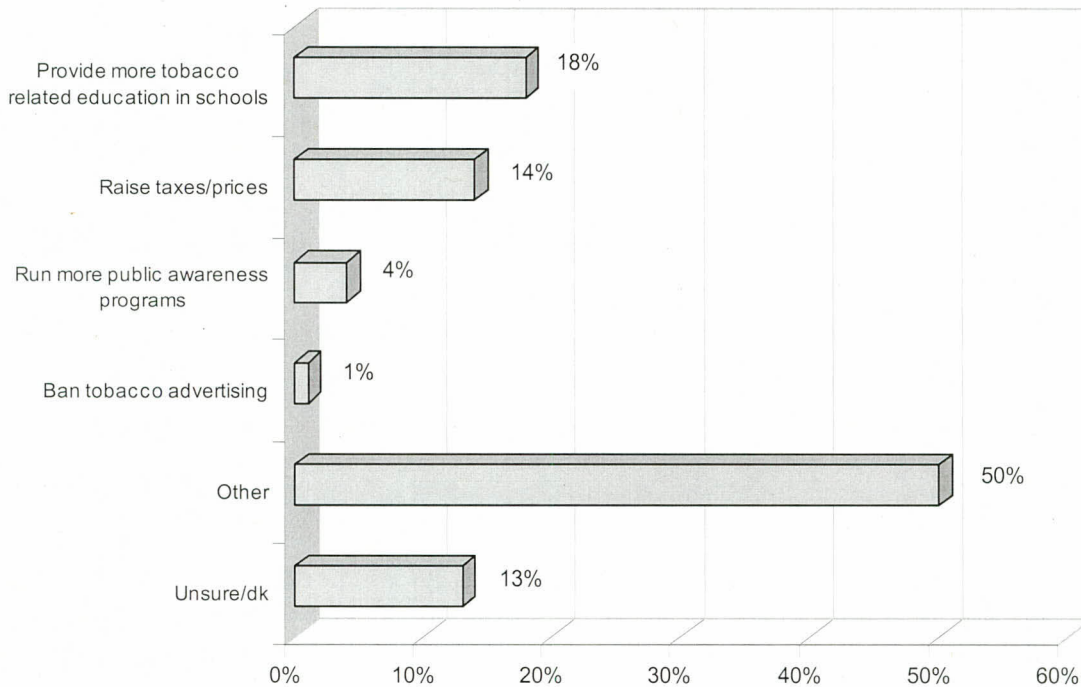
5



- More than three quarters (83%) of tobacco retailers do not think the new legislation will encourage smokers to quit smoking or to reduce their consumption of cigarettes.

Question. Can you think of any other ways that the provincial and federal governments could discourage youth from taking up smoking?

6

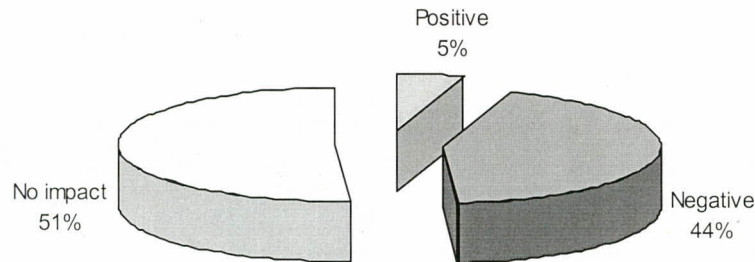


- Approximately 18% of retailers think providing more tobacco related education in schools is one thing the provincial and federal governments could discourage youth from taking up smoking and 14% identify raising taxes and prices of tobacco products.
- 'Other' responses are continuing to be coded and will be broken out in the final report.

Question.

Now, I would like to ask you a few questions about the possible economic impact a prohibition of advertising and display of tobacco and tobacco related products might have on your business. Do you believe your business has experienced a positive or negative impact since the introduction of the Tobacco Control Act?

7



- The majority (51%) of tobacco retailers indicate the prohibition of advertising and display of tobacco and tobacco related products has had no impact on their business; 44% think the prohibition has had a negative impact.

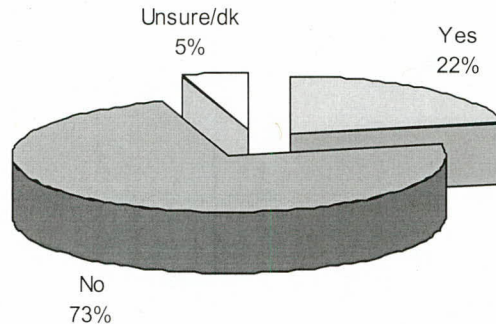
Question. I'd like to ask you how much money you expect the business to lose since you are no longer able to display tobacco or tobacco-related products. How much will you lose in sales per month?

- Open-ended question. Responses are continuing to be coded and will be broken out in the final report.

Question. How much will you lose in sponsorship or promotional fees from tobacco companies per month?

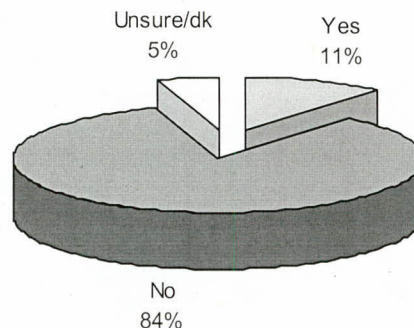
- Open-ended question. Responses are continuing to be coded and will be broken out in the final report.

Question. Do you expect to change your staffing levels as a result of not being able to display tobacco and tobacco related products?



- Approximately three quarters (73%) of retailers do not expect to change their staffing levels as a result of not being able to display tobacco and tobacco related products.

Question. Some retail stores in Saskatchewan are thinking of restricting access to consumers who are under the age of 18, so they can openly display tobacco and tobacco products. Is your store considering this restriction?



- The large majority (84%) of tobacco retailers are not considering restricting access to consumers who are under the age of 18, so they can openly display tobacco and tobacco products.