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PORG-120 FY2003

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**Attitudes and Behaviours
of Canadians Regarding
Second-Hand Smoke in
the Workplace**

December 2002

POR-02-46/ H1011-02-0026

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I. Introduction

POLLARA is pleased to present the following report and ad recall findings from the second-hand smoke workplace campaign. This wave of television advertising focused on second-hand smoke exposure in the Canadian workplace.

Secondary objectives of the research included measuring Canadians' attitudes toward second-hand smoke in their workplace and in public areas such as bars, taverns and restaurants. Results are segmented by smokers and non-smokers.

II. Methodology

A total of 1,500 telephone interviews were conducted between November 15th and 21st, 2002. The sample was divided between current smokers (750) and non-smokers (750 – including “never” smokers and “former” smokers). Equal proportions of these segments were collected in each region of the country and were weighted to reflect the existing national distribution.

Table A
Sample Distribution

	Unweighted # of Interviews	Weighted # of Interviews	Margin of Error (%)
Current Smoker	753	83	±3.6
Never Smoked	401	144	±4.9
Former Smoker	365	122	±5.1
Total	1,519	349	±2.5

A sample of 1,500 is accurate to within ± 2.5 percentage points, nineteen times out of twenty.

III. Key Findings

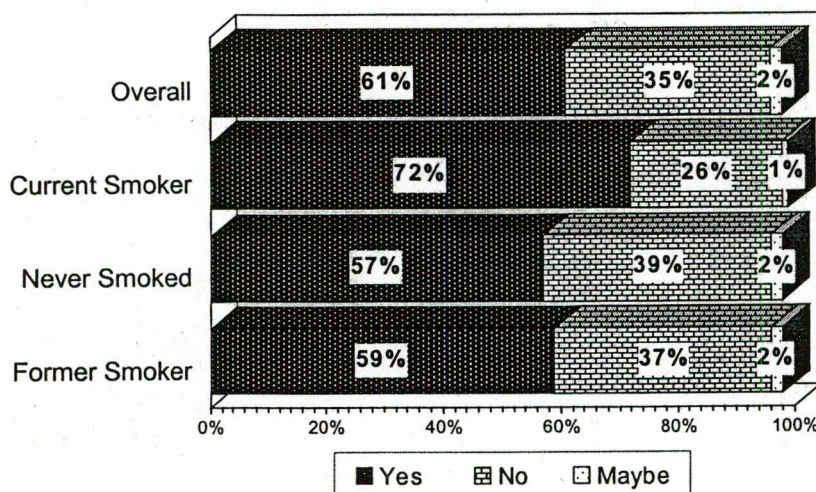
A. Recall of Government of Canada Advertising

i. Unaided Recall

Approximately three-in-five Canadians recall having seen, heard or read government advertising about not smoking within the past few weeks (61%). Recall is highest among current smokers (72%). Even among former smokers and never-smokers, recall government advertising on this topic was 59% and 57%, respectively.

Figure 1

Unaided Recall of Government Advertising, by Smoking Profile



Question: Over the past few weeks or so, have you seen, heard or read any government advertising about not smoking?

Recall of government advertising about not smoking is highest in Québec (71%) and in the Atlantic region (65%).

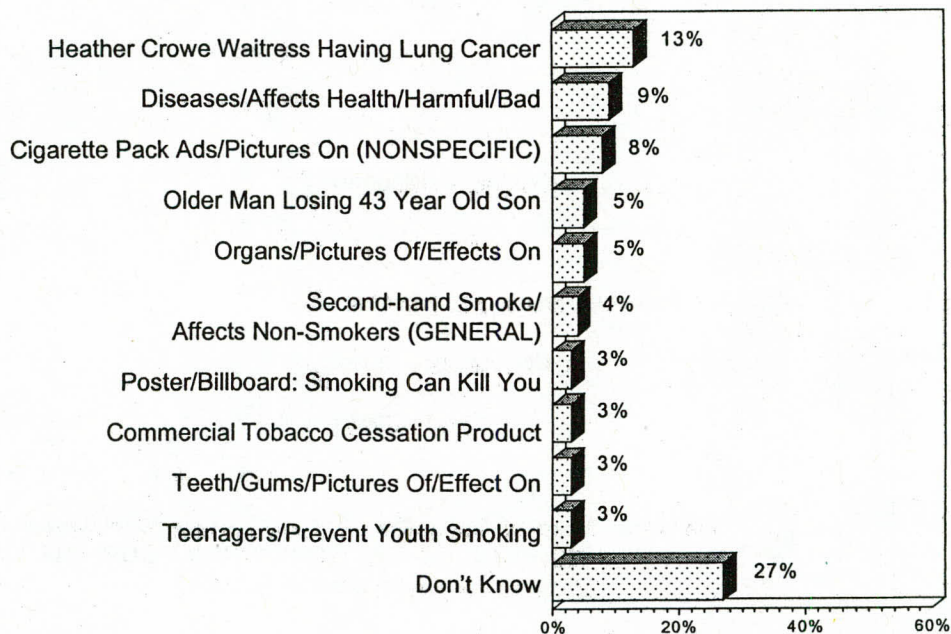
Table 1
Unaided Recall of Government Advertising, by Region

	Yes	No
	%	%
Atlantic Canada	65	32
Québec	71	27
Ontario	55	40
Prairies	63	33
BC/Territories	56	42

ii. *Unaided Description of Anti-Tobacco Advertising*

Unaided recall of government advertising about not smoking reveals that just over one-in-ten (13%) Canadians who recall seeing, hearing or reading such advertising describe the advertisement featuring Heather Crowe – the waitress who is currently suffering from terminal cancer which she developed as a result of exposure to second-hand smoke in her place of work. Another 9% recall that the advertising they saw, read or heard contained messaging about the effects of smoking, including diseases, and harmful effects on health (9%). A similar proportion recall that the advertising they saw was in the form of advertising on cigarette packages (8%).

Figure 2
Unaided Description of Anti-Tobacco Advertising



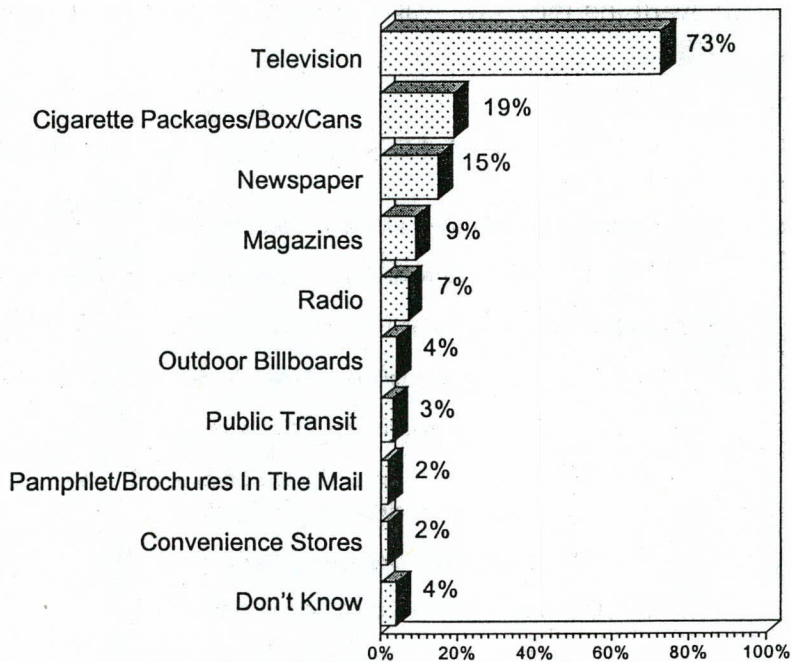
Question: What do you remember about this/these ad/ads? What pictures or images come to mind? (PROBE OPEN-END. DO NOT READ. CODE ALL THAT APPLY) Are there any others?

Unaided recall of the Heather Crowe advertisement is highest among women over 55 years of age (21%) and among residents of the Atlantic provinces and Ontario (17% each).

iii. Source of Government of Canada Advertising

Approximately three-quarters of Canadians who recall seeing, hearing or reading Government of Canada advertising report that they saw these advertisements on television (73%). One-in-five report seeing advertising on cigarette packaging (19%), while 15% report having seen or read advertising in newspapers.

Figure 3
Source of Government of Canada Advertising

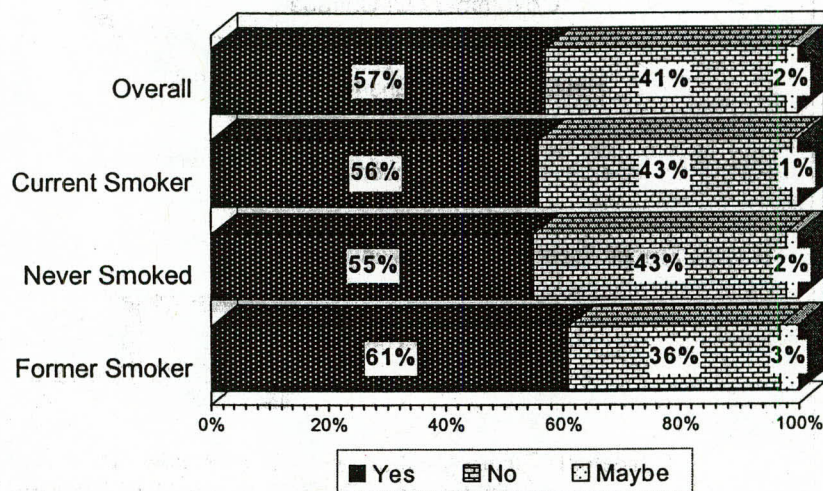


Question: Where did you notice this/these advertisement/advertisements?
(PROBE OPEN-END. DO NOT READ. CODE ALL THAT APPLY)
Did you notice them anywhere else?

iv. Prompted Advertising Recall

Almost three-in-five Canadians recall having seen the television advertisement featuring waitress Heather Crowe when prompted with a description (57%). This finding is consistent across all smoking and non-smoking segments.

Figure 4
Prompted Recall of Heather Crowe Television Execution,
by Smoking Profile



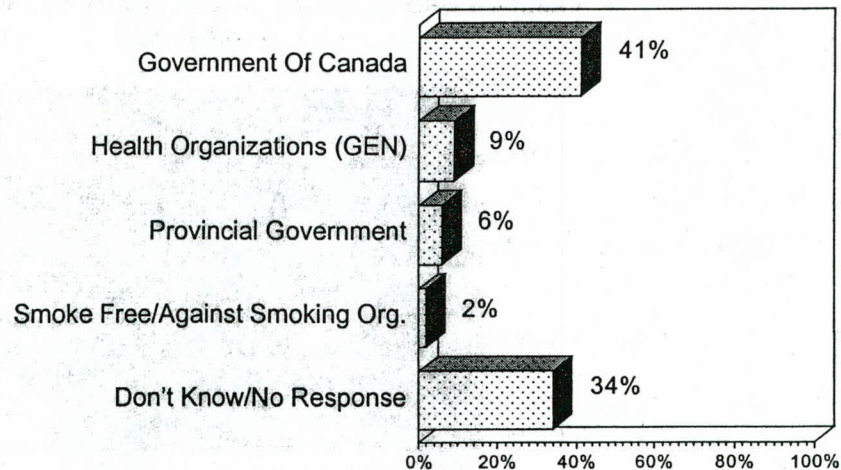
Question: I would now like to ask you some questions about some specific advertising. Do you remember seeing a television ad over the past few weeks showing a 57 year old non-smoking waitress talking about developing lung cancer as a result of being exposed to second-hand smoke in her workplace?

Prompted recall of the Heather Crowe advertisement is highest in Québec (67%) and among Canadians 55 years of age and over (73%).

v. ***Sponsor of Heather Crowe Television Execution***

Two-in-five who recall seeing the Heather Crowe advertisement on a prompted basis identify the Government of Canada as the sponsor of the ad (41%).

Figure 5
Sponsor of Heather Crowe Television Execution



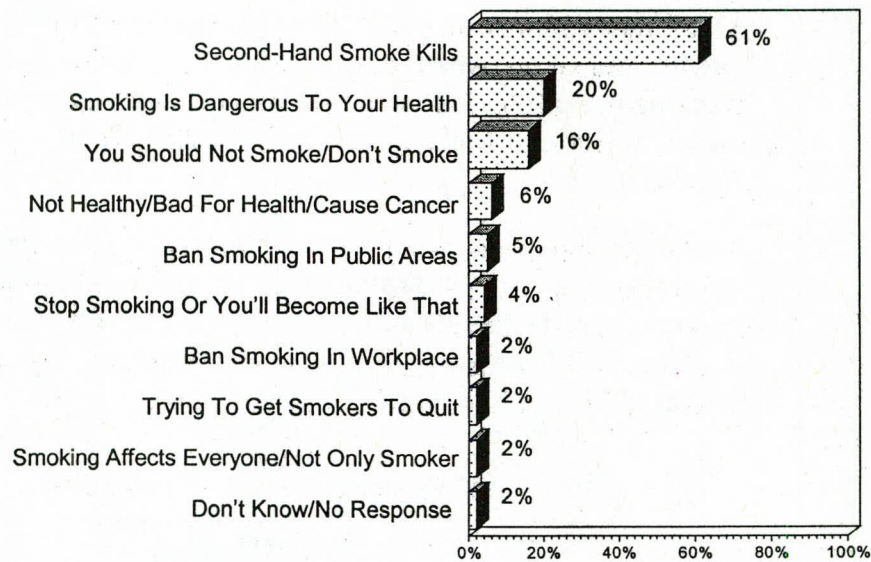
Question: Thinking about the ad that you saw, who do you think was the main sponsor? That is, who paid for it? (OPEN-END. DO NOT READ. ACCEPT ONE RESPONSE)

Men are more likely than women to identify the Government of Canada as the sponsor of the second-hand smoking television ad (46% vs. 36% respectively).

vi. Main Message of Heather Crowe Television Execution

According to 61% of those who recall seeing the Heather Crowe television advertisement, the main point the ad was trying to get across is that "second-hand smoke kills". Another 20% of these respondents identify the message of the advertising as "smoking is dangerous to your health" or "you should not smoke" (16%).

Figure 6
Main Message of Heather Crowe Television Execution



Question: Thinking about the ad that you saw/heard, what do you think was the main point this advertisement was trying to get across? (OPEN-END. DO NOT READ. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS)

1 Identification of the message that second-hand smoke kills is highest in the Atlantic provinces (66%) and in Ontario (68%). Furthermore, women are more likely than men to identify the second-hand smoking message in the ad (65% vs. 56% respectively).

B. Evaluation of the Government of Canada's Provision of Information and Services

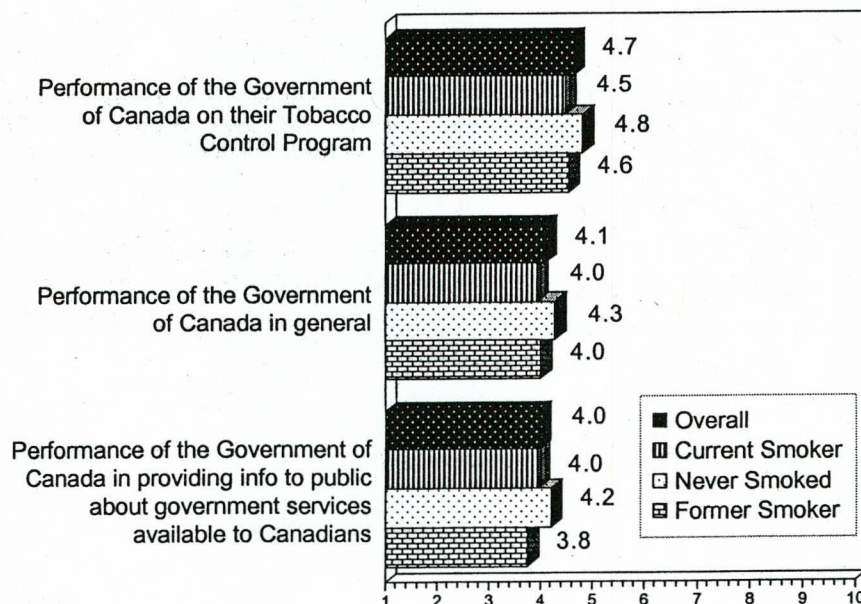
i. Evaluation of the Government of Canada's Performance

Audiences were asked their opinion of the Government of Canada's performance on a number of indicators, including accessibility to services, and overall performance. Scores were recorded using a seven-point scale on which one means "terrible" and 7 means "excellent".

Overall mean scores suggest that audiences give the government its most positive evaluation when considering its performance on tobacco and smoking issues (4.7). Ratings of the government's overall performance (4.1) and its provision of information to the public about available services (4.0) then follow.

Canadians who have never smoked tobacco give higher ratings to the government on all indicators than their current and former smoking counterparts. In particular, never-smokers give the Government of Canada a rating of 4.8 on its Tobacco Control Program (compared to 4.6 from former smokers and 4.5 from current smokers).

Figure 7
Government of Canada's Performance



Question: Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, is neither good nor bad.

Evaluations of the government's performance on tobacco and smoking issues are highest in Québec and in Ontario (4.9 and 4.8, respectively). Evaluations of the government's general performance are highest in these regions (4.4 in Québec; 4.2 in Ontario), as well as in the Atlantic provinces (4.3). Evaluations of the government's providing information to the public on the availability of services is consistent across all regions.

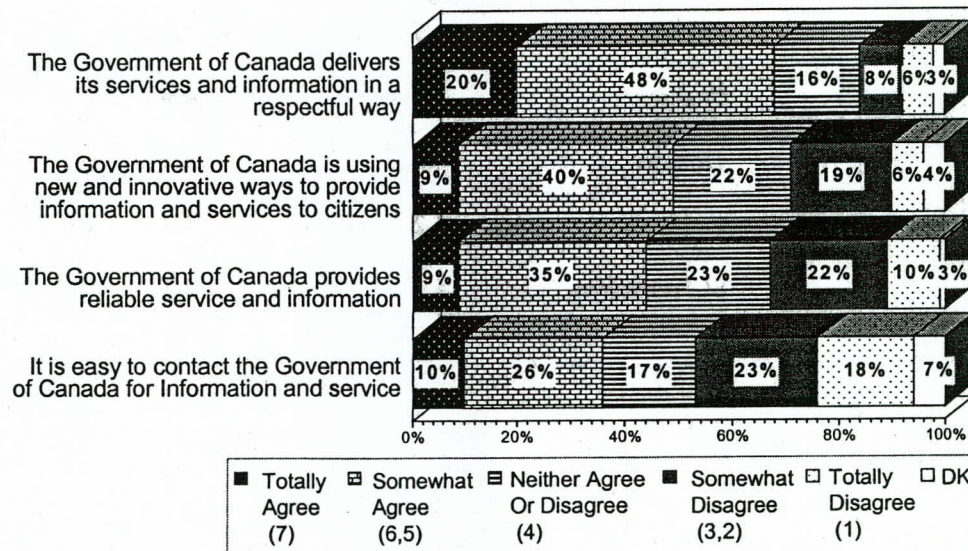
Table 2
Mean Evaluation of Government of Canada, by Region

	Tobacco Control Program	Performance in General	Providing Govt Services Info to the Public
Atlantic Cda	4.5	4.3	4.0
Québec	4.9	4.4	4.0
Ontario	4.8	4.2	4.1
Prairies	4.2	3.7	3.9
BC/Territories	4.5	3.7	3.8

ii. Evaluation of Government of Canada Services

Respondents were asked to indicate levels of agreement and/or disagreement with statements pertaining to the Government of Canada's delivery of information and services. Overall, Canadians are most likely to agree that the Government of Canada delivers its services and information in a respectful way (78%). Another 49% of Canadians agree that the Government of Canada is using new and innovative ways to provide information and services to citizens, and delivering reliable service and information (44%).

Figure 8
Evaluation of Government of Canada Services



Question: After seeing this advertisement, please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale, where 1 is totally disagree, 7 is totally agree and the mid-point, 4, is neither agree nor disagree.

iii. Impact of Advertising on Perception of Tobacco Industry

Audiences were asked whether the anti-tobacco advertising they had seen made them feel more or less critical toward the tobacco industry and its practices, or whether the advertising had no effect on their perception of the industry. Findings reveal that this most recent wave of advertising has caused 42% of Canadians to report that they are now more critical of the tobacco industry.

Canadians who have never smoked tobacco are most likely to report that the ad they saw made them more critical of the tobacco industry (48%), although only marginally more so than former smokers (44%). Even among current smokers, 30% hold this view.

Table 3
Effects of Anti-Tobacco Ads on Performance of Tobacco Industry,
by Smoking Profile

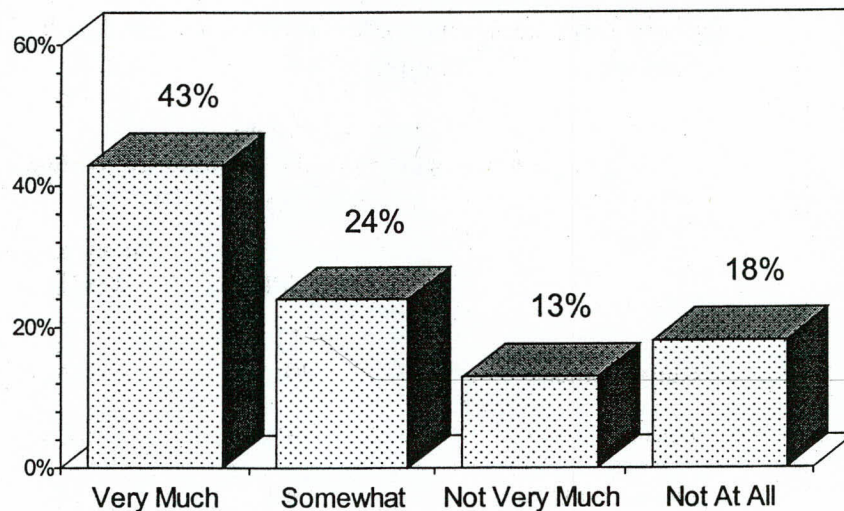
	More Critical	No Effect on Opinion	Less Critical
	%	%	%
Current Smoker	30	56	9
Former Smoker	44	45	6
Never Smoked	48	44	5

C. Attitudes Toward Second-Hand Smoke

i. *Canadians who are Personally Bothered by Second-hand Smoke*

Over two-in-five Canadians report that they are “very much” bothered by second-hand smoke (43%).

Figure 9
Personally Bothered by Second-Hand Smoke

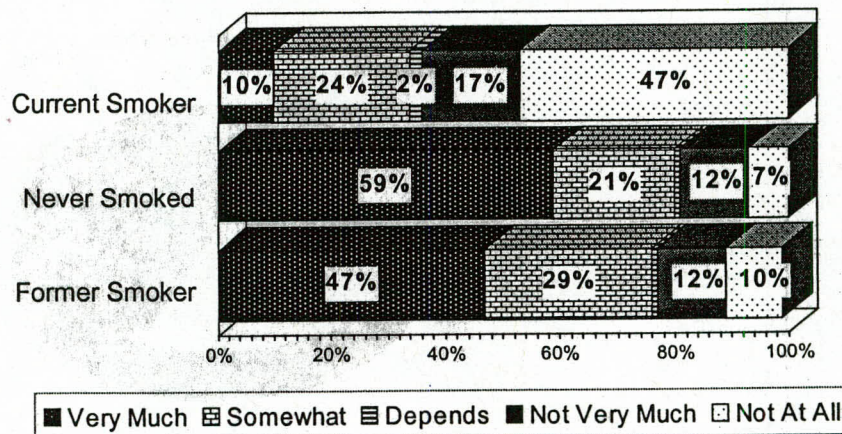


Question: To what extent, if at all, are you personally bothered by other people's smoking, or second-hand smoke? Does being exposed to second-hand smoke bother you:

The proportion of residents reporting that they are “very much” bothered by others' second-hand smoke is highest in Ontario (51%). Others who are most likely to be “very much” bothered by second-hand smoke include women (50% vs. 36% of men), particularly those over the age of 35 (53%) and Canadians living in urban areas (44% vs. 38% of rural residents).

Approximately half of all never-smokers (59%) and former smokers (47%) report that they are bothered "very much" by others' smoke. Within current smokers, 34% are either bothered "very much" or "somewhat" by second-hand smoke.

Figure 10
Personally Bothered by Second-Hand Smoke, by Smoking Profile

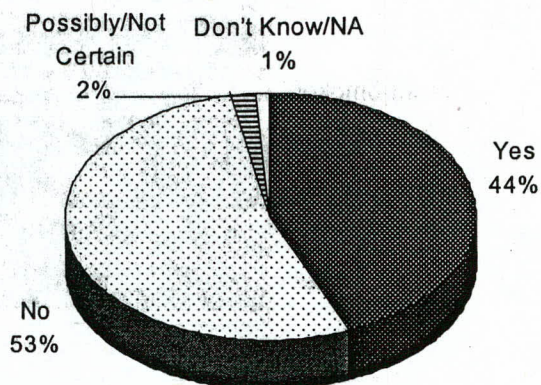


Question: To what extent, if at all, are you personally bothered by other people's smoking, or second-hand smoke? Does being exposed to second-hand smoke bother you:

ii. Physical Irritation Caused by Second-hand Smoke

Almost half (44%) of respondents say that second-hand smoke causes them physical irritation or affects their health in a noticeable way.

Figure 11
Experience Physical Irritation or Health Effects
from Second-Hand Smoke



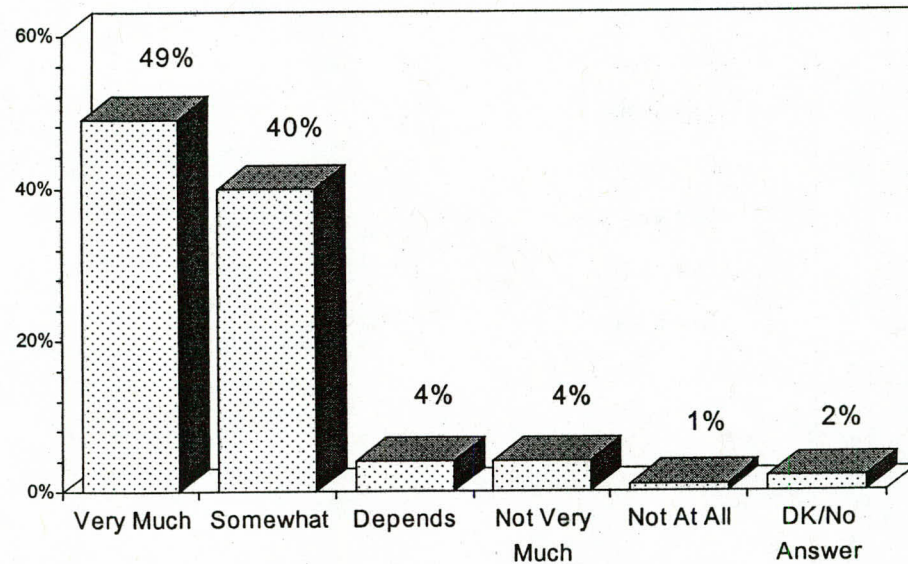
Question: Does second-hand smoke cause you any physical irritation or affect your health in a noticeable way?

Those most likely to report experiencing physical irritation as a result of being exposed to second-hand smoke are women (51% vs. 36% of men), particularly those over the age of 55 (59%).

iii. How Much Others are Bothered by Second-Hand Smoke

Almost nine-in-ten Canadians believe that other people, in general, are bothered by second-hand smoke either "somewhat" (40%) or "very much" (49%). Only 5% believe that others are "not very" (4%) or "not at all" (1%) bothered by second-hand smoke.

Figure 12
How Much Others are Bothered by Second-Hand Smoke



Question: To what extent, if at all, do you think that other people in general are bothered by second-hand smoke? Would you say they are bothered:

Those who are most likely to believe that people in general are bothered "very much" by second-hand smoke include Québec residents (61%), women (52%), and Canadians over the age of 34.

Eighty-four percent (84%) of current smokers believe that people are bothered either "somewhat" or "very much" by second-hand smoke. The number of never-smokers who believe people in general are bothered either "somewhat" or "very much" by second-hand smoke is 91%.

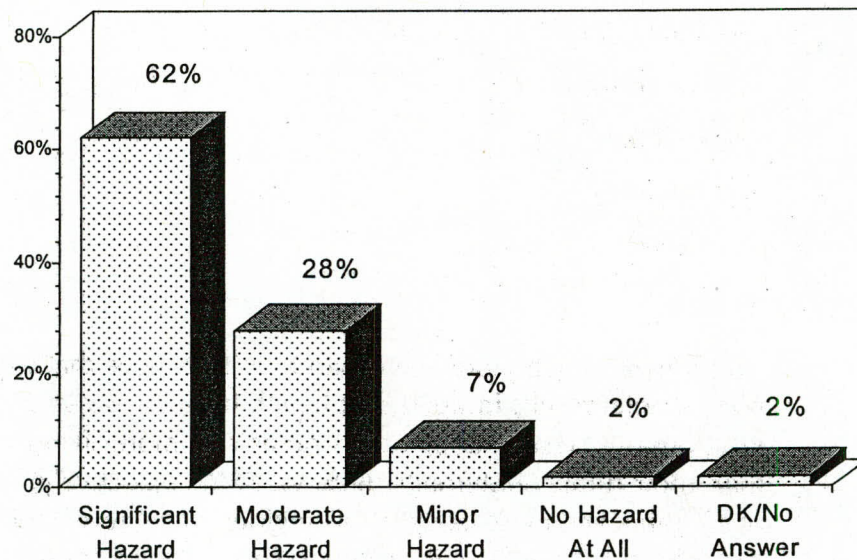
Table 4
How Much Others Are Bothered by Second-Hand Smoke, by
Smoking Profile

	Current Smoker	Never Smoked	Former Smoker
	%	%	%
Very Much	46	49	50
Somewhat	38	42	40
Depends	7	4	4
Not Very Much	5	4	3
Not At All	1	0	1
Don't Know	3	1	2

iv. *Health Hazard of Second-hand Smoke*

Almost two-thirds of Canadians believe that second-hand smoke poses a "significant hazard" to people's health (62%). More than one-quarter believe that being exposed to second-hand smoke poses a "moderate hazard" to people's health, while less than one-in-ten (9%) believe that second-hand smoke exposure entails only a "minor hazard" (7%) or "no hazard at all" (2%).

Figure 13
Health Hazard of Second-Hand Smoke



Question: To what extent, if at all, do you think being exposed to second-hand smoke is a hazard to people's health? Would you say it is a ... to people's health?

Over 72% of never smokers report the belief that exposure to second-hand smoke results in significant health hazards. Moreover, 40% of current smokers believe that exposure to second-hand smoke results in significant health hazards.

Table 5
Health Hazard of Second-Hand Smoke, by
Smoking Profile

	Current Smoker	Never Smoked	Former Smoker
	%	%	%
Significant Hazard	40	72	64
Moderate Hazard	37	23	27
Minor Hazard	16	5	5
No Hazard At All	3	1	2
Don't Know	4	0	2

Women are much more likely than men to believe that exposure to second-hand smoke results in significant health hazards (68% vs. 55% respectively). Furthermore, residents of urban areas are more likely to hold this belief than their rural counterparts (64% vs. 55% respectively). Overall, residents of Ontario are most likely of all regions to believe that significant health hazards may result from exposure to second-hand smoke (70%).

Table 6
Health Hazards of Second-Hand Smoke, by Region

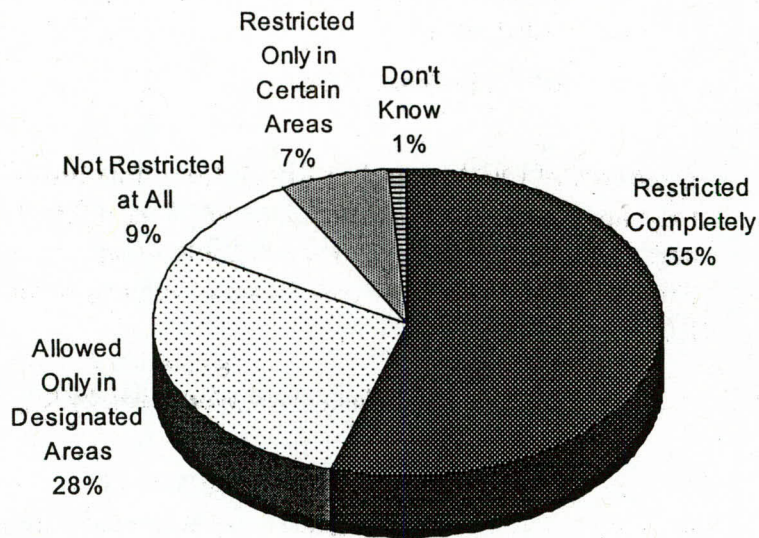
	Significant Hazard	Moderate Hazard	Minor Hazard	No Hazard at all
	%	%	%	%
Atlantic Canada	61	26	9	2
Québec	50	41	6	1
Ontario	70	21	6	2
Prairies	59	26	9	3
BC/Territories	61	28	7	0

D. Second-Hand Smoke in Public Areas

i. Second-hand Smoke in the Workplace

Over half of Canadians (55%) report being employed in a workplace where smoking is completely restricted. Almost three-in-ten (28%) are in workplaces where smoking is allowed only in designated areas. Nine percent (9%) are employed in workplaces where smoking is not restricted at all, while seven percent (7%) report that smoking is restricted only in certain areas of their workplaces.

Figure 14
Smoking in the Workplace



Question: (IF EMPLOYED) At your place of work, is smoking restricted completely, allowed only in designated areas, restricted only in certain areas or not restricted at all?

Current smokers are the least likely to report that they are currently employed in workplaces where smoking is restricted completely (38% vs. 64% of never-smokers and 57% of former smokers).

Table 7
Smoking in the Workplace, by Smoking Profile

	Smoker	Never Smoked	Former Smoker
	%	%	%
Restricted Completely	38	64	57
Allowed Only in Designated Areas	38	20	29
Not Restricted At All	13	9	6
Restricted Only in Certain Areas	10	6	6

Residents of Québec and of British Columbia are most likely to report that they are employed in workplaces which completely restrict smoking (65% and 63%, respectively), while residents of the Atlantic provinces are most likely to report that they work in areas where smoking is not restricted at all (17%).

Table 8
Smoking in the Workplace, by Region

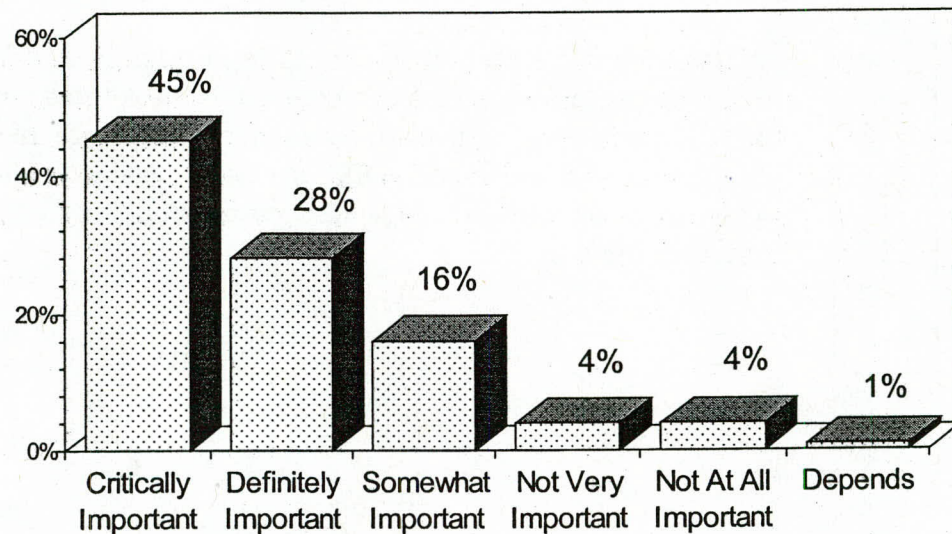
	Restricted Completely	Allowed in Designated Areas	Restricted in Certain Areas	Not Restricted At All
	%	%	%	%
Atlantic Canada	43	31	9	17
Québec	65	21	6	9
Ontario	56	29	5	8
Prairies	43	34	11	12
BC/Territories	63	23	9	4

Those employed full-time are most likely to report that their workplaces enforce a completely restrictive smoking policy (57%). Approximately half of those employed either part-time (52%) or who are self-employed are subject to the same policy. Part-time workers are most likely of all employed cohorts to report that smoking is permitted in designated areas of their workplaces (35%), while those who are self-employed are most likely to report that smoking is not restricted at all in their workplaces (21%).

ii. Importance of Providing Completely Smoke-Free Workplace

Almost three-quarters (73%) of Canadians believe that it is either "critically important" (45%) or "definitely important" (28%) that employers provide a completely smoke-free environment for their employees. A further sixteen percent (16%) believe it is "somewhat important" that this environment be provided to employees. Less than one-in-ten (8%) report that it is either "not very important" (4%) or "not at all important" (4%) to provide employees with a smoke-free environment.

Figure 15
Importance of Providing Completely Smoke-Free Workplace



Question: How important do you feel it is for employers to provide a completely smoke-free environment for their employees? Is this something that is:

Not surprisingly, never-smokers are considerably more likely than their smoking counterparts to feel that it is "critically important" that employers provide a smoke-free environment for employees (53% vs. 24% respectively). However, even among current smokers, 29% believe it is "somewhat important" that employers provide a completely smoke-free environment.

Table 9
Importance of Providing Completely Smoke-Free
Workplace, by Smoking Profile

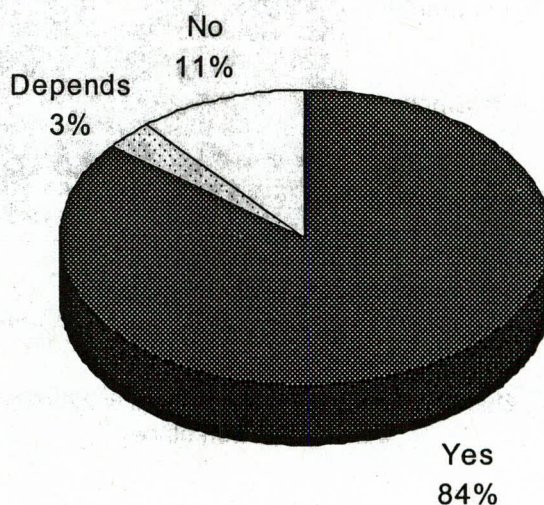
	Current Smoker	Never Smoked	Former Smoker
	%	%	%
Critically Important	24	53	50
Definitely Important	24	31	28
Somewhat Important	29	11	14
Depends	3	0	1
Not Very Important	9	3	4
Not At All Important	11	1	4

Women are more likely than men to report that it is "critically important" that employees have access to a completely smoke-free workplace (52% vs. 38% respectively), particularly women over the age of 35 (55%). The importance of a smoke-free workplace is also highlighted in Ontario and BC where one-half (50% and 51%, respectively) report that this environment is "critically important".

iii. Right to Completely Smoke-Free Environment

More than four-in-five Canadians believe that all workers should have the right to a completely smoke-free workplace (84%), while only 11% do not support this right.

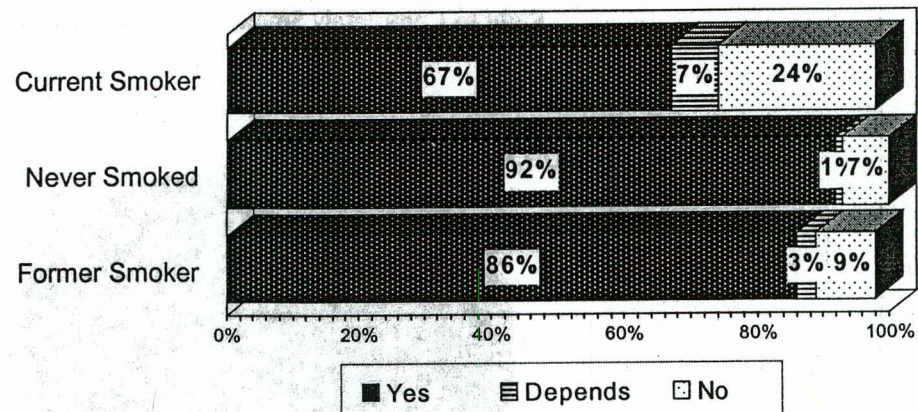
Figure 16
Right to Completely Smoke-Free Environment



Question: Do you believe that all workers should have the right to a completely smoke-free workplace?

Over two-thirds (67%) of current smokers agree with an employee's right to a smoke-free workplace, while this proportion increases to almost nine-in-ten among former smokers (86%) and never-smokers (92%).

Figure 17
Right to Completely Smoke-Free Environment, by Smoking Profile



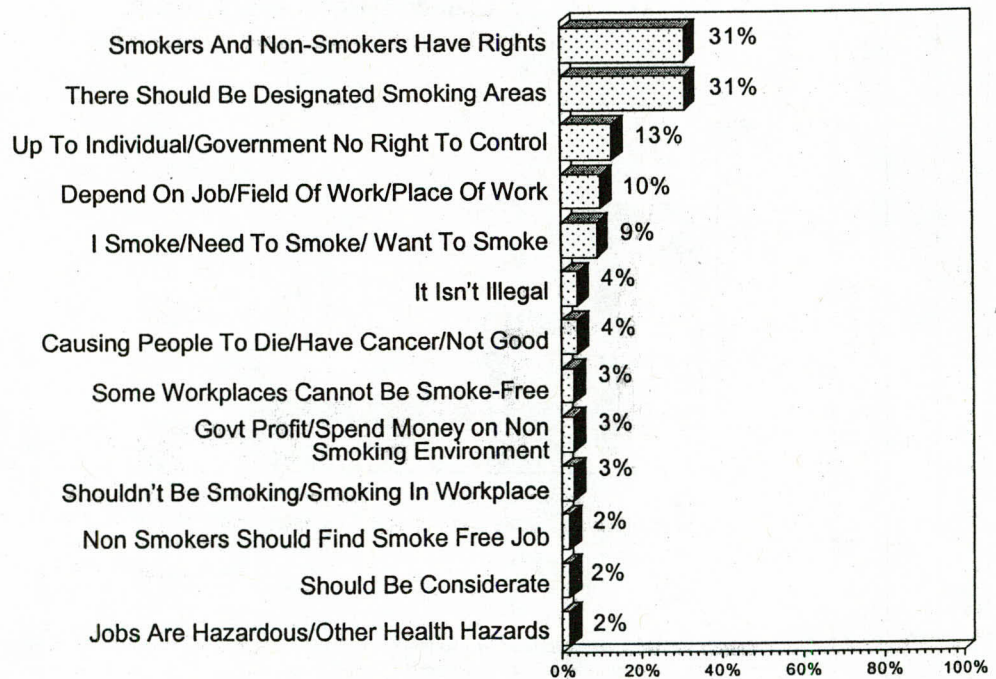
Question: Do you believe that all workers should have the right to a completely smoke-free workplace?

Agreement with this right is widespread across all groups, with residents of BC voicing the most affirmation (88%).

iv. Reasons for Completely Smoke-Free Environment

Among those who felt that employees are not entitled to a completely smoke-free workplace, reasoning highlighted the rights of both smokers and non-smokers (31%) and a desire for designated smoking areas in workplaces (31%). Less often, those who do not support the right to a completely smoke-free workplace suggested that it is because exposure to smoke is up to the individual and should not be regulated by government (13%) and that certain fields of work entail exposure to smoke (10%).

Figure 18
Reasons for Completely Smoke-Free Environment

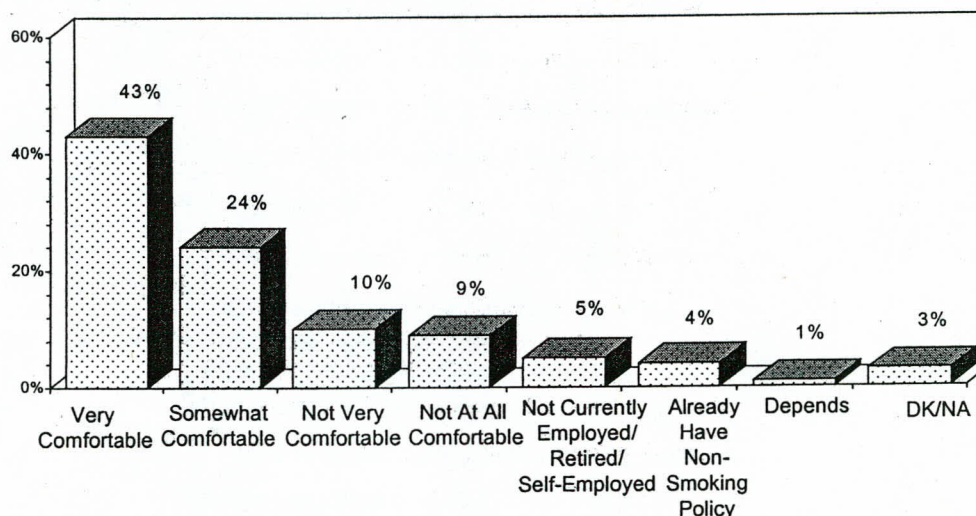


Question: (IF NO) Why do you say that? (OPEN-END. DO NOT READ. CODE ALL THAT APPLY)

v. **Comfort Level in Asking Employer to Implement/Expand Smoke-Free Policy**

Almost seven-in-ten Canadians report that they would be either "very comfortable" (43%) or "somewhat comfortable" (24%) asking their employer to implement a non-smoking policy or to expand the one that is already in place. Approximately one-in-five would feel either "not very comfortable" (10%) or "not at all comfortable" (9%) asking for this change in their workplace. Less than one-in-twenty report that they already have non-smoking policies in place (4%).

Figure 19
Comfort Level in Asking Employer to Implement/Expand Smoke-Free Policy

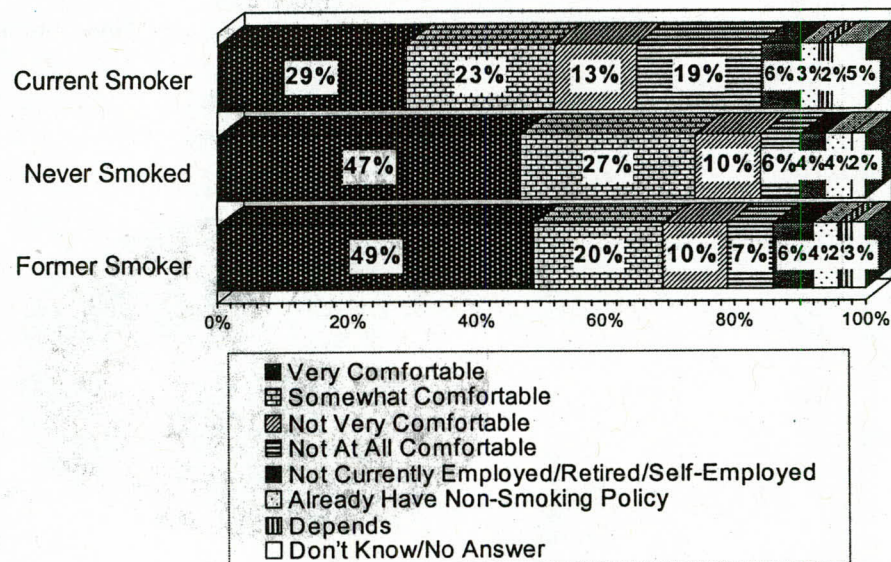


Question: How comfortable would you be in asking your employer to implement a non-smoking policy, or expand one that is already in place?

Canadians under the age of 24 are least likely to report that they would be "very comfortable" speaking to their bosses about their workplace smoking policies (27%) and, conversely, most likely to not feel very comfortable broaching their employer on this issue (17%). Those earning less than \$25,000 annually are also less likely than their higher-income counterparts to be very comfortable speaking with their employers about workplace smoking policies (33%).

Never-smokers and former smokers are equally comfortable asking their employers to implement or expand an existing non-smoking policy (74% of never-smokers; 69% of former smokers).

Figure 20
Comfort Level in Asking Employer to
Implement/Expand Smoke-Free Policy, by Smoking Profile

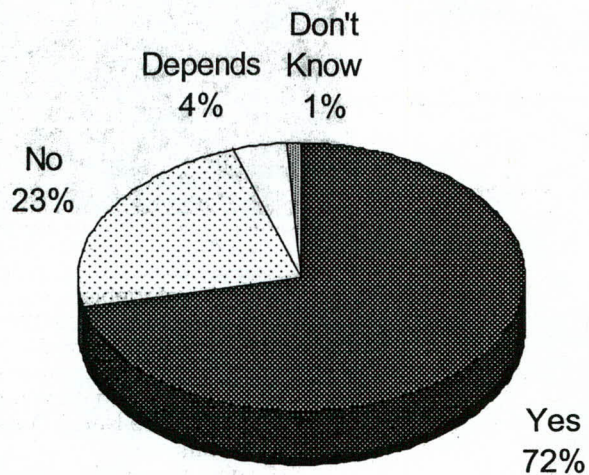


Question: How comfortable would you be in asking your employer to implement a non-smoking policy, or expand one that is already in place? Would you be:

vi. Smoking in Restaurants

Seven-in-ten Canadians believe that restaurants should provide a completely smoke-free environment for their employees (71%), which would mean that neither employees nor customers would be permitted to smoke on the premises.

Figure 21
Restaurants Providing Smoke-Free Environment



Question: Do you believe that restaurants should provide a completely smoke-free environment for their employees? This would mean that no smoking would be permitted by either employees or customers.

Never-smokers are the most likely to support this proposal (84%), followed by three-quarters of former smokers who share the view (75%). Even among current smokers 44% feel restaurants should provide a smoke-free environment.

Table 10
Restaurants Providing Smoke-Free Environment,
by Smoking Profile

	Current Smoker	Never Smoked	Former Smoker
	%	%	%
Yes	44	84	75
No	48	13	18

Agreement with the proposition that restaurants should provide a completely smoke-free environment for employees is high across the country.

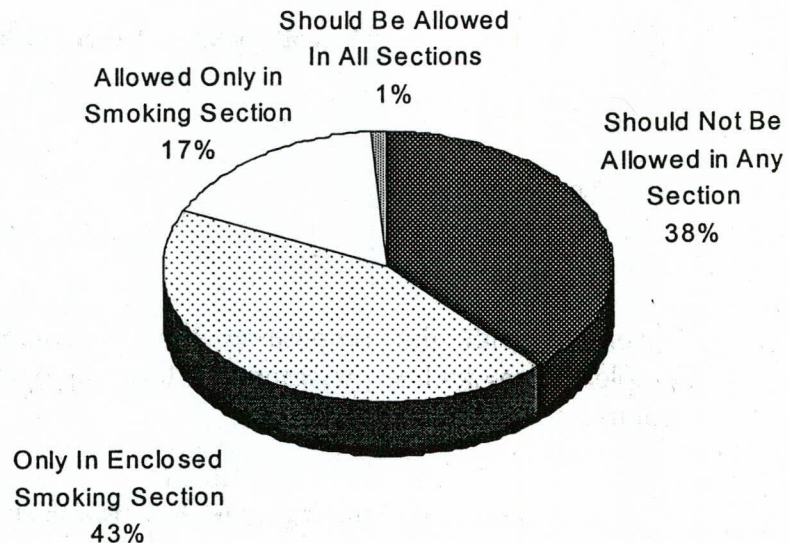
Table 11
Restaurants Providing Smoke-free Environment, by Region

	Yes	No
	%	%
Atlantic Canada	75	20
Québec	60	33
Ontario	76	20
Prairies	71	21
BC/Territories	76	18

vii. Preferred Smoking Policies in Restaurants

Over 38% of Canadians believe that smoking should be banned from all sections of a restaurant (38%), while another 43% feel smoking should only be "allowed in a closed section".

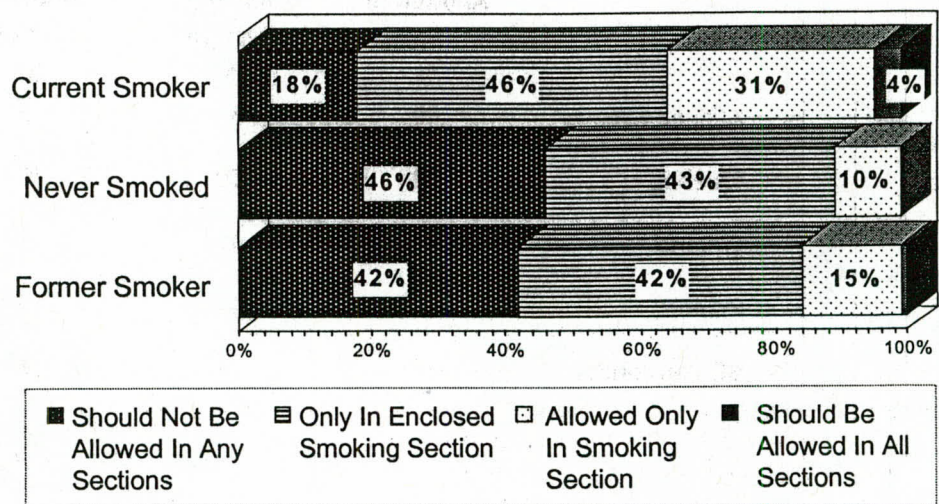
Figure 22
Preferred Smoking Policies in Restaurants



Question: Which of the following statements comes closest to how you feel about smoking in restaurants?

Over 46% of never smokers and 42% of former smokers feel that smoking should not be allowed in any section of the restaurant. Among current smokers 18% feel that smoking should not be allowed in any section of a restaurant with another 46% believing that it should be limited to enclosed smoking sections.

Figure 23
Preferred Smoking Policies in Restaurants, by Smoking Profile



Question: Which of the following statements comes closest to how you feel about smoking in restaurants?

Women are more likely than men to opt for a complete ban on smoking in restaurants (42% vs. 35% of men).

Most regions express preferences for completely smoke-free restaurants and for restaurants with enclosed areas for smoking.

Table 12
Preferred Smoking Policies in Restaurants, by Region

	Smoking Not Allowed in Any Section	Only in Enclosed Smoking Section	Only in Smoking Section	Should Be Allowed in All Sections
	%	%	%	%
Atlantic Canada	49	37	13	1
Québec	22	50	25	2
Ontario	43	43	13	1
Prairies	40	42	16	1
BC/Territories	44	37	18	1

viii. Preference for Smoke-Free Environment in Restaurants

Almost three-quarters of Canadians would personally prefer to go to restaurants that provide a completely smoke-free environment for patrons and employees (72%). This preference is even higher among never-smokers, 87% of whom favour this scenario. Thirty-three percent of current smokers would prefer to visit restaurants which provide a completely smoke-free environment.

Table 13
Preference for Smoke-Free Environment in Restaurants,
by Smoking Profile

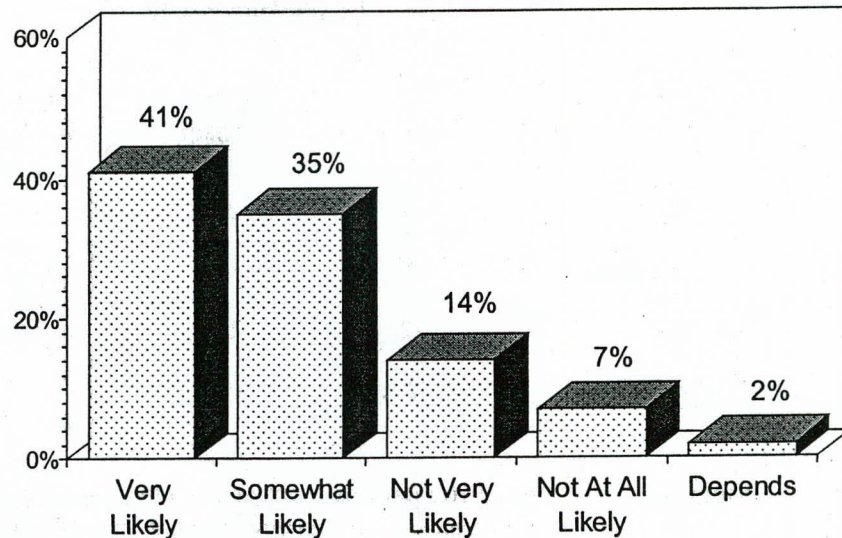
	Overall	Current	Never	Former
	%	Smoker	Smoked	Smoker
	%	%	%	%
Yes	72	33	87	80
Depends	4	5	2	5
No	22	58	9	13
Don't Know	2	4	1	3

Question: Would you personally prefer to go to restaurants that provide a completely smoke-free environment for employees and customers?

ix. Likelihood of Avoiding Non Smoke-Free Restaurants

Among those who reported that they would prefer to visit a restaurant which provides a completely smoke-free environment for patrons and employees, three-quarters (76%) report that they would be either "very" or "somewhat likely" to avoid a restaurant that was unwilling to provide a completely smoke-free environment.

Figure 24
Likelihood of Avoiding Non Smoke-Free Restaurants



Question: (IF YES/DEPENDS IN Q32) How likely would you be to avoid a restaurant that was unwilling to provide a completely smoke-free environment? Would you be:

Fifty-eight percent (58%) of current smokers report that they are either "very" or "somewhat likely" to avoid a restaurant that is unwilling to provide a completely smoke-free environment.

Table 14
Likelihood of Avoiding Non Smoke-Free Restaurants,
by Smoking Profile

	Current Smoker	Never Smoked	Former Smoker
	%	%	%
Very Likely	22	46	40
Somewhat Likely	36	36	34
Depends	4	1	3
Not Very Likely	18	11	16
Not At All Likely	18	5	6

x. ***Smoking in Bars and Taverns***

Forty-six percent of Canadians express support for establishing bars and taverns as completely smoke-free environments for employees. Six percent of respondents report that their support for the proposition "depends" on unspecified conditions.

Support for smoke-free bars and taverns is highest among non-smokers (59%), but even 49% of former smokers support smoke-free bars and taverns. Additionally, even among current smokers one-in-five (21%) support the banning of smoking in bars and taverns.

Table 15
Bars and Taverns as Smoke-Free Environments, by Smoking Profile

	Overall	Current Smoker	Never Smoked	Former Smoker
	%	%	%	%
Yes	46	21	59	49
Depends	6	5	4	8
No	42	70	30	37
Don't Know	6	3	7	6

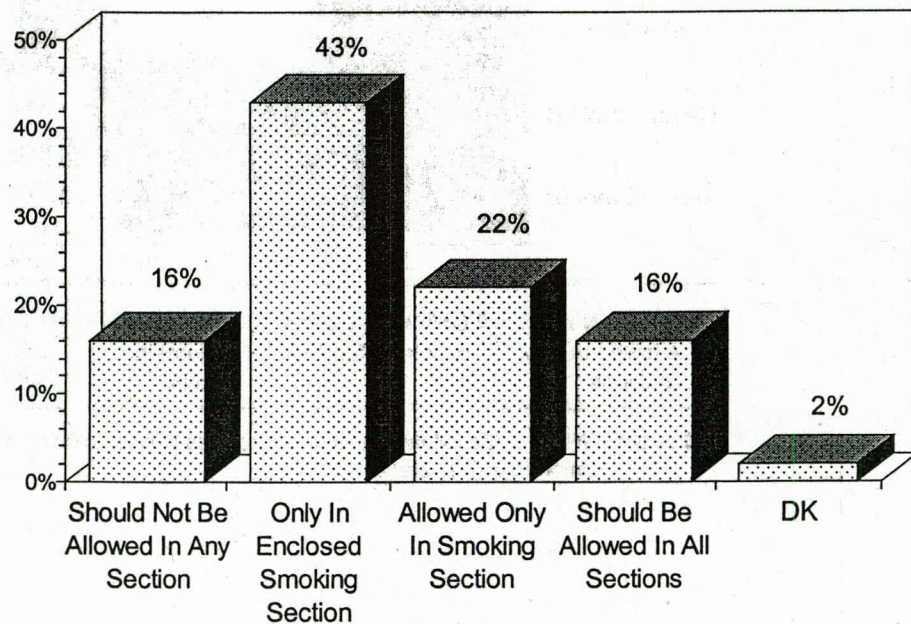
Question: Thinking now about bars and taverns, do you think these types of establishments should provide a completely smoke-free environment for their employees?

Those most likely to support the proposal that bars and taverns provide a completely smoke-free environment for employees include Canadians over the age of 55 (53%), as well as residents of BC (61%).

xi. Preferred Smoking Policies in Bars and Taverns

Overall, 16% of Canadians express a preference for bars and taverns in which smoking is not allowed, with the plurality (43%) opting for allowing smoking only in enclosed areas. Another 22% feel that smoking would be appropriate only in smoking sections of bars and taverns while less than one-in-five (16%) feel smoking should be allowed in all sections of these establishments.

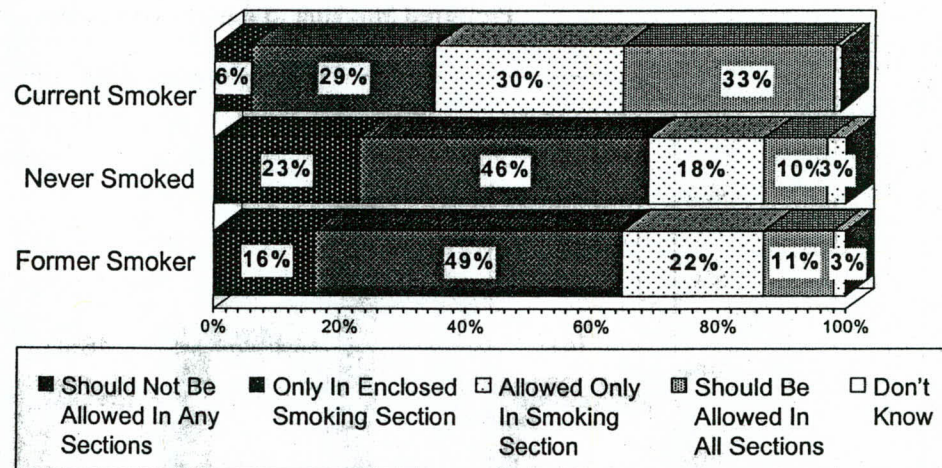
Figure 25
Preferred Smoking in Bars and Taverns



Question: Which of the following statements comes closest to how you feel about smoking in bars and taverns?

Almost half of both former smokers and never-smokers prefer that smoking be contained to enclosed areas in bars and taverns (49% and 46%, respectively). Even among current smokers, one-third of feel that smoking should be allowed only in smoking sections (30%) or enclosed smoking areas (29%) of bars and taverns.

Figure 26
Preferred Smoking Policies in Bars and Taverns,
by Smoking Profile

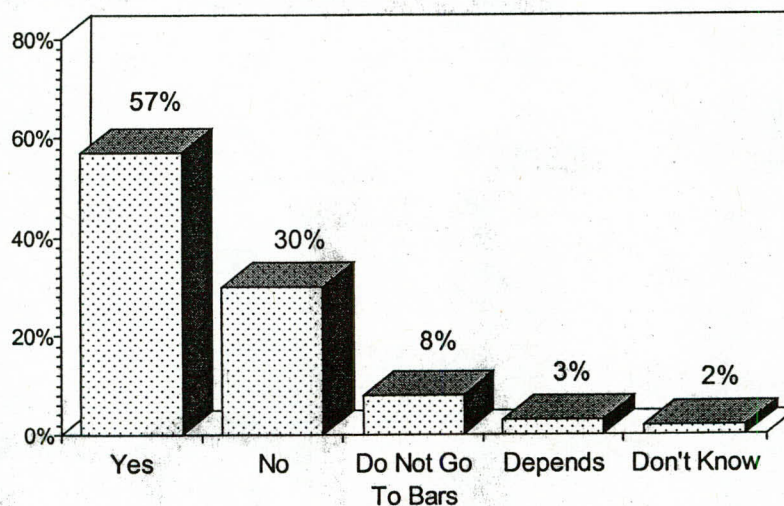


Question: Which of the following statements comes closest to how you feel about smoking in bars and taverns?

xii. Personal Preference

Just over one-half (57%) of all Canadians would prefer to go to bars and taverns that provide a completely smoke-free environment for employees and customers.

Figure 27
Preference for Smoke-Free Bars/Taverns



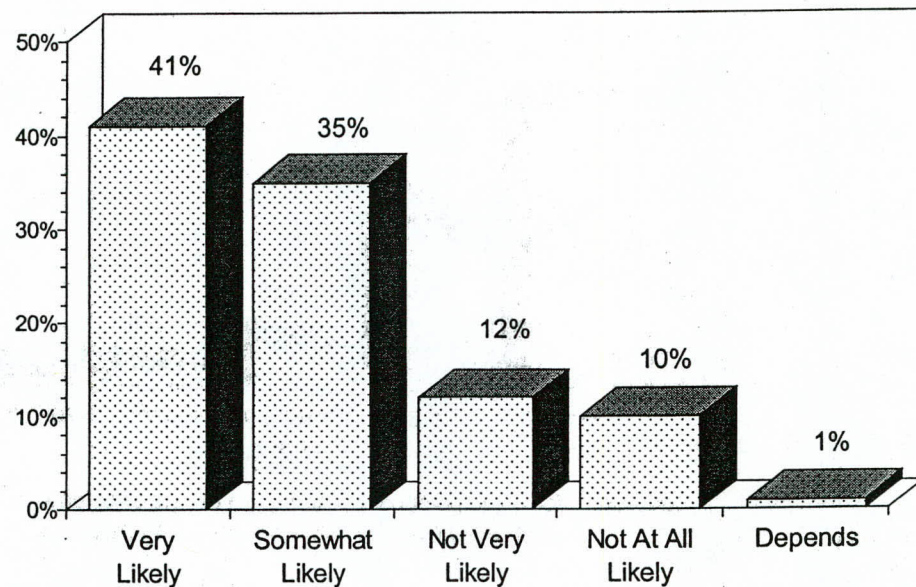
Question: Would you personally prefer to go to bars or taverns that provide a completely smoke-free environment for employees and customers?

Preference for smoke-free bars and taverns is greatest in British Columbia (67%).

xiii. Likelihood of Avoiding Non Smoke-Free Bars or Taverns

Of the respondents who reported that they would prefer to go to smoke-free bars and taverns, three-quarters (76%) report that they would be either "very" (41%) or "somewhat likely" (35%) to avoid bars and taverns that do not provide a completely smoke-free environment.

Figure 28
Likelihood of Avoiding Non Smoke-Free Bars and Taverns



Question: (IF YES/DEPENDS IN Q36) How likely would you be to avoid a bar or tavern that was unwilling to provide a completely smoke-free environment? Would you be:

Of the group of smokers who expressed a preference for non-smoking in bars and taverns (16%), almost two-thirds (64%) would be either "very" (24%) or "somewhat likely" (40%) to avoid establishments that do not provide this environment. Non-smokers (both never and former smokers) are much more likely to avoid bars and taverns that do not provide a completely smoke-free environment (78% and 74%, respectively).

xiv. Non-Smoking Sections on Outdoor Patios

Canadians were asked whether outdoor patio sections of restaurants and bars should be required to provide a non-smoking section. Almost half of all respondents feel that outdoor patios of both restaurants (47%) and bars and taverns (45%) should accommodate non-smokers.

Even among current smokers, 29% feel that restaurants and bars should be required to accommodate non-smokers. More than half of never-smokers believe this situation should be required (58% regarding restaurant patios; 57% regarding bars and taverns).

Table 16
Non-Smoking Sections on Outdoor Patios, by Smoking Profile

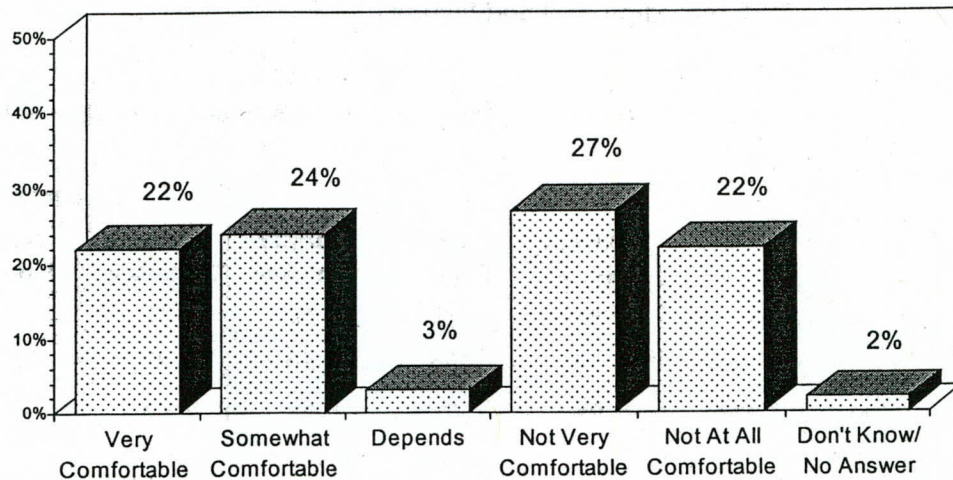
	<i>Restaurants</i>			<i>Bars/Taverns</i>		
	Current Smoker	Never Smoked	Former Smoker	Current Smoker	Never Smoked	Former Smoker
	%	%	%	%	%	%
Yes	29	58	46	27	57	43
No	68	40	49	71	40	50

Among urban residents, 50% favour the establishment of non-smoking sections on outdoor patios of restaurants and 47% regarding bars and taverns.

xv. **Butting-out in Public Areas**

Forty-six percent of Canadians report that they would be very (22%) or somewhat comfortable (24%) asking someone else to put out their cigarette if the smoke was bothering them. Three percent report that their level of comfort depends on the circumstances.

Figure 29
Comfort Level in Asking Someone Else to
Put Out Their Cigarette



Question: Now thinking about public places in general, how comfortable would you be in asking someone else to put out their cigarette if their smoke was bothering you? Would you be:

Men are slightly more likely than women to feel "very comfortable" asking someone else to put out their cigarette when bothered by the smoke (25% vs. 19%).

Never-smokers report the highest level of comfort when considering the need to ask someone else to put out their cigarette. Just over half of all never-smokers (52%) report that they would be either “very comfortable” (28%) or “somewhat comfortable” (28%) asking this of a smoker.

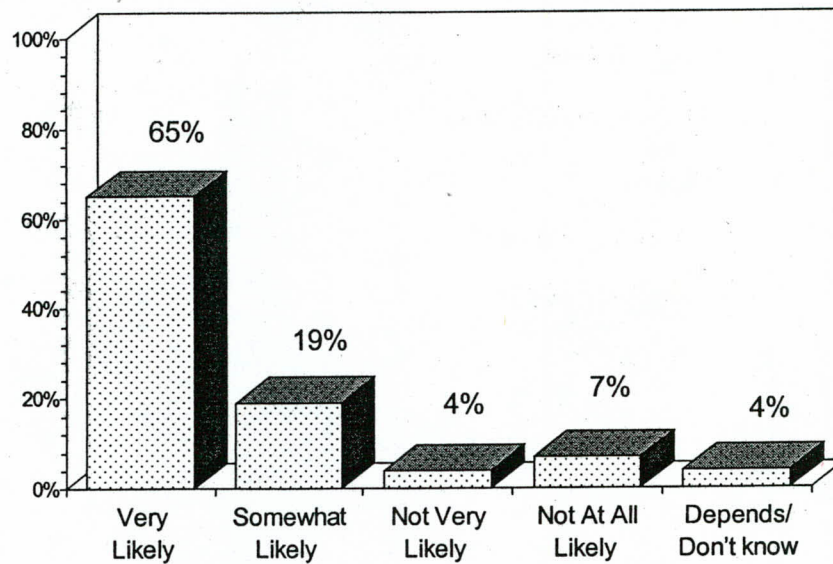
Table 17
Comfort Level in Asking Someone Else to Put Out
Their Cigarette, by Smoking Profile

	Current Smoker	Never Smoked	Former Smoker
	%	%	%
Very Comfortable	22	24	20
Somewhat Comfortable	19	28	24
Depends	4	1	4
Not Very Comfortable	17	28	33
Not At All Comfortable	36	19	17

xvi. Likelihood of Putting Out Own Cigarette if Asked

Comparatively, more than four-in-five current smokers say that they would be likely to put out their own cigarette in a public place if someone nearby asked them to (65% would be very likely; 19% would be somewhat likely). Four percent report that their willingness to extinguish their cigarette by request would depend on undefined circumstances.

Figure 30
Likelihood of Putting Out Own Cigarette If Asked



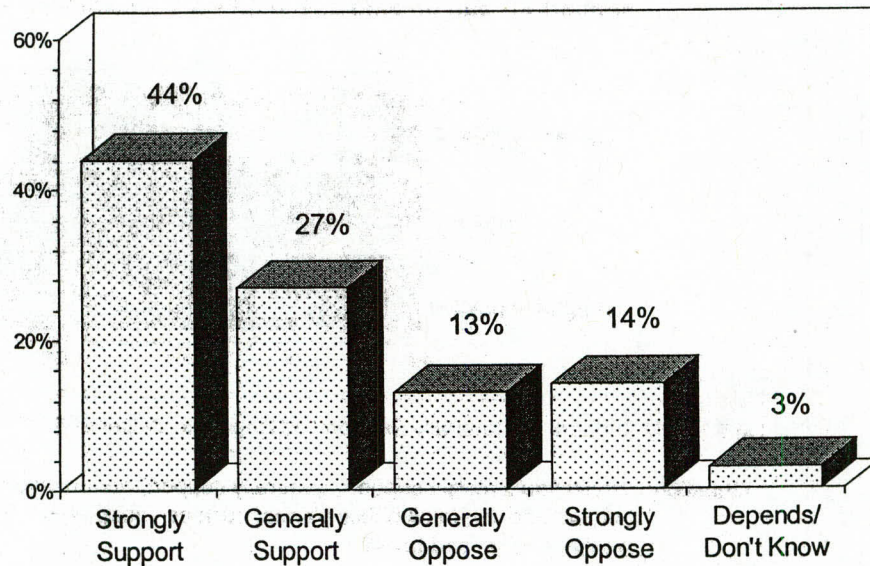
Question: (IF CURRENT SMOKER) And how likely would you be to put out your own cigarette in a public place if someone nearby asked you to? Would be:

Current smokers living in the Atlantic provinces are very likely to put out their cigarettes if they are bothering others (77%), as are women (70%, compared to 61% of men).

xvii. Support for Ban on Smoking in All Public Places

Seven-in-ten (71%) Canadians support a ban on smoking in all public places (including shopping malls, restaurants, bars, bowling alleys and taxis), of which 44% "strongly support" this proposal.

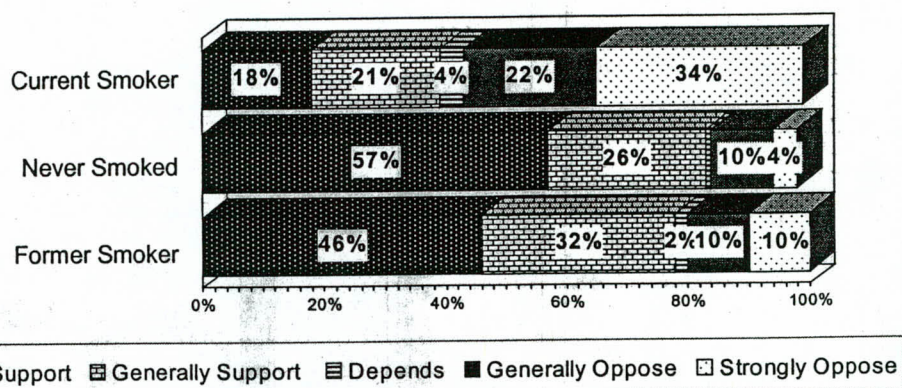
Figure 31
Support for Ban on Smoking in All Public Places



Question: Would you strongly support, generally support, generally oppose or strongly oppose a ban on smoking in all public places, such as shopping malls, restaurants, bars, bowling alleys, and taxis?

Almost two-in-five current smokers support a total ban on smoking in public areas (18% strongly support and 21% generally support). Not surprisingly, support for a ban on smoking in all public areas is strongest among non-smokers, particularly among Canadians who have never smoked (57% strongly support, while an additional 26% generally support the ban). Support is also strong among former smokers (78% overall support).

Figure 32
Support for Ban on Smoking in All Places, by Smoking Profile



Question: Would you strongly support, generally support, generally oppose or strongly oppose a ban on smoking in all public places, such as shopping malls, restaurants, bars, bowling alleys, and taxis?

Strong support for a ban on smoking in all public increases with age and while there are no significant overall differences in levels of support or opposition by gender, men over the age of 55 are most likely to strongly support the proposal (57%).

Table 18
Support for Ban on Smoking in All Places, by Region

	Strongly Support	Generally Support	Depends	Generally Oppose	Strongly Oppose
	%	%	%	%	%
Atlantic Canada	50	24	2	10	11
Québec	36	29	2	16	16
Ontario	48	26	1	10	13
Prairies	40	27	2	17	13
BC/Terr.	46	28	4	9	12

Technical Appendices:

**Interview Schedule
Crosstabulations**

Interview Schedule

Good morning/afternoon/evening. My name is () of POLLARA, the national public opinion research organization. We are conducting a survey of attitudes and opinions of Canadians 16 years of age and over. Would you mind if I asked you some questions? All your responses will be kept strictly confidential.

(IF YES) Thank you.

(IF NO) When is a better time for me to call back? (SCHEDULE CALL APPOINTMENT)

(IF REFUSED) Thank and terminate.

	Overall	Current Smoker	Never Smoked	Former Smoker
For statistical purposes...				
1. Do you mind telling me what year you were born? (RECORD NUMBER)				
17 To 24	(17%)	(18%)	(23%)	(10%)
25 To 34	(16%)	(18%)	(17%)	(14%)
35 To 44	(24%)	(27%)	(23%)	(22%)
45 To 54	(26%)	(24%)	(23%)	(30%)
55 To 64	(16%)	(12%)	(11%)	(24%)
65 And Over	(2%)	(1%)	(2%)	(1%)
2. Have you ever smoked cigarettes or other tobacco products?				
Yes	(59%)	(100%)	(<1%)	(100%)
No	(41%)	(<1%)	(100%)	(<1%)
3. (IF YES) Do you currently smoke cigarettes or other tobacco products?				
Yes	(41%)	(100%)	(<1%)	(100%)
No	(59%)	(<1%)	(100%)	(100%)
4. (IF CURRENT SMOKER) In an average week, from Monday to Sunday, on how many days out of seven do you smoke? (RECORD NUMBER OF DAYS)				
One Day	(2%)	(2%)		
Two Days	(1%)	(1%)		
Three Days	(3%)	(3%)		
Four Days	(1%)	(1%)		
Five Days	(2%)	(2%)		
Six Days	(1%)	(1%)		
Seven Days	(89%)	(89%)		
Don't Know/No Answer	(1%)	(1%)		
Mean:	6.61	6.61		

	Overall	Current Smoker	Never Smoked	Former Smoker
5. On the days that you smoke, about how many cigarettes do you smoke per day, on average? (RECORD NUMBER OF CIGARETTES)				
1 To 5	(15%)	(15%)		
6 To 10	(27%)	(27%)		
11 To 15	(19%)	(19%)		
16 To 24	(15%)	(15%)		
25 Or More	(23%)	(23%)		
Don't Know	(1%)	(1%)		
Mean:	15.32	15.32		

IF ANSWER IN PACKS/PACKAGES, PROBE NUMBER OF CIGARETTES IN PACK AND RECORD

6. Does anyone else in your immediate household currently smoke cigarettes or other tobacco products?				
Yes	(24%)	(43%)	(18%)	(19%)
No	(76%)	(57%)	(82%)	(81%)
Don't Know/No Answer	(<1%)	(<1%)	(<1%)	(<1%)

Now turning to another topic...

7. Over the past few weeks or so, have you seen, heard or read any government advertising about not smoking?				
Yes	(61%)	(72%)	(57%)	(59%)
No	(35%)	(26%)	(39%)	(37%)
Maybe	(2%)	(1%)	(2%)	(2%)
Don't Know/No Response	(2%)	(1%)	(2%)	(2%)

8. What do you remember about this/these ad/ads? What pictures or images come to mind? (PROBE) (OPEN-END. DO NOT READ. CODE ALL THAT APPLY) Are there any others?				
Heather Crowe Waitress Having Lung Cancer	(13%)	(10%)	(15%)	(14%)
Diseases/Affects Health/Harmful/Bad	(9%)	(10%)	(9%)	(8%)
Cigarette Pack Ads/Pictures On (NONSPECIFIC)	(8%)	(12%)	(7%)	(5%)
Older Man Losing 43 Year Old Son	(5%)	(3%)	(5%)	(7%)
Organs/Pictures Of/Effects On	(5%)	(5%)	(4%)	(4%)
Second-hand Smoke/Affects Non-Smokers (GENERAL)	(4%)	(3%)	(5%)	(4%)
Poster/Billboard: Smoking Can Kill You	(3%)	(2%)	(3%)	(4%)
Commercial Tobacco Cessation Product	(3%)	(3%)	(1%)	(4%)
Teeth/Gums/Pictures Of/Effect On	(3%)	(1%)	(5%)	(1%)
Teenagers/Prevent Youth Smoking	(3%)	(3%)	(3%)	(2%)
Woman Smokes Cigarette Through Throat	(2%)	(2%)	(1%)	(3%)
Picture Of Different Poisons Labeled Light/Mild	(2%)	(1%)	(3%)	(1%)
Pictures Bodies In Morgue	(2%)	(2%)	(1%)	(2%)
Boy Talks About His Brother	(2%)	(1%)	(2%)	(2%)
An Older Man Whose Wife Has Died	(2%)	(1%)	(2%)	(3%)
Picture-Young Girl/Old Woman Smoking	(2%)	(2%)	(1%)	(2%)
Death/Cigarettes And Smoking Can Kill You	(2%)	(2%)	(1%)	(2%)
Don't Smoke/Anti-Smoking/Quit	(2%)	(3%)	(1%)	(3%)

	Overall	Current Smoker	Never Smoked	Former Smoker
8. (Cont'd) What do you remember about this/these ad/ads? What pictures or images come to mind? (PROBE) (OPEN-END. DO NOT READ. CODE ALL THAT APPLY) Are there any others?				
Child Blows Smoking Aid Instead Of Candle	(2%)	(4%)	(1%)	(1%)
Tobacco We Can Live Without It	(1%)	(1%)	(1%)	(1%)
Man Squeezing Cigarette Then Drink Liquid	(1%)	(1%)	(1%)	(2%)
Boy Talks About How He Misses His Dad	(1%)	(1%)	(1%)	(<1%)
Poison Label Formaldehyde/Ammonia Light	(1%)	(1%)	(1%)	(<1%)
Pregnant Woman/Picture Of/Effects On	(1%)	(2%)	(1%)	(1%)
Young Kids/Babies/Picture Of/Effect On	(1%)	(1%)	(2%)	(1%)
People Coughing/Breathing Difficulties	(1%)	(1%)	(1%)	(<1%)
Smoke Outside/Not Around/In Front Of Kids	(1%)	(1%)	(<1%)	(1%)
Bylaws/Smoking In Public Places	(1%)	(<1%)	(1%)	(2%)
People/Family Member Losing Loved Ones	(1%)	(1%)	(1%)	(1%)
Woman With Emphyzema/Husband Died Of Cancer	(1%)	(1%)	(2%)	(1%)
People Opinions About Smoking	(1%)	(1%)	(1%)	(<1%)
Disgusting/Grotesque Ads	(1%)	(1%)	(1%)	(1%)
Cigarette Bent In Two/Causes Impotence	(1%)	(1%)	(1%)	(<1%)
American Ads (GENERAL)	(1%)	(1%)	(<1%)	(<1%)
Talking About Tobacco Companies	(1%)	(<1%)	(1%)	(1%)
Smoking Is Addictive	(1%)	(1%)	(<1%)	(1%)
Posters/Billboards (GENERAL)	(1%)	(<1%)	(1%)	(<1%)
Woman With Severely Damaged Voice	(<1%)	(1%)	(<1%)	(<1%)
Person Exhaling Cloud Of Smoke	(<1%)	(1%)	(<1%)	(<1%)
Man Compares Cigarette Filters To Vacuum	(<1%)	(1%)	(<1%)	(<1%)
Poster - Man Breathing Cloud Of Smoke	(<1%)	(1%)	(<1%)	(1%)
Woman In Mirror Sees Body Deteriorating	(<1%)	(<1%)	(<1%)	(1%)
Joy-Lose Mother - Can't Go To Her Grad/Wedding	(<1%)	(1%)	(<1%)	(1%)
Thelon, Young Man Went To Doctor -				
Might Have Cancer	(<1%)	(<1%)	(<1%)	(<1%)
Banning Smoking In Schools	(<1%)	(<1%)	(<1%)	(<1%)
Woman On Oxygen/Oxygen Tank	(<1%)	(1%)	(<1%)	(<1%)
Provincial Advertising (GENERAL)	(<1%)	(<1%)	(<1%)	(<1%)
Cost To Health Care	(<1%)	(<1%)	(1%)	(<1%)
Woman Who Smoked And Had Heart Attacks	(<1%)	(<1%)	(<1%)	(<1%)
Man Coughing Up A Lung	(<1%)	(<1%)	(<1%)	(<1%)
Kicking The Nicotine/A Cigarette	(<1%)	(<1%)	(<1%)	(<1%)
Chemicals/Poison In Cigarettes	(<1%)	(<1%)	(<1%)	(<1%)
William Shatner/Captain On Star Trek	(<1%)	(<1%)	(<1%)	(<1%)
Prices Going Up/Financial Expectations From Smoking	(<1%)	(<1%)	(<1%)	(<1%)
Other	(5%)	(5%)	(7%)	(4%)
Don't Know	(2%)	(2%)	(2%)	(2%)
Refused	(25%)	(28%)	(22%)	(27%)

	Overall	Current Smoker	Never Smoked	Former Smoker
9. Where did you notice this/these advertisement/advertisements? (PROBE) (OPEN-END. DO NOT READ. CODE ALL THAT APPLY) Did you notice them anywhere else?				
Television	(73%)	(73%)	(68%)	(78%)
Cigarette Packages/Box/Cans	(19%)	(33%)	(15%)	(12%)
Newspaper	(15%)	(11%)	(16%)	(17%)
Magazines	(9%)	(6%)	(9%)	(10%)
Radio	(7%)	(7%)	(6%)	(8%)
Outdoor Billboards	(4%)	(5%)	(6%)	(3%)
Public Transit	(3%)	(2%)	(4%)	(1%)
Pamphlet/Brochures In The Mail	(2%)	(3%)	(2%)	(2%)
Convenience Stores	(2%)	(1%)	(2%)	(2%)
Local Weeklies	(1%)	(1%)	(2%)	(1%)
Word Of Mouth	(1%)	(1%)	(1%)	(2%)
School	(1%)	(1%)	(2%)	(1%)
Restaurants/Pubs/Bathrooms	(1%)	(<1%)	(2%)	(<1%)
Internet/Website Banner	(<1%)	(<1%)	(<1%)	(<1%)
Ethnic Paper	(<1%)	(<1%)	(<1%)	(<1%)
Fair/Exhibition	(<1%)	(<1%)	(<1%)	(<1%)
Dentist/Doctor's Office	(<1%)	(2%)	(<1%)	(<1%)
Malls	(<1%)	(<1%)	(1%)	(<1%)
At Work	(<1%)	(<1%)	(1%)	(<1%)
Hospital/Pharmacy	(<1%)	(<1%)	(<1%)	(1%)
Other	(2%)	(2%)	(2%)	(2%)
Don't Know/No Response	(3%)	(3%)	(2%)	(3%)
Refused	(1%)	(1%)	(<1%)	(1%)
10. I would now like to ask you some questions about some specific advertising. Do you remember seeing a television ad over the past few weeks showing a 57 year old non-smoking waitress talking about developing lung cancer as a result of being exposed to second-hand smoke in her workplace?				
Yes	(57%)	(56%)	(55%)	(61%)
No	(41%)	(43%)	(43%)	(36%)
Maybe	(2%)	(1%)	(2%)	(3%)
Don't Know/No Response	(<1%)	(<1%)	(<1%)	(1%)

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11. Thinking about the ad that you saw, who do you think was the main sponsor? That is, who paid for it? (OPEN-END. DO NOT READ. ACCEPT ONE RESPONSE)

	Overall	Current Smoker 116	Never Smoked 116	Former Smoker
Government Of Canada	(41%)	(42%)	(42%)	(39%)
Health Organizations (GENERAL)	(9%)	(8%)	(9%)	(10%)
Provincial Government	(6%)	(4%)	(8%)	(5%)
Smoke Free/Against Smoking Organization	(2%)	(4%)	(1%)	(2%)
Government of Canada and Provincial Government	(1%)	(2%)	(1%)	(<1%)
Government/Government Department (NONSPECIFIC)	(1%)	(3%)	(<1%)	(1%)
Tobacco Company	(1%)	(3%)	(1%)	(1%)
Workers Compensation/WCB	(1%)	(1%)	(<1%)	(3%)
Medical Association	(1%)	(<1%)	(2%)	(1%)
Neither Government of Canada or				
Provincial Government	(<1%)	(<1%)	(<1%)	(<1%)
People Of Canada/Tax Payers	(<1%)	(1%)	(<1%)	(<1%)
Lawyers (NONSPECIFIC)	(<1%)	(<1%)	(<1%)	(<1%)
Station Itself/NTV	(<1%)	(<1%)	(<1%)	(<1%)
Non-Profit Organization	(<1%)	(<1%)	(<1%)	(<1%)
Private Agency/Private Funding	(<1%)	(<1%)	(<1%)	(<1%)
Other	(2%)	(1%)	(2%)	(3%)
Don't Know/No Response	(34%)	(28%)	(35%)	(36%)
Refused	(<1%)	(<1%)	(<1%)	(<1%)

12. Thinking about the ad that you saw/heard, what do you think was the main point this advertisement was trying to get across? (OPEN-END. DO NOT READ. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS)

Second-Hand Smoke Kills	(61%)	(52%)	(63%)	(64%)
Smoking Is Dangerous To Your Health	(20%)	(18%)	(19%)	(23%)
You Should Not Smoke/Don't Smoke	(16%)	(21%)	(15%)	(15%)
Not Healthy/Bad For Health/Cause Cancer	(6%)	(6%)	(5%)	(8%)
Ban Smoking In Public Areas	(5%)	(4%)	(7%)	(4%)
Stop Smoking Or You'll Become Like That	(4%)	(5%)	(4%)	(3%)
Ban Smoking In Workplace	(2%)	(1%)	(2%)	(3%)
Trying To Get Smokers To Quit	(2%)	(1%)	(3%)	(2%)
Smoking Affects Everyone/Not Only Smoker	(2%)	(3%)	(2%)	(1%)
Tobacco Industry Fail To Inform Smoker Light/Mild	(1%)	(<1%)	(1%)	(<1%)
Scare People	(1%)	(3%)	(1%)	(<1%)
Addictive/Smoking Addictive/Different To Stop	(1%)	(1%)	(1%)	(<1%)
Don't Smoke Around Children	(1%)	(<1%)	(<1%)	(1%)
You Don't Need To Smoke To Get Cancer	(1%)	(1%)	(<1%)	(1%)
Light/Mild Cigarettes Are Poisonous/Dangerous	(<1%)	(<1%)	(<1%)	(1%)
Second Hand Smoke Is Dangerous	(<1%)	(1%)	(<1%)	(<1%)
Have Sympathy For Lady	(<1%)	(<1%)	(1%)	(<1%)
Non-Smokers Have Rights	(<1%)	(1%)	(<1%)	(<1%)
Workers Compensation Issue	(<1%)	(1%)	(<1%)	(<1%)
Other	(2%)	(5%)	(2%)	(2%)
Nothing	(1%)	(1%)	(1%)	(1%)
Don't Know/No Response	(2%)	(2%)	(2%)	(3%)
Refused	(1%)	(1%)	(3%)	(<1%)

	Overall	Current Smoker	Never Smoked	Former Smoker
13. The ads were in fact sponsored by the Government of Canada. How would you rate the performance of the Government of Canada on their Tobacco Control Program? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, is neither good nor bad.				
Terrible	(8%)	(13%)	(7%)	(6%)
2	(3%)	(4%)	(2%)	(4%)
3	(7%)	(7%)	(6%)	(8%)
Neither Good Nor Bad	(22%)	(20%)	(20%)	(24%)
5	(26%)	(22%)	(29%)	(26%)
6	(17%)	(13%)	(16%)	(20%)
Excellent	(14%)	(17%)	(17%)	(8%)
Don't Know/No Response	(3%)	(4%)	(3%)	(3%)
Mean:	4.65	4.49	4.82	4.56
14. Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.				
Terrible	(8%)	(11%)	(7%)	(7%)
2	(7%)	(8%)	(3%)	(9%)
3	(13%)	(15%)	(11%)	(13%)
Neither Good Nor Bad	(29%)	(31%)	(30%)	(28%)
5	(25%)	(16%)	(28%)	(29%)
6	(10%)	(8%)	(13%)	(8%)
Excellent	(5%)	(9%)	(4%)	(3%)
Don't Know/No Response	(3%)	(3%)	(3%)	(3%)
Mean:	4.11	3.95	4.29	4.01
15. And, using the scale (Repeat scale if necessary), how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians.				
Terrible	(10%)	(10%)	(8%)	(13%)
2	(9%)	(11%)	(5%)	(12%)
3	(16%)	(16%)	(16%)	(16%)
Neither Good Nor Bad	(22%)	(20%)	(23%)	(21%)
5	(22%)	(24%)	(25%)	(18%)
6	(11%)	(8%)	(14%)	(9%)
Excellent	(7%)	(8%)	(7%)	(7%)
Don't Know/No Response	(3%)	(2%)	(3%)	(5%)
Mean:	3.99	3.97	4.21	3.76

Overall	Current Smoker	Never Smoked	Former Smoker
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After seeing this advertisement, please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale, where 1 is totally disagree, 7 is totally agree and the mid-point, 4, is neither agree nor disagree. (READ AND ROTATE)

16. It is easy to contact the Government of Canada for information and service.

Totally Disagree	(18%)	(23%)	(16%)	(17%)
2	(11%)	(12%)	(6%)	(15%)
3	(12%)	(11%)	(12%)	(12%)
Neither Agree Nor Disagree	(17%)	(19%)	(19%)	(14%)
5	(17%)	(11%)	(19%)	(17%)
6	(9%)	(9%)	(10%)	(8%)
Totally Agree	(10%)	(9%)	(12%)	(8%)
Don't Know/No Response	(7%)	(6%)	(5%)	(8%)
Mean:	3.76	3.48	4.05	3.62

17. The Government of Canada is using new and innovative ways to provide information and services to citizens.

Totally Disagree	(6%)	(9%)	(6%)	(5%)
2	(7%)	(7%)	(5%)	(8%)
3	(12%)	(10%)	(10%)	(15%)
Neither Agree Nor Disagree	(22%)	(27%)	(24%)	(17%)
5	(25%)	(22%)	(25%)	(27%)
6	(15%)	(12%)	(16%)	(14%)
Totally Agree	(9%)	(10%)	(8%)	(10%)
Don't Know/No Response	(4%)	(3%)	(4%)	(3%)
Mean:	4.40	4.29	4.47	4.40

18. The Government of Canada delivers its services and information in a respectful way.

Totally Disagree	(6%)	(9%)	(4%)	(5%)
2	(3%)	(4%)	(3%)	(3%)
3	(5%)	(6%)	(4%)	(6%)
Neither Agree Nor Disagree	(16%)	(17%)	(13%)	(19%)
5	(23%)	(19%)	(27%)	(20%)
6	(25%)	(18%)	(28%)	(25%)
Totally Agree	(20%)	(24%)	(20%)	(18%)
Don't Know/No Response	(3%)	(3%)	(1%)	(4%)
Mean:	5.07	4.87	5.25	5.01

	Overall	Current Smoker	Never Smoked	Former Smoker
19. You can rely on the Government of Canada for service and information.				
Totally Disagree	(10%)	(14%)	(8%)	(9%)
2	(8%)	(8%)	(7%)	(8%)
3	(14%)	(14%)	(12%)	(16%)
Neither Agree Nor Disagree	(23%)	(25%)	(20%)	(24%)
5	(23%)	(18%)	(29%)	(19%)
6	(12%)	(10%)	(14%)	(10%)
Totally Agree	(9%)	(10%)	(9%)	(10%)
Don't Know/No Response	(3%)	(3%)	(2%)	(3%)
Mean:	4.17	3.96	4.35	4.10
20. To what extent, if at all, are you personally bothered by other people's smoking, or second-hand smoke? Does being exposed to second-hand smoke bother you:				
Very Much	(43%)	(10%)	(59%)	(47%)
Somewhat	(24%)	(24%)	(21%)	(29%)
Not Very Much	(13%)	(17%)	(12%)	(12%)
Not At All	(18%)	(47%)	(7%)	(10%)
Depends	(1%)	(2%)	(1%)	(1%)
Don't Know/No Answer	(<1%)	(1%)	(<1%)	(<1%)
21. Does second-hand smoke cause you any physical irritation or affect your health in a noticeable way?				
Yes	(44%)	(19%)	(51%)	(51%)
No	(53%)	(76%)	(47%)	(46%)
Possibly/Not Certain	(2%)	(3%)	(2%)	(2%)
Don't Know/No Answer	(1%)	(2%)	(<1%)	(1%)
22. To what extent, if at all, do you think that other people in general are bothered by second-hand smoke? Would you say they are bothered:				
Very Much	(49%)	(46%)	(49%)	(50%)
Somewhat	(40%)	(38%)	(42%)	(40%)
Not Very Much	(4%)	(5%)	(4%)	(3%)
Not At All	(1%)	(1%)	(<1%)	(1%)
Depends	(4%)	(7%)	(4%)	(4%)
Don't Know/No Answer	(2%)	(3%)	(1%)	(2%)
23. To what extent, if at all, do you think being exposed to second-hand smoke is a hazard to people's health? Would you say it is a ... to people's health?				
Significant Hazard	(62%)	(40%)	(72%)	(64%)
Moderate Hazard	(28%)	(37%)	(23%)	(27%)
Minor Hazard	(7%)	(16%)	(5%)	(5%)
No Hazard At All	(2%)	(3%)	(1%)	(2%)
Don't Know/No Answer	(2%)	(4%)	(<1%)	(2%)

	Overall	Current Smoker	Never Smoked	Former Smoker
Turning now to smoking in the workplace...				
24. Are you currently employed either part-time or full-time?				
Yes	(72%)	(72%)	(72%)	(71%)
No	(28%)	(28%)	(28%)	(28%)
Don't Know/No Answer	(<1%)	(<1%)	(<1%)	(1%)
25. (IF EMPLOYED) At your place of work, is smoking restricted completely, allowed only in designated areas, restricted only in certain areas or not restricted at all?				
Restricted Completely	(55%)	(38%)	(64%)	(57%)
Allowed Only In Designated Areas	(28%)	(38%)	(20%)	(29%)
Not Restricted At All	(9%)	(13%)	(9%)	(6%)
Restricted Only In Certain Areas	(7%)	(10%)	(6%)	(6%)
Refused	(<1%)	(<1%)	(<1%)	(<1%)
Don't Know	(1%)	(1%)	(<1%)	(2%)
26. How important do you feel it is for employers to provide a completely smoke-free environment for their employees? Is this something that is:				
Critically Important	(45%)	(24%)	(53%)	(50%)
Definitely Important	(28%)	(24%)	(31%)	(28%)
Somewhat Important	(16%)	(29%)	(11%)	(14%)
Not Very Important	(4%)	(9%)	(3%)	(4%)
Not At All Important	(4%)	(11%)	(1%)	(4%)
Depends	(1%)	(3%)	(<1%)	(1%)
Don't Know/No Answer	(<1%)	(1%)	(<1%)	(<1%)
27. Do you believe that all workers should have the right to a completely smoke-free workplace?				
Yes	(84%)	(67%)	(92%)	(86%)
No	(11%)	(24%)	(7%)	(9%)
Depends	(3%)	(7%)	(1%)	(3%)
Don't Know/No Answer	(1%)	(2%)	(1%)	(2%)

	Overall	Current Smoker	Never Smoked	Former Smoker
28. (IF NO) Why do you say that? (OPEN-END. DO NOT READ. CODE ALL THAT APPLY)				
Smokers And Non-Smokers Have Rights	(31%)	(33%)	(23%)	(36%)
Need To Provide Places To Smoke	(22%)	(28%)	(21%)	(12%)
Up To Individual/Government No Right To Control	(13%)	(10%)	(7%)	(26%)
Depend On Job/Field Of Work/Place Of Work	(10%)	(8%)	(21%)	(4%)
There Should Be Designated Smoking Area	(9%)	(12%)	(2%)	(8%)
I Smoke/Need To Smoke/ Want To Smoke	(9%)	(17%)	(<1%)	(1%)
It Isn't Illegal	(4%)	(2%)	(8%)	(2%)
Causing People To Die/Have Cancer/Not Good	(4%)	(1%)	(11%)	(2%)
Some Workplaces Cannot Be Smoke-Free	(3%)	(5%)	(<1%)	(<1%)
Government Profit/Spend Money To				
Non Smoking Environment	(3%)	(5%)	(<1%)	(<1%)
Shouldn't Be Smoking/Smoking In Workplace	(3%)	(1%)	(7%)	(4%)
Non Smokers Should Find Smoke Free Job	(2%)	(3%)	(2%)	(<1%)
Should Be Considerate	(2%)	(2%)	(<1%)	(4%)
Jobs Are Hazardous/Other Health Hazards	(2%)	(2%)	(<1%)	(4%)
Second-Hand Smoke Not A Hazard/Problem	(1%)	(2%)	(<1%)	(<1%)
Not Practical To Enforce	(1%)	(3%)	(<1%)	(<1%)
Car/Industry More Pollution Than Smoking	(1%)	(2%)	(<1%)	(<1%)
Perfume/Aftershave More Irritating	(1%)	(2%)	(<1%)	(<1%)
Pushing Campaign Too Far/Overboard	(1%)	(1%)	(<1%)	(3%)
Won't Stop Them From Smoking/Addiction	(1%)	(2%)	(<1%)	(<1%)
Discrimination/Not Fair	(1%)	(3%)	(<1%)	(<1%)
Other	(1%)	(2%)	(<1%)	(<1%)
Don't Know/No Answer	(6%)	(5%)	(4%)	(9%)
29. How comfortable would you be in asking your employer to implement a non-smoking policy, or expand one that is already in place? Would you be:				
Very Comfortable	(43%)	(29%)	(47%)	(49%)
Somewhat Comfortable	(24%)	(23%)	(27%)	(20%)
Not Very Comfortable	(10%)	(13%)	(10%)	(10%)
Not At All Comfortable	(9%)	(19%)	(6%)	(7%)
Not Currently Employed/Retired/Self-Employed	(5%)	(6%)	(4%)	(6%)
Already Have Non-Smoking Policy	(4%)	(3%)	(4%)	(4%)
Depends	(1%)	(2%)	(<1%)	(2%)
Don't Know/No Answer	(3%)	(5%)	(2%)	(3%)

And now I'd like to ask you about smoking in other types of public places...

30. Do you believe that restaurants should provide a completely smoke-free environment for their employees? This would mean that no smoking would be permitted by either employees or customers.				
Yes	(71%)	(44%)	(84%)	(75%)
No	(23%)	(48%)	(13%)	(18%)
Depends	(4%)	(6%)	(2%)	(6%)
Don't Know/No Answer	(1%)	(2%)	(1%)	(1%)

	Overall	Current Smoker	Never Smoked	Former Smoker
31. Which of the following statements comes closest to how you feel about smoking in restaurants?				
Should Not Be Allowed In Any Section	(38%)	(18%)	(46%)	(42%)
Only In Enclosed Smoking Section	(43%)	(46%)	(43%)	(42%)
Allowed Only In Smoking Section	(17%)	(31%)	(10%)	(15%)
Should Be Allowed In All Sections	(1%)	(4%)	(<1%)	(1%)
Refused	(<1%)	(1%)	(<1%)	(<1%)
Don't Know	(<1%)	(<1%)	(<1%)	(<1%)
32. Would you personally prefer to go to restaurants that provide a completely smoke-free environment for employees and customers?				
Yes	(72%)	(33%)	(87%)	(80%)
No	(22%)	(58%)	(9%)	(13%)
Depends	(4%)	(5%)	(2%)	(5%)
Don't Know/No Answer	(2%)	(4%)	(1%)	(3%)
33. (IF YES/DEPENDS IN Q32) How likely would you be to avoid a restaurant that was unwilling to provide a completely smoke-free environment? Would you be:				
Very Likely	(41%)	(22%)	(46%)	(40%)
Somewhat Likely	(35%)	(36%)	(36%)	(34%)
Not Very Likely	(14%)	(18%)	(11%)	(16%)
Not At All Likely	(7%)	(18%)	(5%)	(6%)
Depends	(2%)	(4%)	(1%)	(3%)
Don't Know/No Answer	(1%)	(2%)	(<1%)	(1%)
34. Thinking now about bars and taverns, do you think these types of establishments should provide a completely smoke-free environment for their employees?				
Yes	(46%)	(21%)	(59%)	(49%)
No	(42%)	(70%)	(30%)	(37%)
Depends	(6%)	(5%)	(4%)	(8%)
Don't Know/No Answer	(6%)	(3%)	(7%)	(6%)
35. Which of the following statements comes closest to how you feel about smoking in bars and taverns?				
Not Be Allowed In Any Section Of A Bar	(16%)	(6%)	(23%)	(16%)
Allowed Only In Enclosed Smoking Section	(43%)	(29%)	(46%)	(49%)
Allowed Only In Smoking Section Of Bar/Tavern	(22%)	(30%)	(18%)	(22%)
Allowed In All Sections Of Bar/Tavern	(16%)	(33%)	(10%)	(11%)
Refused	(<1%)	(<1%)	(<1%)	(<1%)
Don't Know	(2%)	(1%)	(3%)	(3%)
36. Would you personally prefer to go to bars or taverns that provide a completely smoke-free environment for employees and customers?				
Yes	(57%)	(16%)	(73%)	(66%)
No	(30%)	(73%)	(14%)	(18%)
Do Not Go To Bars/Taverns	(8%)	(6%)	(9%)	(10%)
Depends	(3%)	(3%)	(3%)	(3%)
Don't Know/No Answer	(2%)	(3%)	(2%)	(3%)

	Overall	Current Smoker	Never Smoked	Former Smoker
37. (IF YES/DEPENDS IN Q36) How likely would you be to avoid a bar or tavern that was unwilling to provide a completely smoke-free environment? Would you be:				
Very Likely	(41%)	(24%)	(41%)	(43%)
Somewhat Likely	(35%)	(40%)	(37%)	(31%)
Not Very Likely	(12%)	(17%)	(13%)	(11%)
Not At All Likely	(10%)	(16%)	(8%)	(11%)
Depends	(1%)	(1%)	(1%)	(2%)
Don't Know/No Answer	(1%)	(1%)	(<1%)	(2%)

Smoking is often common in the outdoor patio areas of restaurants and bars. Do you think that non-smoking sections should be required for the outdoor areas of:

38. Restaurants

Yes	(47%)	(29%)	(58%)	(46%)
No	(50%)	(68%)	(40%)	(49%)
Depends	(2%)	(2%)	(1%)	(2%)
Don't Know/No Answer	(1%)	(1%)	(1%)	(3%)

39. Bars and taverns

Yes	(45%)	(27%)	(57%)	(43%)
No	(51%)	(71%)	(40%)	(50%)
Depends	(2%)	(1%)	(1%)	(5%)
Don't Know/No Answer	(2%)	(1%)	(2%)	(2%)

40. Now thinking about public places in general, how comfortable would you be in asking someone else to put out their cigarette if their smoke was bothering you? Would you be:

Very Comfortable	(22%)	(22%)	(24%)	(20%)
Somewhat Comfortable	(24%)	(19%)	(28%)	(24%)
Not Very Comfortable	(27%)	(17%)	(28%)	(33%)
Not At All Comfortable	(22%)	(36%)	(19%)	(17%)
Depends	(3%)	(4%)	(1%)	(4%)
Don't Know/No Answer	(2%)	(4%)	(<1%)	(2%)

41. (IF CURRENT SMOKER) And how likely would you be to put out your own cigarette in a public place if someone nearby asked you to? Would you be:

Very Likely	(65%)	(65%)
Somewhat Likely	(19%)	(19%)
Not Very Likely	(4%)	(4%)
Not At All Likely	(7%)	(7%)
Depends	(4%)	(4%)
Don't Know/No Answer	(1%)	(1%)

	Overall	Current Smoker	Never Smoked	Former Smoker
42. Would you strongly support, generally support, generally oppose or strongly oppose a ban on smoking in all public places, such as shopping malls, restaurants, bars, bowling alleys, and taxis?				
Strongly Support	(44%)	(18%)	(57%)	(46%)
Generally Support	(27%)	(21%)	(26%)	(32%)
Generally Oppose	(13%)	(22%)	(10%)	(10%)
Strongly Oppose	(14%)	(34%)	(4%)	(10%)
Depends	(2%)	(4%)	(1%)	(2%)
Don't Know/No Answer	(1%)	(2%)	(1%)	(<1%)
43. (IF RECALL ANY OR ALL SPOTS) How did seeing anti-tobacco ads make you feel toward the tobacco industry and its practices? Did it make you feel more critical toward the tobacco industry and its practices, did it have no effect on your opinion, or did it make you feel less critical toward the tobacco industry and its practices?				
More Critical	(42%)	(30%)	(48%)	(44%)
No Effect On Opinion	(48%)	(56%)	(44%)	(45%)
Less Critical	(6%)	(9%)	(5%)	(6%)
Don't Know/Refused	(4%)	(4%)	(3%)	(5%)
44. Have you written or telephoned your federal Member of Parliament or provincial Member of the Legislative Assembly in the past year?				
Yes	(9%)	(7%)	(8%)	(11%)
No	(91%)	(92%)	(91%)	(89%)
Don't Know/Unsure	(<1%)	(<1%)	(1%)	(<1%)
45. Have you written to an editor of a newspaper or called in to a radio talk show in the past year?				
Yes	(7%)	(5%)	(8%)	(7%)
No	(93%)	(94%)	(92%)	(93%)
Don't Know/Unsure	(<1%)	(<1%)	(<1%)	(<1%)
46. How often do you try to persuade someone from outside your family to your own point of view?				
Very Often	(24%)	(17%)	(26%)	(26%)
Occasionally	(52%)	(44%)	(55%)	(54%)
Never	(23%)	(37%)	(18%)	(20%)
Don't Know	(1%)	(2%)	(2%)	(<1%)
46A. Opinion Leader/General Population				
Opinion Leader	(32%)	(25%)	(34%)	(34%)
General Population	(68%)	(75%)	(66%)	(66%)

Overall	Current Smoker	Never Smoked	Former Smoker
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In order to analyze the responses to this survey, I'd like to ask you a few questions about yourself. All of your responses will be kept strictly confidential.

47. First, what is the highest level of schooling that you have completed? (READ)

Elementary School/Some High School	(9%)	(12%)	(6%)	(10%)
High School	(30%)	(37%)	(27%)	(29%)
Community College Or Trade School	(22%)	(24%)	(23%)	(21%)
Some University/Some Community College	(13%)	(13%)	(13%)	(12%)
Bachelor's Degree/Undergraduate	(15%)	(8%)	(18%)	(15%)
Graduate School/Professional Program	(10%)	(4%)	(11%)	(11%)
Don't Know/Refused	(1%)	(1%)	(1%)	(1%)

48. Which one of the following best describes your employment situation? (READ LIST)

Employed Full-Time For Pay	(46%)	(49%)	(45%)	(47%)
Employed Part-Time For Pay	(14%)	(14%)	(15%)	(13%)
Self-Employed	(11%)	(9%)	(12%)	(11%)
Currently Seeking Work	(3%)	(5%)	(3%)	(2%)
Homemaker	(6%)	(7%)	(4%)	(7%)
Student	(8%)	(5%)	(12%)	(5%)
Disabled	(2%)	(4%)	(1%)	(3%)
Retired.....	(8%)	(6%)	(7%)	(11%)
Other	(1%)	(1%)	(1%)	(1%)
Don't Know/Refused	(1%)	(1%)	(1%)	(<1%)

49. How many children under the age of 18 are in your household? (RECORD NUMBER)

0	(55%)	(57%)	(52%)	(56%)
1	(17%)	(17%)	(19%)	(15%)
2	(17%)	(16%)	(16%)	(18%)
3	(6%)	(5%)	(8%)	(5%)
4	(2%)	(2%)	(2%)	(2%)
5	(1%)	(<1%)	(1%)	(<1%)
6	(<1%)	(<1%)	(<1%)	(1%)
8	(<1%)	(<1%)	(<1%)	(<1%)
Don't Know/Refused	(3%)	(3%)	(2%)	(3%)
Mean:	0.83	0.76	0.88	0.82

50. Which of the following income groups would best represent your annual HOUSEHOLD income?

Less Than \$25,000	(15%)	(19%)	(14%)	(12%)
\$25,000 To \$34,000	(12%)	(16%)	(13%)	(10%)
\$35,000 To \$44,000	(11%)	(12%)	(9%)	(12%)
\$45,000 To \$54,000	(12%)	(12%)	(10%)	(15%)
\$55,000 To \$64,000	(8%)	(10%)	(8%)	(7%)
\$65,000 To \$74,000	(7%)	(7%)	(9%)	(4%)
\$75,000 To \$100,000	(11%)	(8%)	(10%)	(15%)
More Than \$100,000	(10%)	(6%)	(12%)	(12%)
Don't Know/Refused	(13%)	(10%)	(15%)	(13%)

	Overall	Current Smoker	Never Smoked	Former Smoker
51. Urban/Rural				
Rural	(24%)	(25%)	(22%)	(24%)
Urban	(68%)	(68%)	(70%)	(66%)
Don't Know	(<1%)	(<1%)	(<1%)	(<1%)
Refused	(8%)	(7%)	(8%)	(9%)
52. Gender (SYSTEM RECORDED)				
Male	(49%)	(48%)	(48%)	(50%)
Female	(51%)	(52%)	(52%)	(50%)
53. Genderation (SYSTEM RECORDED)				
Male - 17 To 34	(19%)	(18%)	(23%)	(14%)
Male - 35 To 54	(22%)	(24%)	(20%)	(23%)
Male - 55+	(8%)	(6%)	(4%)	(13%)
Female - 17 To 34	(14%)	(18%)	(17%)	(9%)
Female - 35 To 54	(28%)	(27%)	(27%)	(29%)
Female - 55+	(9%)	(6%)	(9%)	(12%)
54. Region of Residence (SYSTEM RECORDED)				
Atlantic	(9%)	(11%)	(7%)	(9%)
Québec	(24%)	(28%)	(23%)	(22%)
Ontario	(37%)	(33%)	(41%)	(35%)
Prairies	(17%)	(18%)	(16%)	(18%)
British Columbia	(13%)	(11%)	(13%)	(15%)
55. Province				
Newfoundland	(2%)	(2%)	(2%)	(2%)
Nova Scotia	(3%)	(4%)	(3%)	(4%)
New Brunswick	(3%)	(4%)	(2%)	(3%)
Prince Edward Island	(1%)	(1%)	(1%)	(<1%)
Québec	(24%)	(28%)	(23%)	(22%)
Ontario	(37%)	(33%)	(41%)	(35%)
Manitoba	(4%)	(4%)	(4%)	(4%)
Saskatchewan	(3%)	(4%)	(4%)	(3%)
Alberta	(10%)	(11%)	(9%)	(11%)
British Columbia	(13%)	(11%)	(13%)	(15%)

Crosstabulations: HEALTH CANADA (2289)

Q1 AGE GROUP	Table#1-2
Q2 SMOKED CIGARETTES/TOBACCO PRODUCTS	Table#3
Q3 CURRENTLY SMOKE CIG/TOBACCO PRODUCT	Table#4
Q4 AVG WEEK HOW MANY DAYS DO U SMOKE	Table#5-6
Q5 HOW MANY CIGARETTES SMOKE PER DAY	Table#7-8
Q6 ANYONE ELSE HOUSEHLD CURRNTLY SMOKE	Table#9
Q7 SEEN/HEARD/READ GOV ADS NOT SMOKING	Table#10
Q8 DO YOU RECALL ANY OTHER ADS	Table#11-19
Q9 WHERE DID YOU NOTICE THESE ADS	Table#20-23
Q10 NON-SMKNG WAITRESS DVLP LUNG CANCER	Table#24
Q11 ABOUT AD YOU SAW, WHO MAIN SPONSOR	Table#25-27
Q12 MAIN PT AD WAS TRYING 2 GET ACROSS	Table#28-31
Q13 PERFORM OF GOV ON TOBACCO CONTRL PROG	Table#32-33
Q14 PERFORMANCE OF GOVERNMENT OF CANADA	Table#34-35
Q15 PERFORM PROVID INFO BOUT GOV SERVIC	Table#36-37
Q16 EASY 2 CONTACT GOV 4 INFO & SERVICE	Table#38-39
Q17 NEW&INNOVATV WAY PROVID INFO&SERVIC	Table#40-41
Q18 DELIVR SERVIC&INFO IN RESPECTFL WAY	Table#42-43
Q19 CAN RELY ON GOV 4 SERVICE & INFO	Table#44-47
Q20 BOTHER BY OTH PPL'S SMOKNG/SEC-HAND	Table#46-47
Q21 SEC-HAND SMOKE CAUSE U PHYS IRRITAT	Table#48
Q22 EXTENT OTHRS BOTH BY SEC-HND SMOKE	Table#49-50
Q23 BEING EXPOSED 2 SEC-HAND SMOKE	Table#51
Q24 CURRENTLY EMPLOYED PART/FULL-TIME	Table#52
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Q47 EDUCATION
Q48 EMPLOYMENT SITUATION
Q49 CHILDREN UNDER 18 IN YOUR HOUSEHOLD
Q50 ANNUAL HOUSEHOLD INCOME
Q51 URBAN/RURAL
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Q1 AGE GROUP

First, for statistical purposes, do you mind telling me what year you were born?

	Weighted	Unweighted	17 To 24	25 To 34	35 To 44	45 To 54	55 To 64
TOTAL	(349)	(1519)	17%	16%	24%	26%	16%
QA SMOKING PROFILE							
Current Smoker	(83)	(753)	18%	18%	27%	24%	12%
Former Smoker	(122)	(365)	10%	14%	22%	30%	24%
Never Smoked	(144)	(401)	23%	17%	23%	23%	11%
Q1 AGE GROUP							
17 To 24	(60)	(247)	100%	0%	0%	0%	0%
25 To 34	(56)	(249)	0%	100%	0%	0%	0%
35 To 44	(83)	(378)	0%	0%	100%	0%	0%
45 To 54	(90)	(395)	0%	0%	0%	100%	0%
55 To 64	(55)	(230)	0%	0%	0%	0%	100%
65 And Over	(5)	(20)	0%	0%	0%	0%	0%
Q6 ANYONE ELSE HOUSEHLD CURRNTLY SMOKE							
Yes	(85)	(473)	28%	17%	22%	21%	11%
No	(264)	(1044)	14%	16%	24%	27%	17%
Q7 SEEN/HEARD/READ GOV ADS NOT SMOKING							
Yes	(213)	(978)	19%	16%	22%	25%	17%
No	(123)	(490)	15%	16%	27%	28%	13%
Maybe	(6)	(25)	10%	23%	27%	15%	24%
Don't Know/No Response	(6)	(26)	1%	17%	17%	35%	31%
Q10 NON-SMKNG WAITRESS DVLP LUNG CANCER							
Yes	(200)	(863)	12%	14%	23%	28%	20%
No	(142)	(626)	24%	19%	24%	21%	10%
Maybe	(6)	(24)	10%	18%	21%	37%	14%
Don't Know/No Response	(2)	(6)	26%	0%	18%	56%	0%
Q46A OPINION LEADER							
Opinion Leader	(111)	(454)	15%	18%	25%	27%	14%
Gen. Population	(238)	(1065)	18%	15%	23%	25%	17%
Q47 EDUCATION							
Elementary School/Some High School	(32)	(175)	32%	6%	14%	13%	27%
High School	(104)	(480)	24%	13%	21%	26%	14%
Community College Or Trade School	(78)	(338)	11%	20%	30%	21%	17%
Some University/Some Community College	(45)	(213)	23%	15%	22%	28%	11%
Bachelor's Degree/Undergraduate	(52)	(187)	11%	21%	28%	25%	14%
Graduate School/Professional Program	(34)	(111)	2%	20%	23%	41%	15%
Q48 EMPLOYMENT SITUATION							
Employed Full-Time For Pay	(162)	(695)	8%	22%	31%	30%	9%
Employed Part-Time For Pay	(49)	(221)	34%	14%	19%	21%	11%
Self-Employed	(39)	(165)	1%	12%	25%	39%	22%
Currently Seeking Work	(10)	(58)	46%	17%	21%	12%	4%
Homemaker	(20)	(95)	4%	15%	43%	26%	9%
Student	(27)	(98)	87%	9%	3%	1%	0%
Disabled	(9)	(47)	0%	6%	20%	40%	35%
Retired	(28)	(113)	3%	0%	0%	13%	71%
Other	(4)	(17)	10%	8%	17%	46%	19%
Q49 CHILDREN UNDER 18 IN YOUR HOUSEHOLD							
None	(191)	(846)	15%	16%	11%	29%	26%
One	(60)	(264)	31%	17%	25%	23%	4%
Two Or More	(89)	(368)	13%	17%	51%	19%	0%
Q50 ANNUAL HOUSEHOLD INCOME							
Less Than \$25,000	(52)	(247)	27%	12%	17%	20%	21%
\$25,000 To \$34,000	(43)	(209)	20%	24%	18%	21%	14%
\$35,000 To \$44,000	(38)	(187)	14%	17%	28%	28%	13%
\$45,000 To \$54,000	(43)	(188)	16%	20%	24%	20%	18%
\$55,000 To \$64,000	(29)	(135)	15%	18%	25%	28%	13%
\$65,000 To \$74,000	(23)	(99)	11%	18%	33%	29%	9%
\$75,000 To \$100,000	(39)	(142)	11%	15%	32%	31%	11%
More Than \$100,000	(36)	(126)	10%	16%	29%	35%	11%
Q51 URBAN/RURAL							
Rural	(82)	(415)	12%	11%	28%	26%	21%
Urban	(238)	(993)	19%	17%	24%	25%	13%
Q52 GENDER							
Male	(170)	(737)	21%	18%	20%	25%	15%
Female	(179)	(782)	14%	14%	27%	27%	16%
Q53 GENERATION							
Male - 17 To 34	(66)	(269)	54%	46%	0%	0%	0%
Male - 35 To 54	(76)	(352)	0%	0%	45%	55%	0%
Male - 55+	(28)	(116)	0%	0%	0%	0%	91%
Female - 17 To 34	(50)	(227)	49%	51%	0%	0%	0%
Female - 35 To 54	(97)	(421)	0%	0%	50%	50%	0%
Female - 55+	(32)	(134)	0%	0%	0%	0%	91%
Q54 REGION							
Atlantic	(31)	(304)	13%	14%	26%	28%	17%
Quebec	(83)	(306)	20%	13%	24%	22%	18%
Ontario	(129)	(305)	18%	18%	24%	26%	14%
Prairies	(60)	(301)	16%	16%	24%	28%	15%
British Columbia	(46)	(303)	15%	17%	22%	28%	16%

(Continued)