

# Report

## Endgame Measures and Harm Reduction

Survey conducted among Canadians

*Report prepared for:*



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# Leger

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*We know Canadians*



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A dark, moody photograph featuring a wooden gavel with a silver band as the central focus. To the left of the gavel are several vape pens of different sizes and designs. The background is filled with wisps of white smoke or vapor, creating a hazy atmosphere. The entire scene is set on a dark, reflective surface. A semi-transparent dark grey banner is positioned across the lower half of the image, containing the title text in white.

# CONTEXT, OBJECTIVES AND METHODOLOGY



# CONTEXT, OBJECTIVES AND METHODOLOGY



## CONTEXT AND OBJECTIVES

Léger was commissioned by Coalition québécoise pour le contrôle du tabac (CQCT) and Physicians for a Smoke-Free Canada to conduct a survey to assess the perceptions and opinion of Canadians about the provincial lawsuits against tobacco companies.

## METHODOLOGY AND RESPONDENTS

In order to meet research objectives, a **Web survey** was conducted from **September 29<sup>th</sup> to October 11<sup>th</sup>, 2021**, among a sample of 2,400 Canadians, aged 18 and over, who could speak English or French.

The following quotas were established:

	Atl. prov.	Qc	On	Alb., Man., Skt.	BC	TOTAL
Quota	120	1,000	800	300	180	2,400
n=	120	1,000	800	300	180	2,400

## WEIGHTING

In order to ensure a representative sample of the Canadian population, the results were weighted according to gender, age, mother tongue, education, presence of child(ren) in household and provinces.

## NOTES TO READERS

### ROUNDINGS

It should be noted that the numbers presented have been rounded. However, numbers before rounding have been used to calculate the sums presented. For this reason, these sums may not match manual summation of the numbers presented.

### SIGNIFICANT DIFFERENCES

In this report, the numbers in **red** indicate a statistically significantly **lower** difference, while the numbers in **green** indicate a statistically significant **higher** difference from the complement.

### DNK

Reference to "DNK" in the report means "Don't know."



## KEY FINDINGS

# KEY FINDINGS | Endgame Measures and Harm Reduction

## CANADIANS THINK NEW RULES WOULD BE MORE EFFECTIVE THAN TRADITIONAL APPROACHES

Moreover, when given a choice between some ways to reduce smoking in Canada, a law **banning the sale of tobacco and nicotine products in convenience and general stores** and a law that requires **companies to reduce nicotine in cigarettes** would be the two most effective ways according to respondents.

Finally, Canadians seem to agree that **raising the legal age to 21** would be the least effective way to reduce smoking in Canada.

### LEVEL OF AGREEMENT WITH STATEMENTS REGARDING CIGARETTES AND VAPING PRODUCTS

**79%** Governments should not focus on getting smokers to switch to vaping products but should focus instead on helping smokers quit smoking and nicotine use altogether.

**69%** To protect young people from starting to use e-cigarettes, vaping products should not be sold in attractive flavours, even if that means that smokers trying to quit can only access flavourless or tobacco flavoured products.

**55%** E-cigarettes and vaping liquids should be made available only through pharmacies or smoking cessation clinics to smokers who have tried to stop smoking but have been unsuccessful with other proven treatments.

**16%** The tobacco and vaping industries can be trusted to market new nicotine products in ways that reduce the overall number of people who smoke and doesn't hook new young users.

**15%** To encourage smokers to switch to e-cigarettes, vaping products should be made available in attractive flavours even if that means that more young people start using them.

**THE CONSENSUS IS THAT CANADIANS WANT TO REDUCE THE PRESENCE OF PRODUCTS WITH NICOTINE ESPECIALLY TO AVOID NEW YOUNG USERS.**

We are seeing the beginnings of a tobacco control strategy emerging in the responses. In fact, a majority of Canadians agree with the fact that governments should help smokers quit smoking rather than trying to switch to vaping.

More than half of Canadians also believe that vaping products should not be sold in attractive flavours, that they should be made available only in pharmacies, and that they should be used only when people are unsuccessful in quitting smoking using other methods.

A close-up, warm-toned photograph of a person's hand in a dark suit jacket, holding a black pen and writing on a white document. The document is resting on a wooden desk. In the background, a laptop is open, and the scene is softly lit, creating a professional and focused atmosphere.

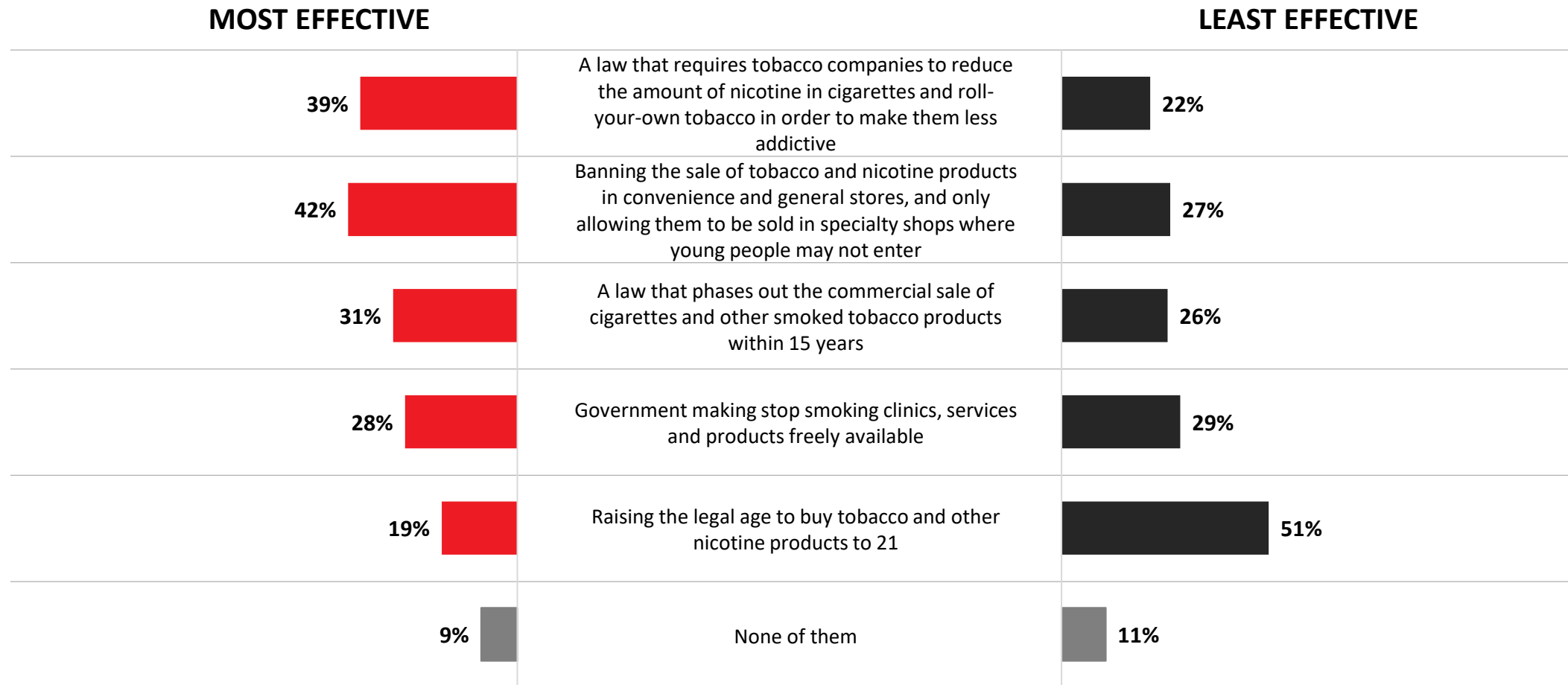
DETAILED RESULTS



A warm, golden-hour photograph of a group of people in business attire collaborating around a table. Several hands are visible, some holding pens and pointing at documents. One document in the foreground features three circular charts with colored segments and small icons. The scene is brightly lit, creating a professional and collaborative atmosphere.

SUPPORT FOR ENDGAME MEASURES

# MOST AND LEAST EFFECTIVE WAYS TO REDUCE SMOKING IN CANADA (1/3)



**Q4./Q5. Among the following, which two (2) do you think would be MOST/LEAST effective at reducing smoking in Canada?** TWO MENTIONS POSSIBLE - Because respondents were able to give several answers, the total of mentions may exceed 100%.

Base: All respondents (n=2,400)

# MOST AND LEAST EFFECTIVE WAYS TO REDUCE SMOKING IN CANADA (2/3) – DETAILED RESULTS (MOST EFFECTIVE)

	TOTAL	SMOKING HABITS			REGION	
		Cigarettes	E-cigarettes	Non-smokers	Quebec	ROC
n=	2,400	311	108	1,998	1,000	1,400
Banning the sale of tobacco and nicotine products in convenience and general stores, and only allowing them to be sold in specialty shops where young people may not enter	42%	26%	36%	45%	40%	42%
A law that requires tobacco companies to reduce the amount of nicotine in cigarettes and roll-your-own tobacco in order to make them less addictive	39%	43%	30%	39%	43%	38%
A law that phases out the commercial sale of cigarettes and other smoked tobacco products within 15 years	31%	20%	28%	33%	34%	30%
Government making stop smoking clinics, services and products freely available	28%	40%	49%	25%	26%	28%
Raising the legal age to buy tobacco and other nicotine products to 21	19%	21%	23%	18%	19%	19%
None of them	9%	13%	11%	8%	5%	10%

**Q4. Among the following, which two (2) do you think would be MOST effective at reducing smoking in Canada?** TWO MENTIONS POSSIBLE - Because respondents were able to give several answers, the total of mentions may exceed 100%.

Base: All respondents (n=2,400)

# MOST AND LEAST EFFECTIVE WAYS TO REDUCE SMOKING IN CANADA (3/3) – DETAILED RESULTS (LEAST EFFECTIVE)

	TOTAL	SMOKING HABITS			REGION	
		Cigarettes	E-cigarettes	Non-smokers	Quebec	ROC
n=	2,400	311	108	1,998	1,000	1,400
Raising the legal age to buy tobacco and other nicotine products to 21	51%	49%	44%	53%	56%	50%
Government making stop smoking clinics, services and products freely available	29%	18%	19%	32%	30%	29%
Banning the sale of tobacco and nicotine products in convenience and general stores, and only allowing them to be sold in specialty shops where young people may not enter	27%	34%	31%	26%	29%	27%
A law that phases out the commercial sale of cigarettes and other smoked tobacco products within 15 years	26%	25%	37%	26%	28%	26%
A law that requires tobacco companies to reduce the amount of nicotine in cigarettes and roll-your-own tobacco in order to make them less addictive	22%	22%	28%	22%	22%	22%
None of them	11%	13%	11%	10%	8%	11%

**Q5. Among the following, which two (2) do you think would be LEAST effective at reducing smoking in Canada?** TWO MENTIONS POSSIBLE - Because respondents were able to give several answers, the total of mentions may exceed 100%.

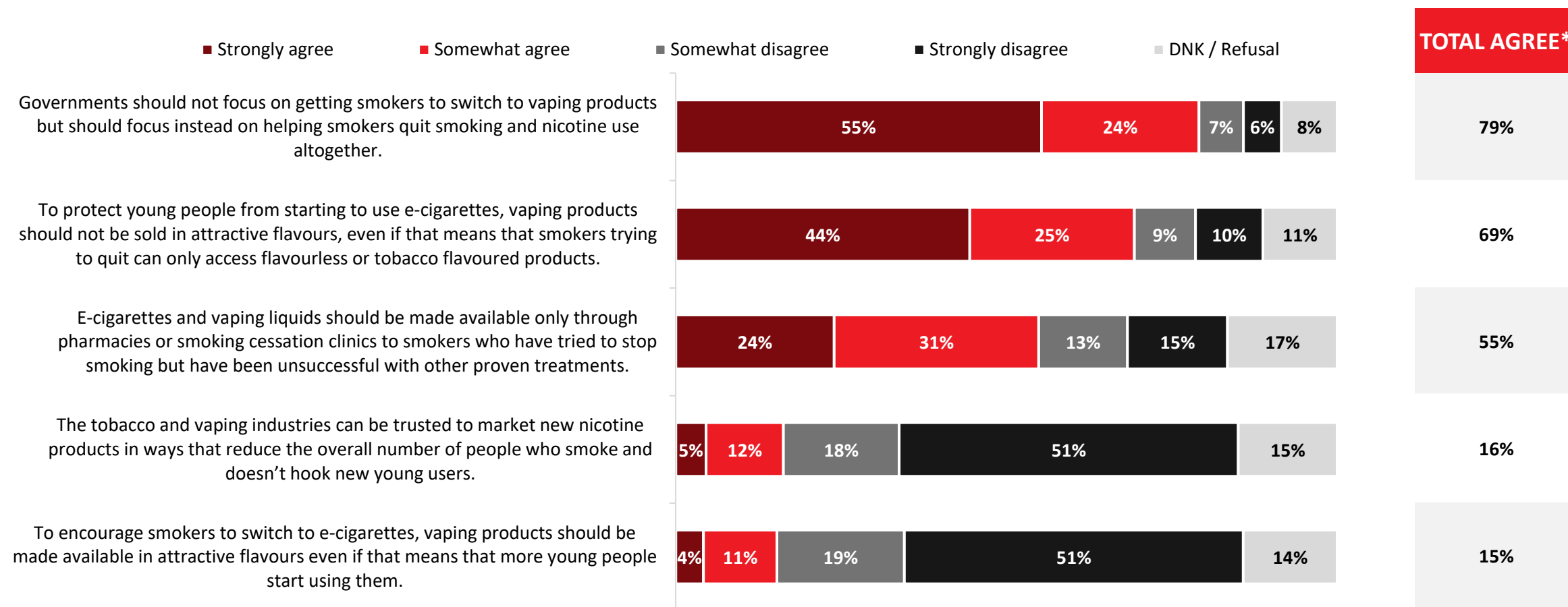
Base: All respondents (n=2,400)





# PERSPECTIVES ON HARM REDUCTION

# LEVEL OF AGREEMENT WITH STATEMENTS REGARDING CIGARETTES AND VAPING PRODUCTS (1/2)



**Q6. Some people think that electronic cigarettes/vaping products might be less harmful than cigarettes. Others think that their risks remain unknown, especially in the long run. Do you agree or disagree with the following statements?**

Base: All respondents (n=2,400)

**TOTAL AGREE:** % Strongly agree + % Somewhat agree

# LEVEL OF AGREEMENT WITH STATEMENTS REGARDING CIGARETTES AND VAPING PRODUCTS (2/2)

% TOTAL AGREE*	TOTAL	SMOKING HABITS			REGION	
		Cigarettes	E-cigarettes	Non-smokers	Quebec	ROC
	n= 2,400	311	108	1,998	1,000	1,400
Governments should not focus on getting smokers to switch to vaping products but should focus instead on helping smokers quit smoking and nicotine use altogether.	79%	75%	63%	81%	79%	79%
To protect young people from starting to use e-cigarettes, vaping products should not be sold in attractive flavours, even if that means that smokers trying to quit can only access flavourless or tobacco flavoured products.	69%	57%	29%	74%	71%	69%
E-cigarettes and vaping liquids should be made available only through pharmacies or smoking cessation clinics to smokers who have tried to stop smoking but have been unsuccessful with other proven treatments.	55%	51%	37%	57%	59%	53%
The tobacco and vaping industries can be trusted to market new nicotine products in ways that reduce the overall number of people who smoke and doesn't hook new young users.	16%	27%	34%	14%	17%	16%
To encourage smokers to switch to e-cigarettes, vaping products should be made available in attractive flavours even if that means that more young people start using them.	15%	23%	55%	12%	16%	15%

**Q6. Some people think that electronic cigarettes/vaping products might be less harmful than cigarettes. Others think that their risks remain unknown, especially in the long run. Do you agree or disagree with the following statements?**

Base: All respondents (n=2,400)

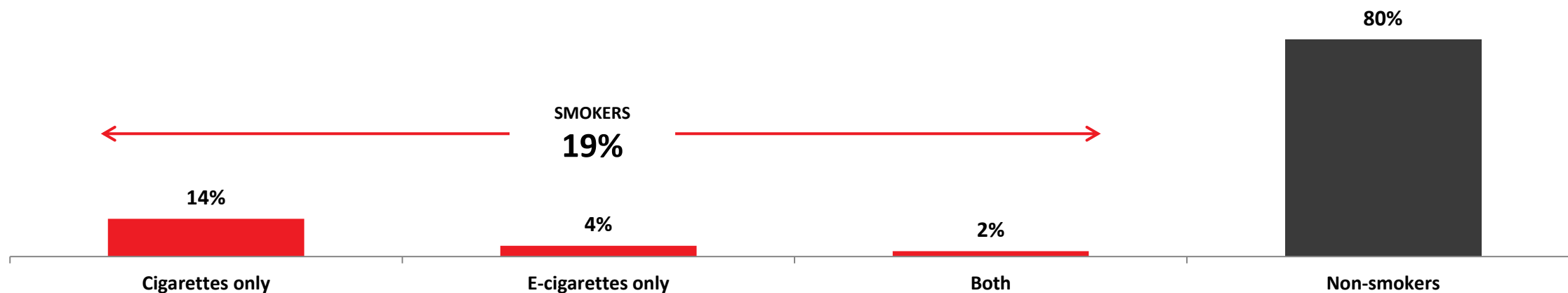
**TOTAL AGREE:** % Strongly agree + % Somewhat agree



# RESPONDENTS PROFILE



# SMOKING HABITS



	TOTAL	PROVINCES						REGION		GENDER		AGE			CHILD(REN)	
		ATL	QC	ON	MB/SK	AB	BC	QC	ROC	Man	Woman	18-34	35-54	55+	Yes	No
n=	2,400	120	1,000	800	114	186	180	1,000	1,400	1,199	1,191	648	857	895	644	1,739
<b>SMOKERS</b>	<b>19%</b>	20%	17%	19%	19%	19%	21%	17%	19%	19%	18%	20%	22%	15%	22%	18%
Cigarettes only	14%	12%	12%	14%	11%	12%	17%	12%	14%	13%	14%	9%	18%	13%	15%	13%
E-cigarettes only	4%	4%	3%	4%	4%	5%	3%	3%	4%	5%	3%	8%	3%	1%	5%	3%
Both	2%	3%	1%	1%	3%	2%	1%	1%	2%	1%	2%	3%	1%	1%	1%	2%
<b>NON-SMOKERS</b>	<b>80%</b>	79%	83%	80%	81%	80%	78%	83%	79%	80%	81%	79%	77%	84%	78%	82%

S1. Do you smoke (cigarettes or e-cigarettes)?

Base: All respondents (n=2,400)

# RESPONDENTS PROFILE (1/2)

	TOTAL	SMOKERS	NON-SMOKERS
n=	2,400	384	1,998
<b>GENDER</b>			
Male	48%	49%	48%
Female	51%	50%	52%
Other	1%	1%	0%
<b>AGE</b>			
Between 18 and 24	11%	9%	11%
Between 25 and 34	16%	20%	15%
Between 35 and 44	16%	18%	16%
Between 45 and 54	18%	22%	17%
Between 55 and 64	18%	18%	18%
Between 65 and 74	15%	11%	16%
75 or older	6%	2%	7%
<b>PROVINCES</b>			
Atlantic	7%	7%	7%
Québec	23%	21%	24%
Ontario	38%	39%	38%
Saskatchewan + Manitoba	7%	7%	7%
Alberta	11%	11%	11%
British-Columbia	14%	15%	13%

	TOTAL	SMOKERS	NON-SMOKERS
n=	2,400	384	1,998
<b>MOTHER TONGUE</b>			
English	21%	18%	22%
French	68%	75%	67%
Other	11%	7%	12%
<b>CHILD(REN)</b>			
Yes	27%	30%	26%
No	72%	68%	74%
<b>EDUCATION</b>			
Elementary / High School	29%	35%	28%
College	43%	47%	41%
University	27%	16%	30%
<b>OCCUPATION</b>			
Working full time	42%	45%	42%
Working part time	8%	10%	8%
Self-employed / freelance work	5%	6%	4%
Student	7%	5%	8%
Homemaker	4%	4%	4%
Unemployed	7%	13%	5%
Retired	25%	16%	28%

# RESPONDENTS PROFILE (2/2)

	TOTAL	SMOKERS	NON-SMOKERS
<i>n=</i>	<b>2,400</b>	<b>384</b>	<b>1,998</b>

## MARITAL STATUS

Single	<b>30%</b>	<b>36%</b>	<b>28%</b>
Married or living together	<b>56%</b>	<b>48%</b>	<b>58%</b>
Widowed	<b>4%</b>	4%	4%
Separated	<b>2%</b>	2%	2%
Divorced	<b>7%</b>	9%	7%

## HOUSEHOLD INCOME

\$19,999 or less	<b>7%</b>	<b>13%</b>	<b>6%</b>
Between \$20,000 and \$39,999	<b>17%</b>	20%	16%
Between \$40,000 and \$59,999	<b>17%</b>	19%	16%
Between \$60,000 and \$79,999	<b>13%</b>	13%	14%
Between \$80,000 and \$99,999	<b>13%</b>	<b>10%</b>	<b>14%</b>
\$100,000 or more	<b>23%</b>	19%	<b>25%</b>

## ETHNIC ORIGINS

Canadian	<b>75%</b>	78%	75%
Other	<b>40%</b>	40%	39%



TEAM




# TEAM

**For more information on this study, please contact :**

**Anne-Marie Delisle**

Senior Research Director

 [adelisle@leger360.com](mailto:adelisle@leger360.com)

 514-982-2464 extension 3153

## **Project team**

**Anne-Marie Delisle**, Senior Research Director

**Roxanne Bazinet**, Senior Research Analyst

**Mathieu Blouin**, Research Analyst

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Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



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Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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