

Report

LAWSUITS AGAINST TOBACCO COMPANIES

Survey conducted among Canadians

Report prepared for:



DATE 2021-10-27 PROJECT NUMBER 15401-003

Leger

We know Canadians



Le^{ger}

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A dark, moody photograph featuring a wooden gavel with a silver band, positioned diagonally on the right side. In the background, several perfume bottles of various shapes and sizes are visible, some with metallic caps. The scene is lit from the side, creating strong highlights and deep shadows. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing white text.

CONTEXT, OBJECTIVES AND METHODOLOGY

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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 29th to October 11th, 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.

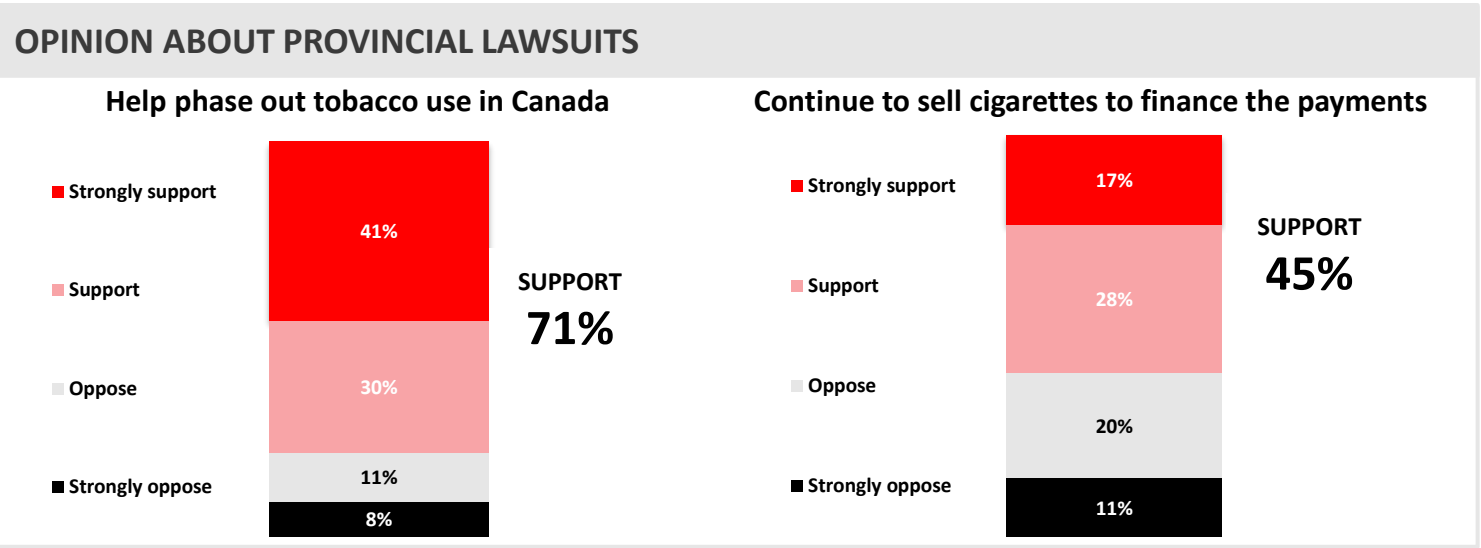
DNK

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



KEY FINDINGS

KEY FINDINGS | OPINION ABOUT THE LITIGATION AND SUPPORT FOR ENDGAME MEASURES



HALF OF CANADIANS THINK IT IS MORE IMPORTANT TO PHASE OUT TOBACCO USE RATHER THAN A CASH SETTLEMENT.

In fact, half of Canadians (51%) think it is more for governments to use these lawsuits to phase out tobacco use rather than to receive a cash settlement. (11%). On the other hand, **22%** of those respondents agree that **both are equally important** and **8%** said that **neither is important**.

7 out of 10 Canadians would **support their province using lawsuits to require tobacco companies to help phase out tobacco use in Canada**.

*BIGGEST IMPACT TO REDUCE SMOKING

16	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
15	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
5	Law that phases out commercial sale of cigarettes and other smoked tobacco products within 15 years
-2	Government making stop smoking clinics, services and products freely available
-33	Raising the legal age to buy tobacco and other nicotine products to 21

THERE ARE 3 POSSIBLE WAYS TO REDUCE SMOKING IN CANADA BASED ON THE POSITIVE IMPACT SCORE GIVEN BY RESPONDENTS

Moreover, when given a choice between some ways to reduce smoking in Canada, a law that requires **companies to reduce nicotine in cigarettes (16)** and **banning the sale of tobacco and nicotine products in convenience and general stores (15)** would be the two most efficient ways according to respondents.

Finally, Canadians seems to agree that **raising the legal age to 21 (-33)** wouldn't be a great way to reduce smoking in Canada.

*IMPACT SCORE: % Most effective - % Least effective. The score can range from +100 (very effective at reducing smoking in Canada) to -100 (very ineffective at reducing smoking in Canada).

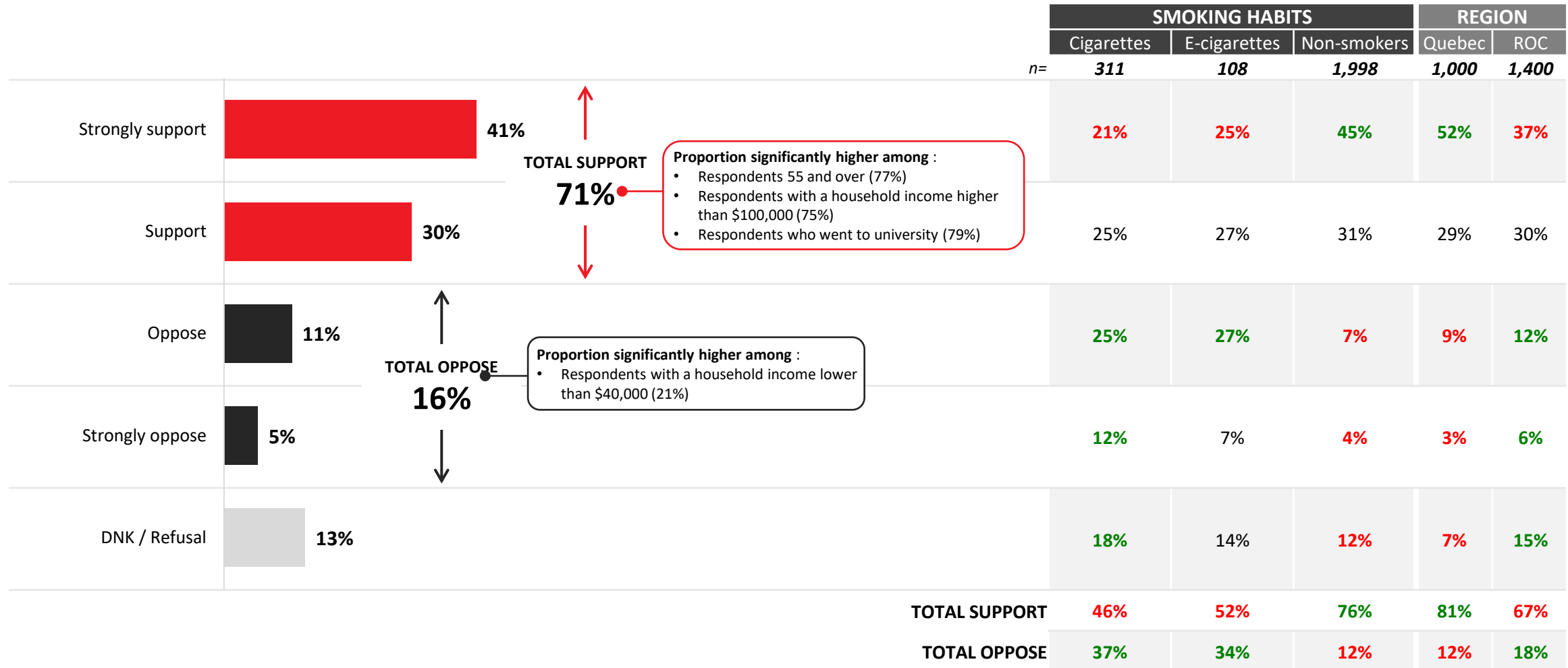


DETAILED RESULTS



1. OPINION ABOUT THE LITIGATION

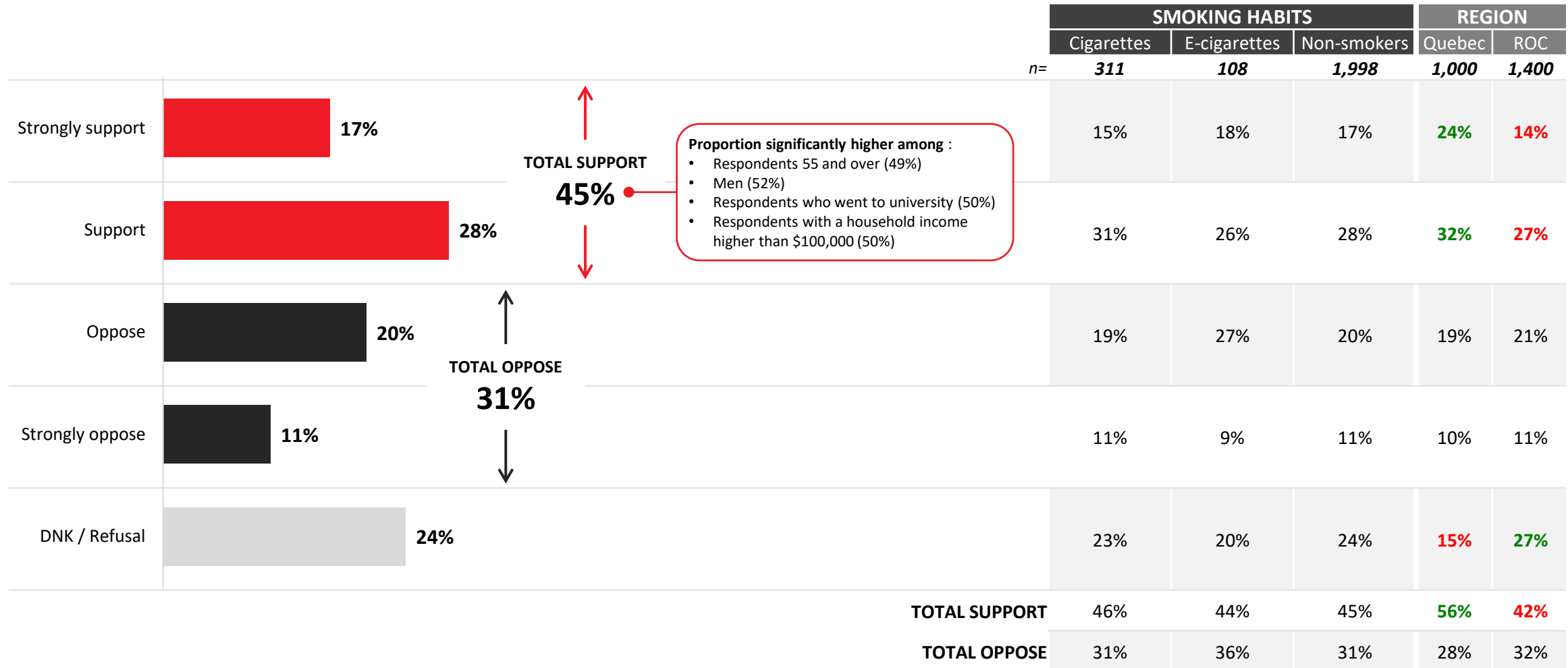
OPINION ABOUT PROVINCIAL LAWSUITS AGAINST TOBACCO COMPANIES – IF THEY HELP PHASE OUT TOBACCO USE IN CANADA



Q1. To what extent would you support or oppose your province using these lawsuits to require tobacco companies to help phase out tobacco use in Canada?

Base: All respondents (n=2,400)

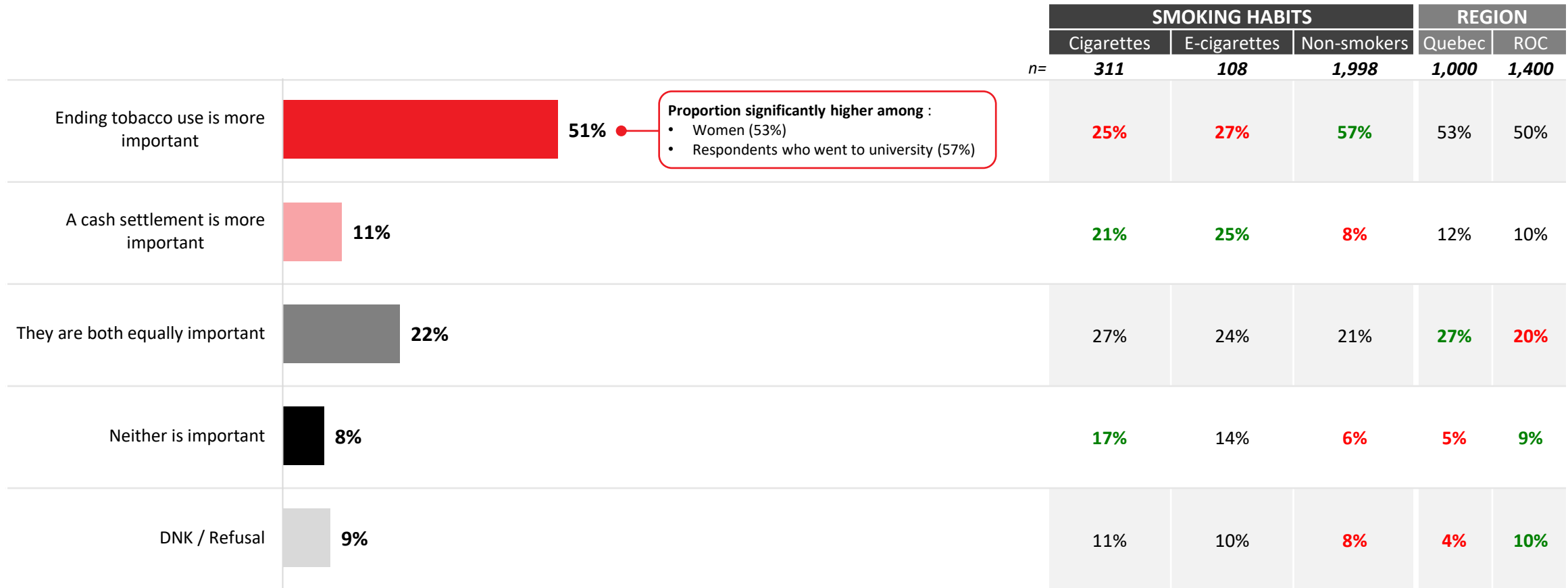
OPINION ABOUT PROVINCIAL LAWSUITS AGAINST TOBACCO COMPANIES – IF THEY CONTINUE TO SELL CIGARETTES TO FINANCE THE PAYMENTS



Q2. To what extent would you support or oppose your province using these lawsuits to get a financial settlement from the companies, even if it means they need to continue to sell cigarettes to finance these payments?

Base: All respondents (n=2,400)

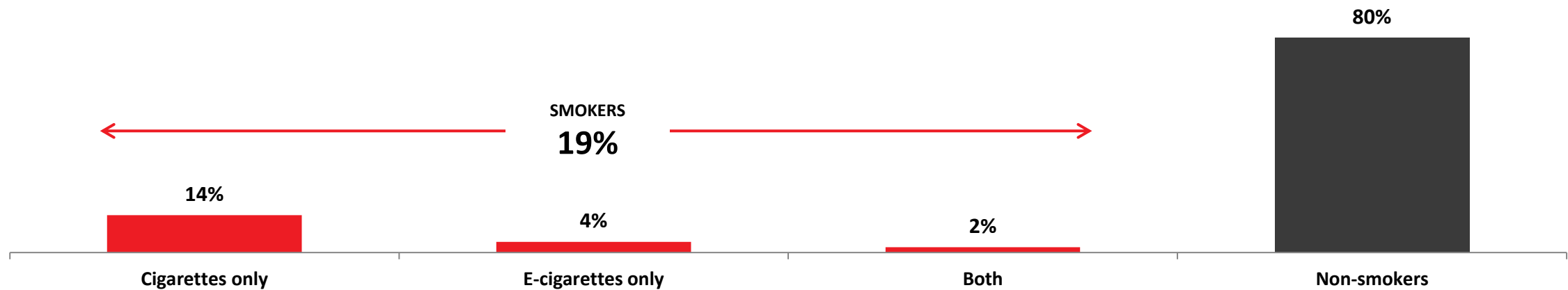
IMPORTANCE BETWEEN A CASH SETTLEMENT AND PHASING OUT TOBACCO USE



Q3. In these negotiations, if your provincial government has to choose between a cash settlement and phasing out tobacco use, which do you think is more important?

Base: All respondents (n=2,400)

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
<i>n=</i>	2,400	120	1,000	800	114	186	180	1,000	1,400	1,199	1,191	648	857	895	644	1,739
SMOKERS	19%	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%
NON-SMOKERS	80%	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
GENDER			
Male	48%	49%	48%
Female	51%	50%	52%
Other	1%	1%	0%
AGE			
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%
PROVINCES			
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
MOTHER TONGUE			
English	21%	18%	22%
French	68%	75%	67%
Other	11%	7%	12%
CHILD(REN)			
Yes	27%	30%	26%
No	72%	68%	74%
EDUCATION			
Elementary / High School	29%	35%	28%
College	43%	47%	41%
University	27%	16%	30%
OCCUPATION			
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>	2,400	384	1,998
MARITAL STATUS			
Single	30%	36%	28%
Married or living together	56%	48%	58%
Widowed	4%	4%	4%
Separated	2%	2%	2%
Divorced	7%	9%	7%
HOUSEHOLD INCOME			
\$19,999 or less	7%	13%	6%
Between \$20,000 and \$39,999	17%	20%	16%
Between \$40,000 and \$59,999	17%	19%	16%
Between \$60,000 and \$79,999	13%	13%	14%
Between \$80,000 and \$99,999	13%	10%	14%
\$100,000 or more	23%	19%	25%
ETHNIC ORIGINS			
Canadian	75%	78%	75%
Other	40%	40%	39%

Note : For each profile category, the complement to 100% represents the mentions “Don’t know” and “Refusal”.



TEAM


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