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WAVE ONE PLAIN PACKAGING ON CIGARETTES STUDY (AUGUST 2016)



AUGUST 26, 2016

METHODOLOGY

An online survey of 2,301 Canadians, 19 years of age or older, was conducted by Forum Research. The poll was conducted between August 2-9th, 2016.

For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2.0 percentage points, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Statistics Canada Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms.

Q1. SELF IDENTIFICATION

"How would you describe yourself?"
 [All Respondents – Select All That Apply]

Age / Gender

%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample	2301	72	456	360	434	432	440	93	14	1126	1175
NET: Combined smokers	19	17	23	27	22	18	9	4	0	22	17
Regular cigarette smoker	13	9	14	16	15	15	6	3	0	14	12
Occasional cigarette smoker	7	8	10	10	6	3	3	1	0	8	6
Former cigarette smoker	19	8	9	13	19	29	36	37	22	18	20
Marijuana user	6	15	10	6	3	3	1	0	0	7	5
E-cigarette user/vaper	3	4	4	4	2	3	1	0	0	3	2
Non-smoker	62	76	65	60	60	54	58	64	78	60	63

Please note: This was a multiple response question. Respondents were asked to select all answer options that apply, therefore column percentage totals may be over 100%.

Region

	%												
		Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
NET: Combined smokers		19	20	18	20	13	2	13	21	8	19	26	0
Regular cigarette smoker		13	11	10	11	11	2	10	15	0	13	19	0
Occasional cigarette smoker		7	9	8	9	2	0	4	7	8	6	7	0
Former cigarette smoker		19	20	21	28	14	17	20	15	39	24	15	0
Marijuana user		6	7	7	3	5	20	3	7	8	3	4	0
E-cigarette user/vaper		3	5	2	2	5	0	4	2	8	3	2	0
Non-smoker		62	62	61	57	69	79	69	64	69	57	61	100

Q2. AWARENESS OF PLAIN PACKAGING POLICY

"Have you heard of the federal government policy to further change all cigarette packaging to 'plain' packaging?"
[All Respondents]

Age / Gender

%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample	2301	72	456	360	434	432	440	93	14	1126	1175
Yes, I've heard about this policy and I could explain it to a friend or family member	17	15	20	20	17	16	16	17	27	22	13
Yes, I've heard about this policy, but I couldn't explain it	31	31	26	26	30	37	38	34	43	35	27
No, I haven't heard about this policy	51	54	54	54	53	47	46	49	30	43	59

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Yes, I've heard about this policy and I could explain it to a friend or family member		17	9	14	11	15	11	17	20	7	21	11	0
Yes, I've heard about this policy, but I couldn't explain it		31	35	26	23	33	38	27	29	16	39	22	0
No, I haven't heard about this policy		51	56	60	65	52	51	56	51	77	40	67	100

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Yes, I've heard about this policy and I could explain it to a friend or family member		17	25	27	23	18	17	25	15
Yes, I've heard about this policy, but I couldn't explain it		31	33	32	36	33	31	56	29
No, I haven't heard about this policy		51	42	41	41	49	52	20	56

Q3. AWARENESS OF PLAIN PACKAGING CONSULTATION

"The federal government is carrying out a public consultation on 'plain' packaging for cigarettes. Have you heard anything about this consultation?"

[All Respondents]

Age / Gender

%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample	2301	72	456	360	434	432	440	93	14	1126	1175
Yes, I've heard about this consultation and I could explain it to a friend or family member	9	8	11	10	7	8	7	6	7	12	6
Yes, I've heard something about this consultation, but I couldn't explain it	19	15	17	17	19	20	22	32	40	21	17
No, I haven't heard about this consultation	73	77	72	73	74	72	71	62	53	67	78

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Yes, I've heard about this consultation and I could explain it to a friend or family member		9	5	6	7	5	2	9	9	0	12	5	0
Yes, I've heard something about this consultation, but I couldn't explain it		19	20	14	21	11	29	12	19	16	23	16	0
No, I haven't heard about this consultation		73	75	80	72	84	69	78	72	84	65	79	100

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Yes, I've heard about this consultation and I could explain it to a friend or family member		9	15	19	9	7	9	11	7
Yes, I've heard something about this consultation, but I couldn't explain it		19	24	19	32	20	23	47	16
No, I haven't heard about this consultation		73	61	61	59	73	67	42	77

Q4A. PLAIN PACKAGING IS NECESSARY

"On balance, do you believe that the introduction of 'plain' packaging or 'mandatory standardized packaging' is necessary?"
[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Yes		30	27	35	31	26	27	31	42	56	35	25
No		54	55	46	53	57	62	51	43	23	52	55
Don't Know		16	18	19	16	17	12	18	15	22	13	19

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Yes		30	28	28	25	22	27	28	31	24	34	21	45
No		54	58	53	59	60	64	54	53	67	50	63	0
Don't Know		16	14	19	16	18	8	18	16	8	16	16	55

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Yes		30	26	22	33	29	29	29	32
No		54	62	68	51	57	57	60	50
Don't Know		16	12	10	16	14	14	11	19

Q4B. PLAIN PACKAGING IS A GOOD USE OF GOVERNMENT RESOURCES

"On balance, do you believe that the introduction of `plain` packaging or `mandatory standardized packaging` is a good use of government resources"
 [All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Yes		27	28	31	29	21	22	27	32	53	31	23
No		56	55	51	52	62	64	56	48	17	55	58
Don't Know		17	17	17	18	17	13	17	19	30	14	20

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Yes		27	27	27	20	25	19	22	26	24	31	20	45
No		56	59	54	68	56	69	55	59	67	49	66	0
Don't Know		17	14	20	11	19	13	23	15	8	20	14	55

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Yes		27	25	21	33	27	26	18	28
No		56	63	68	53	60	61	74	53
Don't Know		17	12	11	14	13	13	8	20

Q5. PLAIN PACKAGING REDUCING SMOKING RATES

"Do you think a move to 'plain' packaging will reduce smoking rates?"
[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Yes		14	15	20	16	12	10	12	11	41	17	11
No		71	70	63	68	74	79	73	71	29	68	73
Don't Know		15	15	16	16	14	12	15	19	31	14	15

Region

%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample	2301	272	308	75	60	30	79	787	12	604	72	2
Yes	14	16	13	16	12	13	17	15	17	13	12	0
No	71	72	69	71	69	74	74	70	67	71	76	55
Don't Know	15	12	18	13	19	14	9	15	16	15	12	45

Self-Identity

%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non-smoker
Sample	2301	428	289	146	504	107	59	1383
Yes	14	13	12	15	14	17	12	15
No	71	77	78	74	74	72	82	68
Don't Know	15	10	10	11	11	12	6	18

Q6. LENGTH OF PUBLIC HEARINGS ON PLAIN PACKAGING

"In your view, how long should the public be given to respond to the consultation on 'plain' packaging, in order to ensure that all views are given a fair hearing?"
[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
0-3 Months		28	29	25	30	28	31	25	28	20	29	27
4-6 Months		35	36	34	35	31	36	39	37	36	36	34
7-12 Months		24	22	26	22	26	19	25	22	32	23	24
Between 1 and 2 years		9	9	11	10	9	10	7	9	0	8	11
More than 2 years		4	4	3	4	6	4	4	5	12	4	4

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
0-3 Months		28	27	24	24	32	37	33	30	48	28	23	0
4-6 Months		35	42	34	41	28	39	34	33	36	35	35	0
7-12 Months		24	22	29	15	24	19	20	23	16	24	20	0
Between 1 and 2 years		9	5	10	18	10	2	11	10	0	7	16	55
More than 2 years		4	4	4	3	6	2	3	4	0	6	6	45

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
0-3 Months		28	21	18	27	27	21	20	31
4-6 Months		35	33	28	42	35	23	33	35
7-12 Months		24	23	23	22	26	33	25	23
Between 1 and 2 years		9	14	19	6	8	16	14	8
More than 2 years		4	9	12	4	4	6	9	3

Q7. LIKELIHOOD OF FAKE CIGARETTE PACKAGING AND INCREASE OF ILLEGAL CIGARETTES

"Some people say that a change to 'plain' packaging from multiple different brand designs will make it easier to produce fake cigarette packaging and increase the amount of illegal cigarettes sold in Canada. Do you think this is likely or unlikely?"

[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Likely		55	56	53	54	54	59	56	60	36	53	57
Unlikely		20	20	22	23	20	18	18	20	7	26	15
Don't know		25	24	25	24	26	23	26	20	57	21	28

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Likely		55	53	50	42	46	50	40	55	41	64	58	0
Unlikely		20	20	22	24	29	25	33	21	50	15	22	55
Don't know		25	27	28	34	25	25	27	25	8	20	20	45

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Likely		55	63	65	59	59	61	68	51
Unlikely		20	19	17	23	16	24	18	22
Don't know		25	18	17	19	25	15	14	27

Q8. GOVERNMENT STATEMENT ON COSTS FOR PLAIN PACKAGING

"The introduction of 'plain' packaging may have associated costs that will come out of available government funds for other areas. These might include the costs of setting up the change and the potential loss in tax revenue if there is an increase in illegal cigarettes. Before any policy change to 'plain' packaging, should the government be expected to clearly state the likely costs to the taxpayer?"

[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Yes		81	82	76	76	81	88	88	80	59	79	84
No		9	6	11	13	9	7	6	13	19	13	6
Don't know		10	11	14	11	10	5	6	7	22	9	10

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Yes		81	88	84	86	76	89	88	78	92	80	88	0
No		9	5	6	10	13	5	5	12	0	10	6	55
Don't know		10	7	9	4	11	6	6	11	8	10	6	45

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Yes		81	82	84	78	88	82	81	79
No		9	10	9	13	7	12	15	9
Don't know		10	8	7	9	5	6	5	11

Q9. GOVERNMENT STATEMENT ON SMOKER REDUCTION WITH PLAIN PACKAGING

"Government spokespeople have said that the aim of the 'plain' packaging policy is to reduce the number of smokers in Canada. Before any policy change to 'plain' packaging, should the government be expected to state the target level of reduction in smoking, and the date by which they wish to achieve it?"

[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Yes		70	66	67	64	71	80	73	68	45	68	72
No		16	16	18	20	16	12	13	20	27	19	14
Don't know		14	18	14	16	13	8	13	11	29	12	15

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Yes		70	73	67	74	67	70	67	67	53	75	73	0
No		16	16	18	17	20	16	19	18	47	13	12	55
Don't know		14	11	15	8	14	14	14	16	0	12	15	45

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Yes		70	70	72	65	75	65	65	68
No		16	19	16	24	14	22	25	17
Don't know		14	12	12	11	10	13	10	15

Q10. OPEN-MINDED ASSESSMENT OF PLAIN PACKAGING

"Do you agree or disagree that, while the government may have good intentions when proposing this policy, it is important that any consultation keeps an open-mind and weighs up both sides of any argument for or against 'plain' packaging for cigarettes?"

[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Agree		79	85	77	73	75	84	84	80	52	77	80
Disagree		10	3	12	12	10	8	10	16	29	11	8
Don't know		12	12	11	15	15	8	7	5	19	11	12

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Agree		79	86	81	83	74	90	89	79	76	72	85	0
Disagree		10	5	10	8	13	6	5	9	24	12	8	55
Don't know		12	8	10	8	13	3	6	12	0	16	7	45

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Agree		79	78	77	80	85	87	81	77
Disagree		10	12	12	12	8	8	10	10
Don't know		12	10	11	8	7	6	9	14

Q11. IF RESEARCH FINDS NO SMOKING REDUCTION WITH PLAIN PACKAGING

"If after the consultation, the government cannot show scientific evidence or research that 'plain' packaging will reduce smoking in Canada, what in your view should the government do?"
[All Respondents]

Age / Gender

%										Male	Female
	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+		
Sample	2301	72	456	360	434	432	440	93	14	1126	1175
Proceed with its 'plain' packaging decision for cigarettes regardless	15	18	16	14	11	14	14	17	36	19	10
Wait and review the evidence from the UK's forthcoming implementation of 'plain' packaging	22	22	29	24	22	17	19	20	7	22	23
Extend the consultation period until enough evidence is found to make a fair decision	10	7	12	12	9	10	9	17	20	11	10
Put the 'plain' packaging decision on hold and prioritize other policies instead at this time	28	33	25	28	27	28	30	25	9	23	32
Not proceed with 'plain' packaging for cigarettes as a policy	25	20	18	22	30	31	28	22	28	25	25

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Proceed with its 'plain' packaging decision for cigarettes regardless		15	10	11	12	11	13	13	14	16	20	13	0
Wait and review the evidence from the UK's forthcoming implementation of 'plain' packaging		22	22	27	17	19	26	18	24	24	20	15	0
Extend the consultation period until enough evidence is found to make a fair decision		10	8	12	13	22	0	7	10	17	11	12	0
Put the 'plain' packaging decision on hold and prioritize other policies instead at this time		28	33	25	41	29	27	35	26	23	27	38	55
Not proceed with 'plain' packaging for cigarettes as a policy		25	28	25	17	19	33	26	26	20	23	22	45

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Proceed with its 'plain' packaging decision for cigarettes regardless	15		11	11	11	14	12	14	16
Wait and review the evidence from the UK's forthcoming implementation of 'plain' packaging	22		20	17	27	20	27	16	24
Extend the consultation period until enough evidence is found to make a fair decision	10		14	14	13	10	11	23	9
Put the 'plain' packaging decision on hold and prioritize other policies instead at this time	28		27	26	28	30	24	27	28
Not proceed with 'plain' packaging for cigarettes as a policy	25		29	33	20	27	25	21	23

Q12. IMPLEMENTATION OF PLAIN PACKAGING ON OTHER PRODUCTS

"If 'plain' packaging was introduced for cigarettes, how likely do you think it would be that at some point in the future the policy idea would be extended to other products that could be regarded as harmful to health (beer, wine, soft drinks, fast food, etc.)?"

[All Respondents]

Age / Gender

%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample	2301	72	456	360	434	432	440	93	14	1126	1175
Top 2	41	35	38	38	42	45	43	55	26	42	40
Bottom 2	45	51	48	44	43	43	44	36	43	45	44
Net (Top 2 – Bottom 2)	-4	-16	-10	-6	-1	1	-1	20	-17	-4	-4
Very likely	10	8	7	8	10	16	13	17	6	11	9
Likely	30	27	31	30	33	29	30	38	20	30	30
Unlikely	33	39	35	35	30	30	30	23	36	31	34
Very Unlikely	12	12	13	9	13	13	14	13	7	14	10
Don't know	15	14	14	18	15	12	14	9	31	13	16

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Top 2		41	55	43	48	30	44	36	40	24	34	57	0
Bottom 2		45	35	38	31	60	51	47	44	42	56	25	55
Net (Top 2 – Bottom 2)		-4	19	5	17	-30	-7	-11	-4	-18	-22	32	-55
Very likely		10	14	11	6	6	8	6	11	0	9	16	0
Likely		30	40	32	42	24	36	30	29	24	25	41	0
Unlikely		33	26	30	27	42	42	30	33	31	39	15	55
Very Unlikely		12	9	8	4	17	9	17	11	11	17	10	0
Don't know		15	10	19	20	11	5	17	17	34	10	18	45

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Top 2		41	54	58	48	38	38	60	37
Bottom 2		45	36	32	43	48	50	31	47
Net (Top 2 – Bottom 2)		-4	18	25	5	-10	-12	29	-10
Very likely		10	16	20	9	12	10	26	8
Likely		30	38	38	39	26	28	34	29
Unlikely		33	25	22	30	35	34	25	34
Very Unlikely		12	11	10	13	13	17	6	12
Don't know		15	10	10	9	14	11	9	16

Q13. SUPPORT FOR PLAIN PACKAGING ON OTHER PRODUCTS

"Would you support the idea of 'plain' packaging being extended to other products that could be regarded as harmful to health (beer, wine, soft drinks, fast food, etc.)?"
[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Yes		22	22	25	24	21	19	20	24	27	23	21
No		61	61	57	55	60	68	66	61	67	61	60
Don't know		17	17	19	21	19	13	15	15	6	16	18

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Yes		22	24	22	22	11	15	18	20	8	27	21	0
No		61	63	61	63	67	69	58	60	67	58	64	55
Don't know		17	13	16	15	22	16	24	20	24	15	15	45

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Yes		22	22	23	23	17	19	17	23
No		61	63	63	63	67	72	71	58
Don't know		17	14	14	14	16	9	12	19

Q14. TREATMENT OF SMOKERS IN CANADA

"If smoking is legal and there are restrictions in place about where smoking is allowed, do you believe that smokers should be treated as fairly in Canada as any other group of consumers?"
[All Respondents]

Age / Gender

	%	Total	Under 25	25-34	35-44	45-54	55-64	65-74	75-84	85+	Male	Female
Sample		2301	72	456	360	434	432	440	93	14	1126	1175
Smokers should be treated as fairly than other consumer groups in Canada		53	51	50	48	53	57	58	50	50	52	53
Smokers should be treated less fairly than other consumer groups in Canada		32	27	36	35	30	30	27	38	31	34	30
Don't know		16	23	14	17	17	12	15	12	20	14	18

Region

	%	Total	AB	BC	MB	NB	NL	NS	ON	PEI	QC	SK	YT
Sample		2301	272	308	75	60	30	79	787	12	604	72	2
Smokers should be treated as fairly than other consumer groups in Canada		53	58	52	58	38	62	55	52	59	51	53	0
Smokers should be treated less fairly than other consumer groups in Canada		32	29	30	28	31	27	35	30	33	36	27	0
Don't know		16	13	18	14	31	12	10	18	8	12	19	100

Self-Identity

	%	Total	NET: Combined Smokers	Regular smoker	Occasional smoker	Former smoker	Marijuana user	E-cig / vaper	Non- smoker
Sample		2301	428	289	146	504	107	59	1383
Smokers should be treated as fairly than other consumer groups in Canada		53	77	80	69	61	66	69	43
Smokers should be treated less fairly than other consumer groups in Canada		32	15	11	23	26	24	17	38
Don't know		16	9	9	8	13	10	14	19