

CANADIAN PRESS / LEGER MARKETING

**Canadians and the Anti-
Tobacco Law**

Report



1. Study Highlights

- Almost three-fifths of Canadians think that sponsorships by tobacco manufacturers do not lead the population to smoke, do not push smokers to change their brand of cigarettes and do not have an impact on cigarette consumption

Question: Are you of the opinion that sponsorships by tobacco manufacturers...

N=1501	Lead the population to smoke	Lead smokers to change cigarette brand	Have an impact on cigarette consumption
Yes	36%	28%	36%
No	60%	62%	58%
DNK/Refusal	4%	10%	6%

- The new anti-tobacco law disadvantages Canada as a host country for international events

Question: Knowing that from October 1, 2003, onwards, federal anti-tobacco legislation will prohibit tobacco manufacturers from sponsoring sports or touristic events, do you fear that the enforcement of this law will put Canada at a disadvantage as a host country for international events?

n=1500	Yes	No	DNK/Refusal
Canada	57%	39%	5%

- Should one relax the law for the sponsorship of certain international events? Canadians have mixed opinions

Question: In your opinion, should the Canadian government relax its law for the sponsorship of international events such as the Canadian Grand Prix, the INDY CART championships, the Tennis Masters, etc., ... or not?

n=1500	Yes	No	DNK/Refusal
Canada	54%	42%	4%

- Close to six in ten Canadians feel that the Canadian government should extend its moratorium on the anti-tobacco law until 2005

Question: The European Union member countries have agreed to postpone the enforcement of the antitobacco law until 2005. According to you, should the Canadian government do as the Europeans and extend its moratorium on the anti-tobacco law until 2005?

n=1500	Yes	No	DNK/Refusal
Canada	57%	37%	5%

2. Results

2.1 Approximately six in ten Canadians think that sponsorships by tobacco manufactures have no impact on cigarette consumption: they neither lead the population to smoke nor do they make smokers change their brand of cigarettes.

60% of Canadians feel that sponsorships by tobacco manufacturers do not lead people to smoke. This proportion is higher among Quebecers as almost two-thirds (66%) of them are of this opinion.

In fact, Canadians who have never smoked are most likely (43%) to state that sponsorships by tobacco manufactures lead the population to smoke, compared to former smokers (33%) and smokers (24%) who also share this view.

Question: Are you of the opinion that sponsorships by tobacco manufacturers lead the population to smoke?

N=1501	Yes	No	DNK/Refusal
Atlantic Provinces	44%	56%	0%
Quebec	30%	66%	4%
Ontario	38%	60%	3%
Prairies	37%	58%	5%
Alberta	34%	59%	7%
British Columbia	37%	57%	5%
Canada	36%	60%	4%

One in four Canadians (28%) feel that sponsorships by tobacco manufacturers lead smokers to change their brand of cigarettes and 62% disagree with this point of view.

Quebeckers agree least with this statement, as 70% of them feel that tobacco sponsorships do not push smokers to change their brand. The majority of smokers (82%) agree with them.

Question: Are you of the opinion that sponsorships by tobacco manufacturers lead smokers to change cigarette brand?

N=1501	Yes	No	DNK/Refusal
Atlantic Provinces	36%	58%	6%
Quebec	23%	70%	7%
Ontario	31%	61%	8%
Prairies	31%	55%	14%
Alberta	28%	56%	17%
British Columbia	26%	58%	16%
Canada	28%	62%	10%

When asked whether sponsorships by tobacco manufacturers have an impact on cigarette consumption, 58% of Canadians negated this.

Question: Are you of the opinion that sponsorships by tobacco manufacturers have an impact on cigarette consumption?

N=1501	Yes	No	DNK/Refusal
Atlantic Provinces	42%	53%	5%
Quebec	34%	62%	4%
Ontario	38%	57%	5%
Prairies	33%	57%	9%
Alberta	36%	57%	7%
British Columbia	31%	59%	10%
Canada	36%	58%	6%

Although more of them consider that such sponsorships do not lead the population to smoke, a large proportion of smokers (40%) are nonetheless of the opinion that tobacco sponsorships do have an impact on cigarette consumption.

Question: Are you of the opinion that sponsorships by tobacco manufacturers...

N=1501	Lead the population to smoke	Lead smokers to change cigarette brand	Have an impact on cigarette consumption
Smokers	24%	16%	40%
Former smokers	33%	29%	35%
Never smoked	43%	34%	34%

2.2 The new anti-tobacco law disadvantages Canada as a host country for international events

57% of Canadians believe that the enforcement of the federal anti-tobacco law will put Canada at a disadvantage as a host country for international events. Quebeckers, who have only recently been burnt by the withdrawal of the Canadian Grand Prix from Montreal, are more numerous to share this point of view than Canadians from other provinces are: the majority (69%) of Quebeckers believe that the implementation of such a law could have a negative impact on Canada being chosen as a host country for certain international events.

It is also noteworthy that more than half (53%) of people who have never smoked and former smokers (54%) are of the same opinion.

Question: Knowing that from October 1, 2003, onwards, federal anti-tobacco legislation will prohibit tobacco manufacturers from sponsoring sports or touristic events, do you fear that the enforcement of this law will put Canada at a disadvantage as a host country for international events?

N=1501	Yes	No	DNK/Refusal
Atlantic Provinces	44%	48%	8%
Quebec	69%	30%	1%
Ontario	57%	38%	5%
Prairies	52%	39%	9%
Alberta	45%	47%	8%
British Columbia	51%	47%	3%
Canada	57%	39%	5%

N=1501	Yes	No	DNK/Refusal
Smokers	67%	30%	3%
Former smokers	54%	40%	6%
Never smoked	53%	42%	5%

2.3 Should one relax the law for the sponsorship of certain international events? Canadians have mixed opinions

As far as a potential relaxation of the anti-tobacco law for special events such as the Canadian Grand Prix or even the INDY Cart championships is concerned, opinions are mixed. Half of Canadians (54%) feel that it should be relaxed and 42% say that it shouldn't.

Canadians have therefore not changed their mind on this matter since May 2002 when, for a survey conducted for the Canadian Press on the addiction to smoking, 54% of Canadians asserted that governments should ban tobacco advertising completely.

Once again, Quebecers (60%) and smokers (67%) are most in favour of a relaxation of the law.

Question: In your opinion, should the Canadian government relax its law for the sponsorship of international events such as the Canadian Grand Prix, the INDY CART championships, the Tennis Masters, etc., ... or not?

N=1501	Yes	No	DNK/Refusal
Atlantic Provinces	47%	48%	5%
Quebec	60%	39%	1%
Ontario	56%	39%	5%
Prairies	46%	44%	10%
Alberta	50%	45%	5%
British Columbia	47%	47%	6%
Canada	54%	42%	4%

2.4 Close to three-fifths of Canadians feel that the Canadian government should extend its moratorium on the anti-tobacco law until 2005

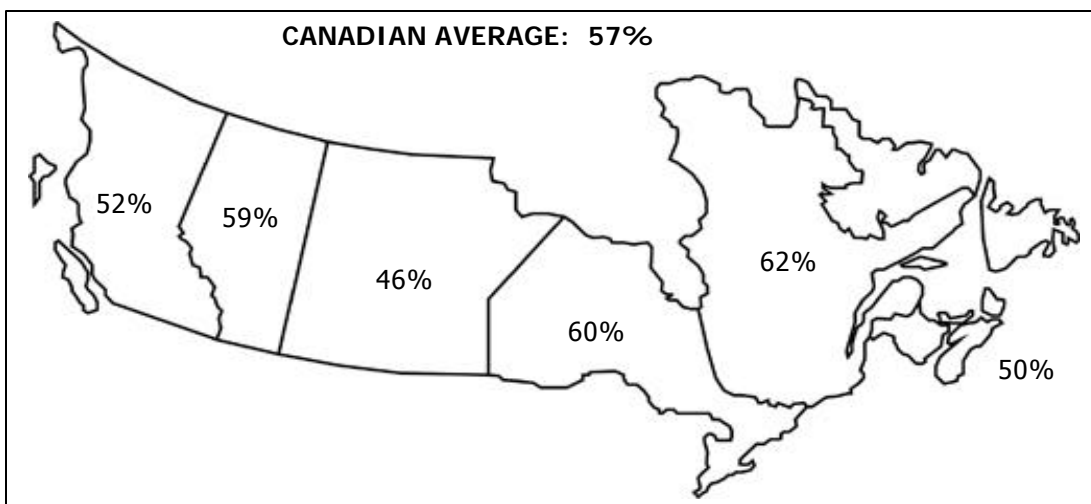
57% of Canadians would support the government if it postponed the implementation of the anti-tobacco law until 2005 like the European Union member countries did. Again, Quebecers (62%), followed by Ontarians (60%), are most in favour of a potential extension of the moratorium on the anti-tobacco law.

The majority of smokers (70%) would like to see the government extend its moratorium until 2005, but this is also the case for 54% of former smokers and 53% of persons who have never smoked.

Question: The European Union member countries have agreed to postpone the enforcement of the antitobacco law until 2005. According to you, should the Canadian government do as the Euro peans and extend its moratorium on the anti-tobacco law until 2005?

N=1501	Yes	No	DNK/Refusal
Atlantic Provinces	50%	41%	9%
Quebec	62%	35%	3%
Ontario	60%	35%	5%
Prairies	46%	45%	9%
Alberta	59%	33%	7%
British Columbia	52%	44%	5%
Canada	57%	37%	5%

Proportion of Canadians who feel that the moratorium on the anti-tobacco law should be extended until 2005



3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between August 19 and August 25, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1501 respondents is of ± 2.6 , 19 times out of 20.