

# Smoke Free Movies Omnibus Final Report

MARCH 2018



© 2018 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

# TABLE OF CONTENTS

<b>03</b>	Background and Objectives	<b>18</b>	Policy Initiative Support (Unaided and Aided)
<b>04</b>	Methodology	<b>27</b>	Source and Details of Awareness
<b>05</b>	Tracking and Statistical Testing	<b>32</b>	Demographics
<b>06</b>	Key Findings	<b>34</b>	Region Definitions
<b>07</b>	Awareness and Attitudes	<b>36</b>	TCAN Region Definitions

## BACKGROUND AND OBJECTIVES


- This 2018 study was run by Ipsos Public Affairs on behalf of the Tobacco Control Area Networks of Ontario and the Ontario Lung Association. It's main objectives are to:
  - Measure the public's perception of smoking in movies and how exposure to smoking in movies impacts youth;
  - Better understand public support for potential policy initiatives restricting access to movies that depict smoking;
  - Track changes in attitudes and awareness of the topic compared to previous waves (2011 and 2015).

## METHODOLOGY

- A total of n=2,856 interviews were completed among Ontarians aged 18+ using Ipsos' online omnibus from January 31 to February 15<sup>th</sup> 2018 (results were weighted on region, age, and gender to ensure the sample matched the actual adult population of Ontario).
- An oversample of parents within each TCAN and the City of Toronto was also conducted. Sample sizes for each group can be found in the table below.
- Parents in this study are defined as those living with at least one child under the age of 18.
- The precision of Ipsos online polls is measured using a confidence interval. The sample sizes and associated confidence intervals for the total population and key regional subsamples are detailed in the table below.

Sample Group	Sample Size	Confidence Interval
Total	n=2,856	+/- 2.1%
Central West Parents	n=200	+/- 7.9%
South West Parents	n=201	+/- 7.9%
Central East Parents	n=200	+/- 7.9%
East Parents	n=201	+/- 7.9%
North East Parents	n=65	+/- 13.9%
North West Parents	n=36	+/- 18.6%
Toronto 18-29 Years Old	n=200	+/- 7.9%

## TRACKING AND STATISTICAL TESTING

- Where applicable, tracking data is included throughout the report. Significant differences between 2015 and 2018 are indicated using red and green arrows : 
- Demographic tables (example below) use both letters and colours to convey statistically significant differences within groups. As per below, the letter “D” and green shading indicates that respondents aged 55+ are significantly more likely to say ‘yes’ compared to those aged 35 to 54, shaded in orange.

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
	A	B		C	D	E
	(n=970)	(n=454)	(n=516)	(n=278)	(n=446)	(n=246)
% Yes	88%	87%	88%	88%	70%	88% <sub>D</sub>

## KEY FINDINGS

### Smoking in Movies

- General awareness of smoking in movies is comparable to last wave; over one-third (36%) of Ontarians recall having seen smoking in movies at least occasionally (vs 34% in 2015). Parents across the province are more aware of this issue than those without children (43% vs 30%), but younger Torontonians (18-29) report the highest level of awareness (55%).
- Slightly fewer Ontarians report to have some knowledge about the impact of smoking in the movies on youth (31%) than those who have noticed smoking in movies (36%).
- Although half of respondents agree that smoking in movies has decreased (52%), the tobacco industry has paid for product placements in movies (51%), and that children who are exposed to smoking in movies are more likely to smoke themselves (48%), the proportion of those who disagree with all statements has increased significantly since 2015.
- Older Ontarians (55+) are less likely to have noticed smoking in movies recently, or to know about the impact smoking in movies can have on youth; they are also less likely think the tobacco industry is involved in product placement and usage in movies.

### Support for Policy Initiatives

- There is a high level of support for all policy initiatives, particularly not allowing cigarette logos/brands in movies (79%), banning smoking in movies that are rated 14A or under (78%), and requiring anti-smoking ads before any movie with smoking (74%), two-thirds support changing movie rating rules so movies with smoking will get an automatic 18A rating. This high-level of support has remained consistent since last wave.
- Learning more about the relationship between smoking in movies and youth smoking has a positive impact on levels of support for all of the policy initiatives – especially regarding the rating of movies.
- After informing respondents that an estimated 185,000 kids began smoking as a result of exposure to smoking in movies, support for banning smoking in movies rated 14A or less and a mandatory 18A rating for any movies with onscreen smoking increased significantly.

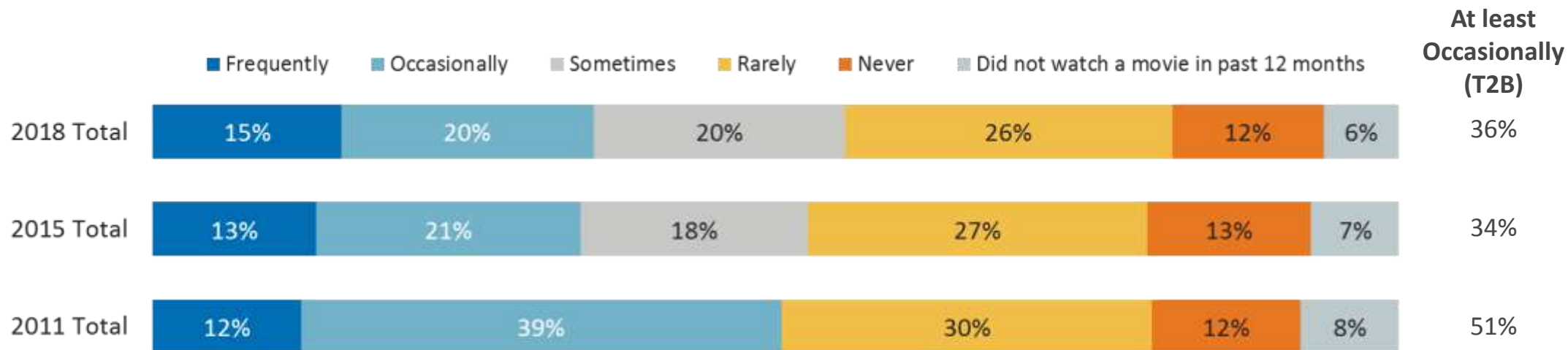
### Knowledge of Impact of Smoking in Movies on Kids and Teens

- Among the six in ten Ontarians who have heard about the impact of smoking in the movies on kids and teens (61%), the most commonly cited message was that exposure to smoking in the media (movies/television, etc) may cause children/teens to start smoking (27%). About one in ten have heard about how impressionable young people are and that smoking can cause disease, death, and illness (9% and 11% respectively).
- Television is the main method through which Ontarians have learned about the impact of smoking in the movies has on youth (41%) followed by word of mouth (33%), Facebook (21%), and the newspaper (20%).

# AWARENESS AND ATTITUDES

AWARENESS OF SMOKING IN MOVIES - TOTAL

**In the past year, one-third of Ontarians have noticed smoking in movies at least ‘occasionally’, unchanged from last wave. Parents are more likely than Ontarians without children to have noticed smoking in movies (43% vs 30%).**

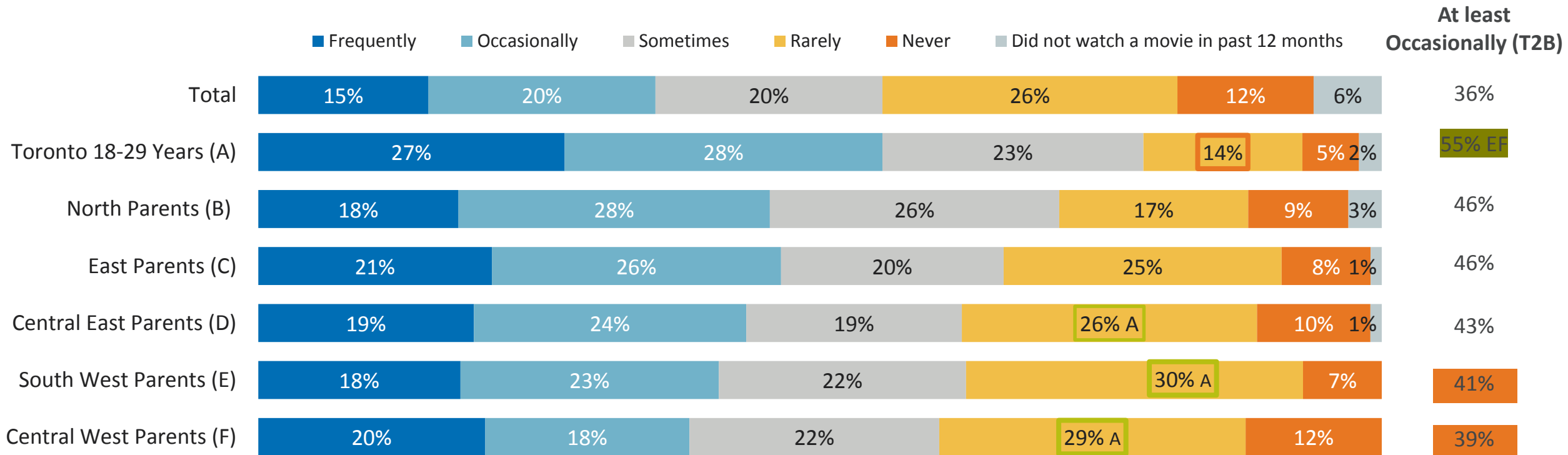


Q1. Over the past 12 months how often did you notice smoking in movies?  
 Base: All respondents 2011 (n=812); 2015 (n=970); 2018 (n=2856)



AWARENESS OF SMOKING IN MOVIES – PARENTS & TORONTO

**Younger Torontonians are slightly more likely to have noticed smoking in movies, particularly compared to parents in the South West and Central TCANs. Among parents, awareness of this issue is highest in the North and East.**



<3% not labelled

\* Caution base size under 100

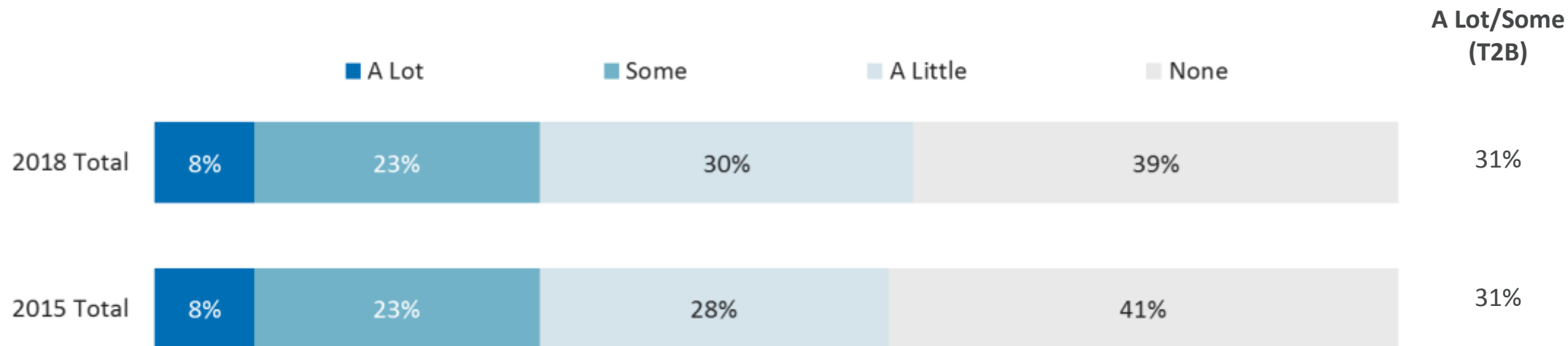
\*\* Caution base size under 50

Q1. Over the past 12 months how often did you notice smoking in movies?

Base: Central West Parents (n=200); South West Parents (n=201); Central East Parents (n=200); East Parents (n=201); North Parents (n=101); Toronto 18-29 (n=200)

PREVIOUS KNOWLEDGE OF IMPACT OF SMOKING IN MOVIES ON KIDS AND TEENS

**Three in ten have seen, read, or heard at least ‘some’ about the impact of smoking in the movies on kids and teens, unchanged from last wave; four in ten have heard nothing at all about the topic. Those with children have a higher level of awareness than those without kids (36% vs 27%).**



Q5. Prior to this survey how much have you seen, read, or heard about the impact of smoking in the movies on kids and teens?  
 Base: All respondents (n=2856)

**Younger Ontarians are more knowledgeable about this topic – half of 18-34 year old's have heard ‘a lot/some’ about the impact smoking in movies has on kids and teens while the same proportion of those aged 55+ have not heard anything about this issue.**

	Total	GENDER		AGE		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	n=2856	n=932	n=1924	n=1015	n=1196	n=645
<b>A lot</b>	8%	7%	8%	16% <sub>DE</sub>	6%	3%
<b>Some</b>	23%	23%	24%	31% <sub>DE</sub>	22%	17%
<b>A little</b>	30%	31%	29%	28%	31%	30%
<b>None</b>	39%	39%	39%	24%	40% <sub>C</sub>	49% <sub>CD</sub>
Summary						
<b>A lot/some (T2B)</b>	31%	30%	32%	48% <sub>DE</sub>	28% <sub>E</sub>	20%
<b>A little/none (B2B)</b>	69%	70%	68%	52%	72% <sub>C</sub>	80% <sub>CD</sub>

Q5. Prior to this survey how much have you seen, read, or heard about the impact of smoking in the movies on kids and teens?  
Base: All respondents (n=2856)

**Awareness of the impact of smoking in the movies on kids and teens is highest among parents in the Central East and 18-29 year old Torontonians – about half of each group report to have had some knowledge about the issue prior to the survey. Over two-thirds of Parents in the East, South West and Central West are uninformed on the issue.**

	Total	18-29 Years	Parents 18+				
		Toronto	North	East	Central East	South West	Central West
		A	B	C	D	E	F
Base: All respondents	n=2856	n=200	n=101	n=201	n=200	n=201	n=200
<b>A lot</b>	8%	14%	10%	11%	10%	12%	10%
<b>Some</b>	23%	38% <sub>CEF</sub>	29%	22%	36% <sub>CEF</sub>	24%	23%
<b>A little</b>	30%	29%	36%	27%	27%	36%	32%
<b>None</b>	39%	20%	26%	39% <sub>AD</sub>	26%	28%	35% <sub>A</sub>
Summary							
<b>A lot/some (T2B)</b>	31%	52% <sub>CEF</sub>	38%	34%	46% <sub>F</sub>	36%	32%
<b>A little/none (B2B)</b>	69%	48%	62%	66% <sub>A</sub>	54%	64% <sub>A</sub>	68% <sub>AD</sub>

Q5. Prior to this survey how much have you seen, read, or heard about the impact of smoking in the movies on kids and teens?  
Base: All respondents (n=2856)

\* Caution base size under 100  
\*\*Caution base size under 50

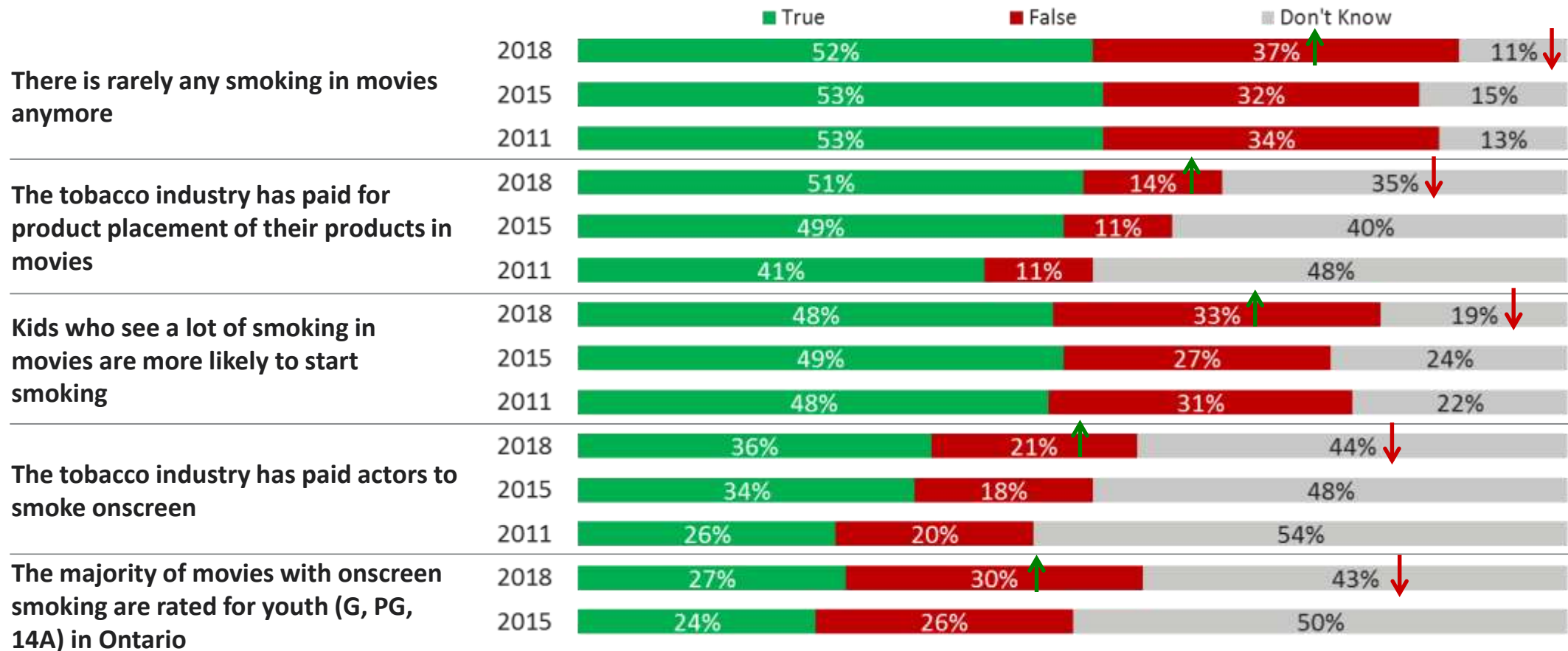
**Those in Central Ontario are more likely to report no previous knowledge of the impact of smoking in movies on kids and teens, but overall, awareness on this issue does not vary significantly across the province.**

	Total	ONTARIO				
		GTA - Total	Central	East	Southwest	North
		A	D	E	F	G
Base: All respondents	n=2856	n=1081	n=347	n=317	n=893	n=218
<b>A lot</b>	8%	8%	8%	8%	8%	9%
<b>Some</b>	23%	24%	22%	20%	23%	23%
<b>A little</b>	30%	30%	23%	29%	32% <sub>D</sub>	35% <sub>D</sub>
<b>None</b>	39%	37%	48% <sub>AFG</sub>	43%	37%	34%
<b>Summary</b>						
<b>A lot/some (T2B)</b>	31%	33%	29%	28%	31%	31%
<b>A little/none (B2B)</b>	69%	67%	71%	72% <sub>B</sub>	69%	69%

Q5. Prior to this survey how much have you seen, read, or heard about the impact of smoking in the movies on kids and teens?  
Base: All respondents (n=2856)

## PERCEPTION OF SMOKING IN MOVIES

Ontarians are more definitive in their perceptions of smoking in movies since last wave; the proportion of those who ‘don’t know’ whether each statement is true or false has decreased. Half of Ontarians agree that smoking in movies is decreasing, that the tobacco industry has paid for product placements in movies, and that children who see a lot of smoking in movies are more likely to start smoking themselves.



↑ ↓ Denotes significance between waves

Q2. To the best of your knowledge, is it true or false that...?  
 Base: All respondents 2011 (n=812); 2015 (n=970); 2018 (n=2856)

## PERCEPTION OF SMOKING IN MOVIES - DEMOGRAPHICS

The perception that there is rarely any smoking in movies anymore increases with age whereas younger Ontarians are generally more likely feel all other statements are true. Perceptions do not differ significantly by gender.

% True	Total	GENDER		AGE		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	n=2856	n=932	n=1924	n=1015	n=1196	n=645
There is rarely any smoking in movies anymore	52%	52%	52%	31%	52% <sub>C</sub>	71% <sub>CD</sub>
The tobacco industry has paid for product placement of their products in movies	51%	51%	51%	56% <sub>E</sub>	55% <sub>E</sub>	41%
Kids who see a lot of smoking in movies are more likely to start smoking	48%	49%	48%	53% <sub>D</sub>	46%	48%
The tobacco industry has paid actors to smoke onscreen	36%	37%	35%	46% <sub>DE</sub>	37% <sub>E</sub>	26%
The majority of movies with onscreen smoking are rated for youth (G, PG, 14A) in Ontario	27%	27%	27%	31% <sub>E</sub>	27%	23%

Q2. To the best of your knowledge, is it true or false that...?  
Base: All respondents (n=2856)

## PERCEPTION OF SMOKING IN MOVIES – DEMOGRAPHICS CON'T

**Views on smoking in movies do not differ significantly among parents across each TCAN. Compared to Ontarians in general, Parents are more likely to feel the tobacco industry uses money for product placement and onscreen smoking.**

% True	Total	18-29 Years	Parents 18+				
		Toronto	North	East	Central East	South West	Central West
		A	B	C	D	E	F
Base: All respondents	n=2856	n=200	n=101	n=201	n=200	n=201	n=200
There is rarely any smoking in movies anymore	52%	23%	49% <sub>A</sub>	45% <sub>A</sub>	46% <sub>A</sub>	48% <sub>A</sub>	52% <sub>A</sub>
The tobacco industry has paid for product placement of their products in movies	51%	49%	59%	58%	61%	61%	56%
Kids who see a lot of smoking in movies are more likely to start smoking	48%	60% <sub>C</sub>	45%	41%	50%	53%	46%
The tobacco industry has paid actors to smoke onscreen	36%	40%	51%	50%	38%	48%	42%
The majority of movies with onscreen smoking are rated for youth (G, PG, 14A) in Ontario	27%	33%	22%	28%	38% <sub>BE</sub>	25%	28%

\* Caution base size under 100

\*\*Caution base size under 50

Q2. To the best of your knowledge, is it true or false that...?  
Base: All respondents (n=2856)



## PERCEPTION OF SMOKING IN MOVIES – DEMOGRAPHICS CON'T

**Roughly half of Ontarians feel that smoking in movies has decreased, however, those in the GTA are less likely to feel similarly.**

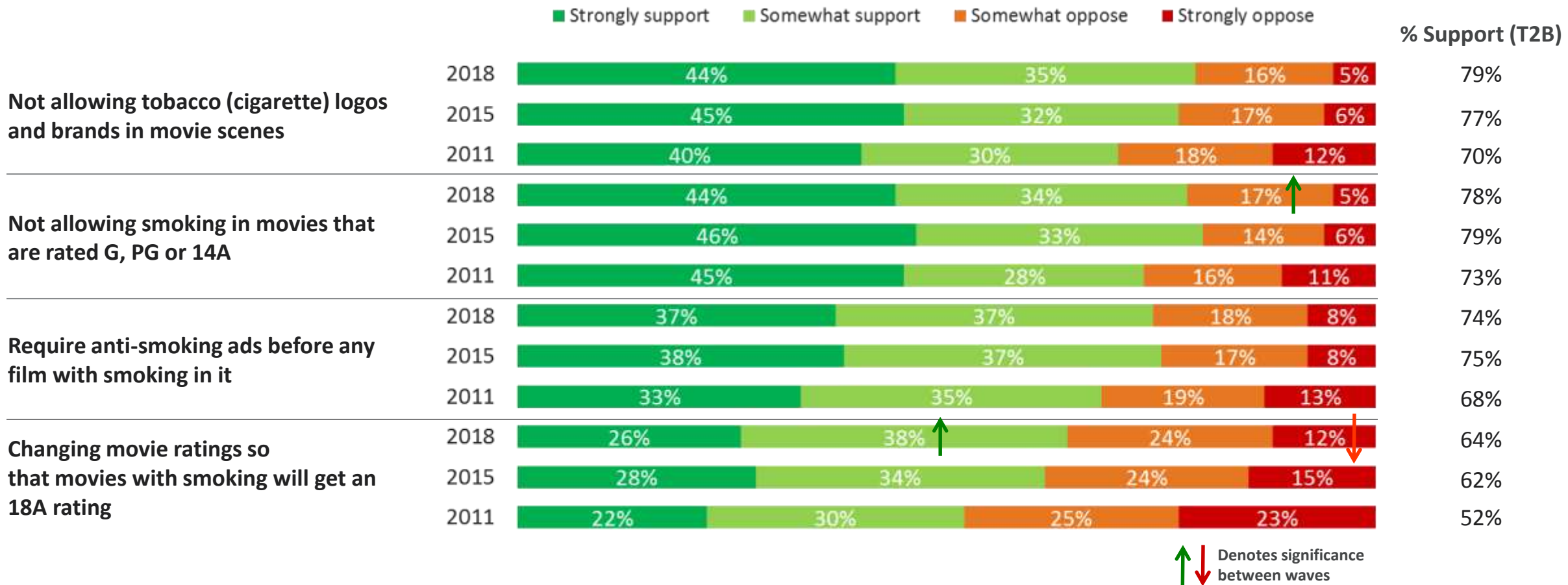
% True	Total	ONTARIO				
		GTA - Total	Central	East	Southwest	North
		A	D	E	F	G
Base: All respondents	n=2856	n=1081	n=347	n=317	n=893	n=218
There is rarely any smoking in movies anymore	52%	50%	61% <sub>AB</sub>	51%	53%	54%
The tobacco industry has paid for product placement of their products in movies	51%	48%	47%	53%	55% <sub>A</sub>	52%
Kids who see a lot of smoking in movies are more likely to start smoking	48%	50%	43%	42%	50%	46%
The tobacco industry has paid actors to smoke onscreen	36%	33%	32%	43% <sub>AD</sub>	37%	42%
The majority of movies with onscreen smoking are rated for youth (G, PG, 14A) in Ontario	27%	28%	29%	25%	26%	26%

Q2. To the best of your knowledge, is it true or false that...?  
Base: All respondents (n=2856)

# POLICY INITIATIVE SUPPORT (UNAIDED AND AIDED)

PUBLIC SUPPORT OF POLICY INITIATIVES (UNAIDED)

Eight in ten Ontarians support the ban of cigarette logos/brands in movie scenes as well as smoking in movies rated 14A or below while a majority support the other initiatives. Support has not shifted significantly compared to last wave.



Q3. To what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies?  
 Base: All respondents 2011 (n=812); 2015 (n=970); 2018 (n=2856)

## PUBLIC SUPPORT OF POLICY INITIATIVES (UNAIDED) - DEMOGRAPHICS

**Women are significantly more likely to support all policy initiatives aimed at reducing the impact of smoking in movies. Older Ontarians (55+) are less likely to support requiring anti-smoking ads for films with smoking whereas this policy is the only one parents are significantly more likely to support than those without children (77% vs 71%).**

% Support	Total	GENDER		AGE		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	n=2856	n=932	n=1924	n=1015	n=1196	n=645
Not allowing tobacco (cigarette) logos and brands in movie scenes	79%	75%	82% <sub>A</sub>	79%	80%	78%
Not allowing smoking in movies that are rated G, PG or 14A	78%	71%	84% <sub>A</sub>	75%	81% <sub>C</sub>	76%
Require anti-smoking ads before any film with smoking in it	74%	68%	79% <sub>A</sub>	77% <sub>E</sub>	75% <sub>E</sub>	69%
Changing movie ratings so that new movies with onscreen smoking will get an 18A rating	64%	59%	69% <sub>A</sub>	61%	65%	65%

Q3. To what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies?  
Base: All respondents (n=2856)

## PUBLIC SUPPORT OF POLICY INITIATIVES (UNAIDED) – DEMOGRAPHICS CON'T

**Parents across all TCANs strongly support all policy initiatives, although those in the East have generally lower levels of support.**

% Support	Total	18-29 Years		Parents 18+			
		Toronto	North	East	Central East	South West	Central West
		A	B	C	D	E	F
Base: All respondents	n=2856	n=200	n=101	n=201	n=200	n=201	n=200
Not allowing tobacco company logos and brands in movie scenes	79%	82%	90% <sub>C</sub>	77%	86%	83%	84%
Not allowing smoking in movies that are rated G, PG or 14A	78%	72%	85%	75%	86% <sub>AC</sub>	87% <sub>AC</sub>	86% <sub>A</sub>
Require anti-smoking ads before any film with smoking in it	74%	77%	82%	73%	85% <sub>CF</sub>	80%	73%
Changing movie ratings so that new movies with onscreen smoking will get an 18A rating	64%	64%	69%	60%	74% <sub>C</sub>	68%	66%

Q3. To what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies?  
Base: All respondents (n=2856)

\* Caution base size under 100

\*\*Caution base size under 50

## PUBLIC SUPPORT OF POLICY INITIATIVES (UNAIDED) – DEMOGRAPHICS CON'T

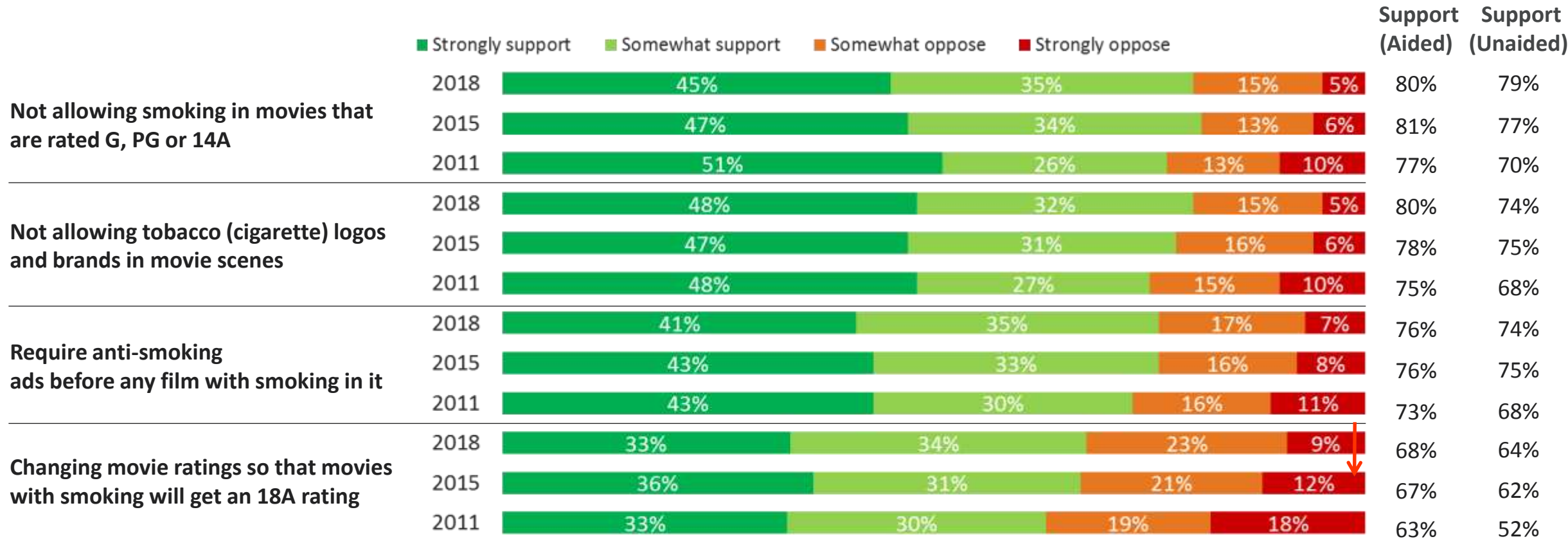
**Northern Ontarians have slightly higher levels of support for the various initiatives, although support is consistent across the province.**

% Support	Total	ONTARIO				
		GTA - Total	Central	East	Southwest	North
		A	D	E	F	G
Base: All respondents	n=2856	n=1081	n=347	n=317	n=893	n=218
<b>Not allowing tobacco company logos and brands in movie scenes</b>	79%	79%	75%	76%	80%	81%
<b>Not allowing smoking in movies that are rated G, PG or 14A</b>	78%	77%	74%	74%	81%	81%
<b>Require anti-smoking ads before any film with smoking in it</b>	74%	74%	69%	74%	74%	80% <sub>D</sub>
<b>Changing movie ratings so that new movies with onscreen smoking will get an 18A rating</b>	64%	64%	63%	59%	65%	69%

Q3. To what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies?  
Base: All respondents (n=2856)

PUBLIC SUPPORT OF POLICY INITIATIVES (AIDED)

Information on the impact of smoking in movies on kids and teens positively impacts levels of support for all of the policy initiatives. A mandatory 18A rating for any movies with onscreen smoking is significantly more popular among Ontarians after learning more about the issue.



Q4. A significant amount of research examining the amount of smoking in movies and its impact on youth smoking has shown the more kids and teens see smoking the more likely they are to start. It is estimated that at least 185,000 children and teens aged 0-17 living in Ontario today will be recruited to cigarette smoking by their exposure to onscreen smoking; to what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies  
 Base: All respondents 2011 (n=812); 2015 (n=970); 2018 (n=2856)

↑ ↓ Denotes significance between aided and unaided

## PUBLIC SUPPORT OF POLICY INITIATIVES (AIDED) - DEMOGRAPHICS

**Similar with unaided, women are more likely than men to support all policy initiatives on an aided basis. Older Ontarians (55+) have slightly lower levels of support for all initiatives except for requiring anti-smoking ads before any film that contains onscreen smoking.**

% Support	Total	GENDER		AGE		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	n=2856	n=932	n=1924	n=1015	n=1196	n=645
Not allowing smoking in movies that are rated G, PG or 14A	80%	73%	86% <sub>A</sub>	79%	82%	78%
Not allowing tobacco (cigarette) Logos and brands in movie scenes	80%	75%	85% <sub>A</sub>	81%	82%	79%
Require anti-smoking ads before any film with smoking in it	76%	69%	83% <sub>A</sub>	80% <sub>E</sub>	79% <sub>E</sub>	69%
Changing movie ratings so that movies with smoking will get an 18A rating	67%	60%	75% <sub>A</sub>	67%	70%	65%

Q4. A significant amount of research examining the amount of smoking in movies and its impact on youth smoking has shown the more kids and teens see smoking the more likely they are to start. It is estimated that at least 185,000 children and teens aged 0-17 living in Ontario today will be recruited to cigarette smoking by their exposure to onscreen smoking; to what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies  
Base: All respondents (n=2856)



## PUBLIC SUPPORT OF POLICY INITIATIVES (AIDED) – DEMOGRAPHICS CON'T

The additional information on the impact of smoking in movies on kids and teens does not have a significant impact on policy support among parents in each TCAN. Younger Torontonians (18-29) have the lowest levels of support for nearly all options.

% Support	Total	18-29 Years		Parents 18+			
		Toronto	North	East	Central East	South West	Central West
		A	B	C	D	E	F
Base: All respondents	n=2856	n=200	n=101	n=201	n=200	n=201	n=200
Not allowing smoking in movies that are rated G, PG or 14A	80%	72%	86%	81%	87% <sub>A</sub>	87% <sub>A</sub>	84% <sub>A</sub>
Not allowing tobacco (cigarette) logos and brands in movie scenes	80%	80%	89%	85%	86%	87%	85%
Require anti-smoking ads before any film with smoking in it	76%	83%	80%	79%	88% <sub>F</sub>	80%	75%
Changing movie ratings so that movies with smoking will get an 18A rating	68%	66%	73%	63%	82% <sub>AC</sub>	75%	72%

\* Caution base size under 100

\*\*Caution base size under 50

Q4. A significant amount of research examining the amount of smoking in movies and its impact on youth smoking has shown the more kids and teens see smoking the more likely they are to start. It is estimated that at least 185,000 children and teens aged 0-17 living in Ontario today will be recruited to cigarette smoking by their exposure to onscreen smoking; to what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies  
Base: All respondents (n=2856)

## PUBLIC SUPPORT OF POLICY INITIATIVES (AIDED) – DEMOGRAPHICS CON'T

**Northern and Southwestern Ontarians are slightly more likely to support each initiative, particularly banning smoking in movies rated 14A or less, and enforcing higher ratings for movies with on-screen smoking.**

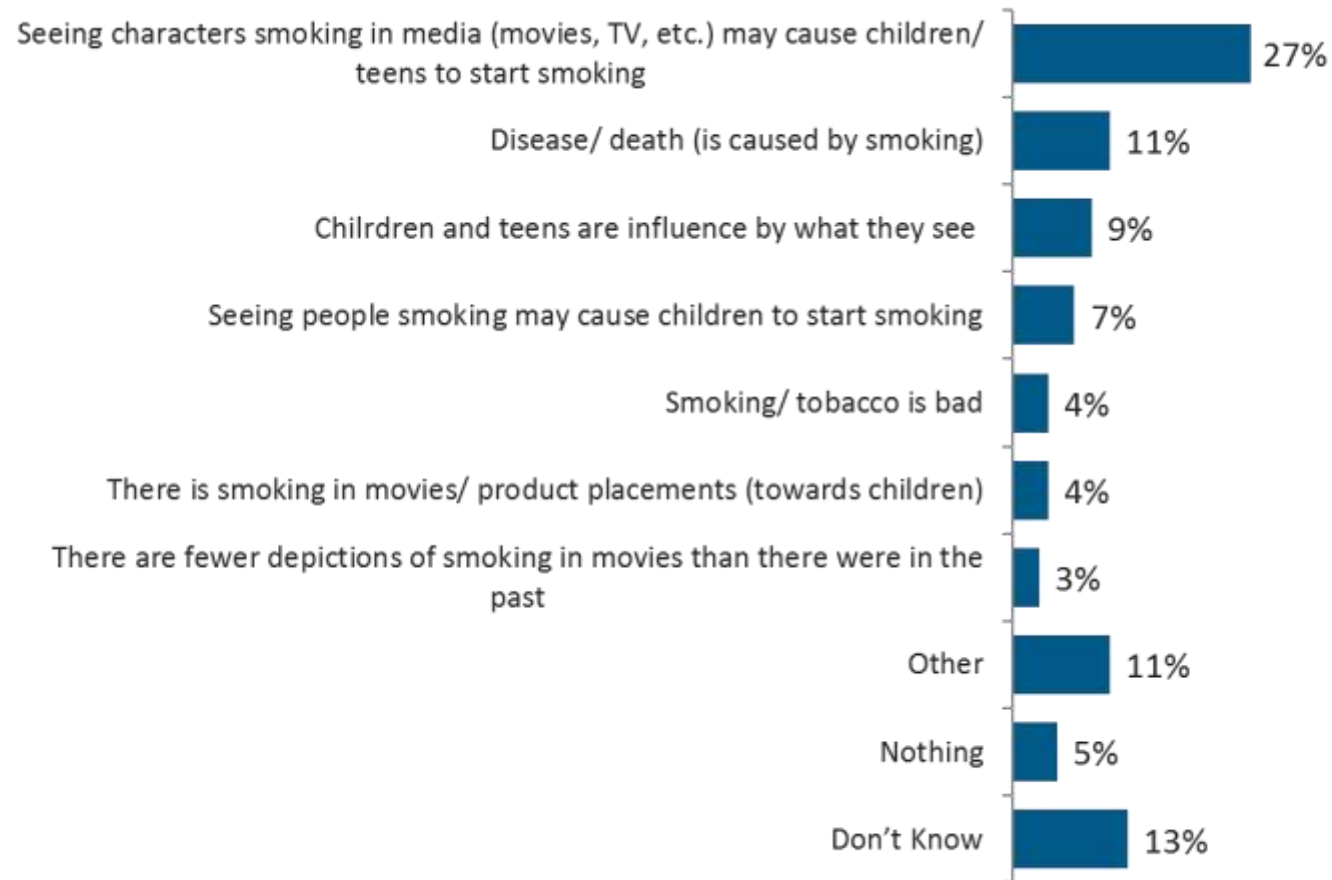
% Support	Total	ONTARIO				
		GTA - Total	Central	East	Southwest	North
		A	D	E	F	G
Base: All respondents	n=2856	n=1081	n=347	n=317	n=893	n=218
Not allowing smoking in movies that are rated G, PG or 14A	80%	78%	79%	76%	83% <sub>E</sub>	87% <sub>ADE</sub>
Not allowing tobacco (cigarette) logos and brands in movie scenes	80%	81%	76%	80%	81%	83%
Require anti-smoking ads before any film with smoking in it	76%	76%	74%	76%	75%	81%
Changing movie ratings so that movies with smoking will get an 18A rating	67%	67%	68%	59%	71% <sub>E</sub>	73% <sub>E</sub>

Q4. A significant amount of research examining the amount of smoking in movies and its impact on youth smoking has shown the more kids and teens see smoking the more likely they are to start. It is estimated that at least 185,000 children and teens aged 0-17 living in Ontario today will be recruited to cigarette smoking by their exposure to onscreen smoking; to what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies  
Base: All respondents (n=2856)

# SOURCE AND DETAILS OF AWARENESS

## SPECIFIC INFORMATION SEEN, READ, OR HEARD

Among those who are aware of the impact of smoking in the movies on kids and teens (61%), nearly three in ten recall hearing about the connection between media exposure to smoking and incidence of smoking among children. About one in ten report hearing about disease caused by smoking or about how impressionable youth can be to what they see in the media, like smoking.



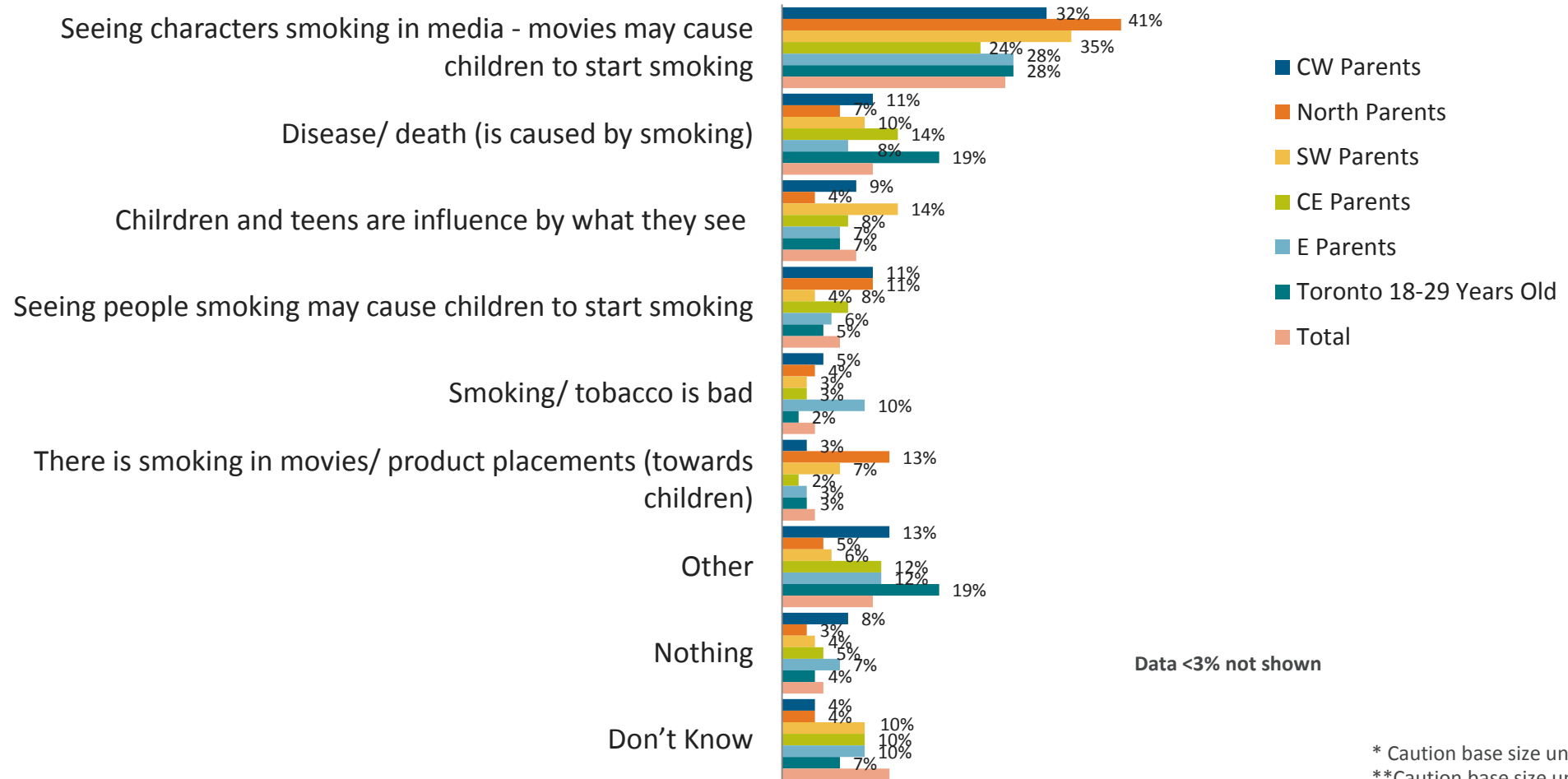
Data &lt;3% not shown

Q6. What information did you hear?

Base: Seen, read, or heard about the impact of smoking in the movies on kids and teens Total (n=1824)

SPECIFIC INFORMATION SEEN, READ, OR HEARD

Recall varies by TCAN, but overall, most common message relates to the negative influence on-screen smoking can have on youth.



Q6. What information did you hear?

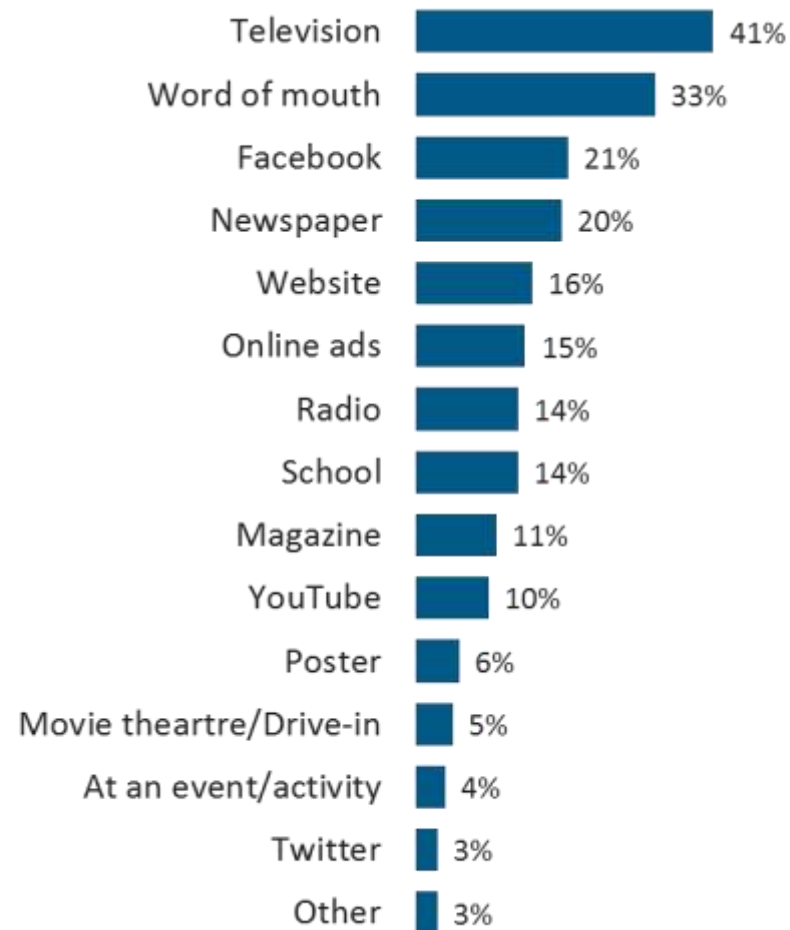
Base: Seen, read, or heard about the impact of smoking in the movies on kids and teens Central West Parents (n=140); South West Parents (n=144); Central East Parents (n=146); East Parents (n=120); North Parents (n=77)\*; Toronto 18-29 Years Old (n=161)

\* Caution base size under 100

\*\*Caution base size under 50

## SOURCE OF INFORMATION

Among those who (31%), television is the most commonly cited source of information (four in ten) followed by one-third saying they encountered this information through word of mouth.



Q7. And, where did you see or hear this information?

Base: Seen, read, or heard about the impact of smoking in the movies on kids and teens Total (n=1824)

SOURCE OF INFORMATION - DEMOGRAPHICS

Television and Word of Mouth are the top sources of information across all groups, but some smaller differences can be useful in future communications.



	Total	18-29 Years	Parents 18+				
		Toronto	North	East	Central East	South West	Central West
		A	B	C	D	E	F
Base: All respondents	n=1824	n=200	N=77*	n=201	n=200	n=201	n=200
<b>Television</b>	41%	40%	37%	44%	46%	46%	36%
<b>Word of mouth</b>	34%	36%	42%	41%	37%	36%	38%
<b>Facebook</b>	21%	29%	25%	35% <sub>DE</sub>	18%	20%	31%
<b>Newspaper</b>	20%	15%	13%	11%	18%	11%	23% <sub>E</sub>
<b>Website</b>	16%	22%	15%	13%	16%	15%	23%
<b>YouTube</b>	10%	20% <sub>E</sub>	10%	12%	10%	5%	18% <sub>E</sub>
<b>Online ads</b>	15%	19%	16%	15%	15%	17%	21%
<b>Magazine</b>	12%	9%	19%	10%	12%	12%	18%
<b>Radio</b>	14%	7%	14%	16%	26% <sub>AE</sub>	11%	16%
<b>Poster</b>	6%	8%	5%	7%	4%	7%	11%
<b>Twitter</b>	3%	6%	3%	2%	5%	3%	7%
<b>At an event/activity</b>	5%	9%	7%	5%	5%	4%	11%
<b>Movie theatre or drive-in</b>	5%	3%	4%	10%	7%	5%	8%
<b>School</b>	14%	28% <sub>E</sub>	21%	14%	17%	13%	17%
<b>Other</b>	1%	1%	2%	1%	1%	6%	2%
<b>Don't know/unsure</b>	16%	10%	7%	13%	17%	14%	16%

Q7. And, where did you see or hear this information?

Base: Seen, read, or heard about the impact of smoking in the movies on kids and teens Total (n=1824); Central West Parents (n=140); South West Parents (n=144); Central East Parents (n=146); East Parents (n=120); North Parents (n=77)\*; Toronto 18-29 Years Old (n=161)

\* Caution base size under 100

\*\*Caution base size under 50

# DEMOGRAPHICS



## DEMOGRAPHICS

Gender	
Male	48%
Female	52%
Age	
18-34	28%
35-54	40%
55+	32%
Region	
GTA	45%
Central	8%
East	12%
Southwest	28%
North	7%
Education	
<High School	10%
High School	40%
Post Secondary	33%
University Graduate	18%

Income	
<\$40K	29%
\$40K - <\$60K	15%
\$60K - <\$100K	26%
\$100K+	18%
Employment	
Self employed	7%
Unemployed and not looking for a job/Long-term sick or disabled	6%
Full-time parent, homemaker	8%
Retired	18%
Student	5%
Prefer not to answer	3%

# REGION DEFINITIONS

## REGION DEFINITIONS

Central Ontario
Hastings
Prince Edward
Northumberland
Peterborough
Kawartha Lakes
Dufferin
Simcoe
Muskoka
Haliburton
East Ontario
Stormont, Dundas and Glengarry
Prescott and Russell
Ottawa
Leeds and Grenville
Lanark
Frontenac
Lennox and Addington
Renfrew
GTA
Toronto
Durham
York
Peel
Halton

Southwest Ontario
Wellington
Hamilton
Niagara
Haldimand-Norfolk
Brant
Waterloo
Perth
Oxford
Elgin
Chatham-Kent
Essex
Lambton
Middlesex
Huron
Bruce
Grey

Northern Ontario
Nipissing
Parry Sound
Manitoulin
Sudbury
Greater Sudbury
Timiskaming
Cochrane
Algoma
Thunder Bay
Rainy River
Kenora
Haliburton
Muskoka

# TCAN REGION DEFINITIONS

# TCAN REGION DEFINITIONS

<b>South West</b>
Windsor-Essex
Lambton
Chatham-Kent
Middlesex-London
Elgin-St.Thomas
Huron
Perth
Oxford
Grey Bruce
<b>Central West</b>
Haldimand-Norfolk
Brant
Niagara
Hamilton
Waterloo
Halton
Wellington-Dufferin-Guelph
<b>Central East</b>
Peel
York
Durham
Haliburton-Kawartha-Pine Ridge
Simcoe Muskoka
Peterborough

<b>Toronto</b>
Toronto
<b>Eastern</b>
Renfrew
Hastings-Prince Edward
Kingston, Frontenac, Lennox and Addington
Leeds-Grenville
Ottawa
Eastern Ontario
<b>North West</b>
Northwestern
Thunder Bay
<b>North East</b>
Porcupine
Algoma
Sudbury
Timiskaming
North Bay-Parry Sound

