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CIGARETTES TO BE SPENT ON TOBACCO CONTROL
PROGRAMS --**

- OVERWHELMING MAJORITY (93%) SAY GOVERNMENT HAS RESPONSIBILITY TO
DISCOURAGE YOUNG PEOPLE FROM SMOKING --**
- TWO THIRDS (64%) OF SMOKERS ARE CONCERNED AND WOULD LIKE TO QUIT
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Ontario Campaign for Action on Tobacco

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This Angus Reid Poll was conducted by telephone between September 30th and October 8th, 1998 among a representative cross-section of 1,000 Ontarian adults for the Ontario Campaign for Action on Tobacco.

These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Ontarian population according to the 1996 Census data.

With a national sample of 1,000, one can say with 95 percent certainty that the overall results are within ± 3.1 percentage points of what they would have been had the entire adult Ontarian population been polled. The margin of error will be larger for other sub-groupings of the survey population.

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A majority of Ontarians (78%) would vote “yes” in a referendum for a 25¢ tax hike on tobacco so that the money could be spent on tobacco control programs in Ontario. An overwhelming majority (93%) also believes Government has a responsibility to ensure that young people are discouraged from smoking. Even the majority of smokers (64%) is concerned about their smoking and would like to quit.

These are some of the findings gleaned from a telephone survey conducted between September 30 and October 8, 1998 among a representative cross-section of 1,000 Ontarian adults. A sample of this size is said to have a margin of error of $\pm 3.1\%$ nineteen times out of twenty. The following provides a full synopsis of the findings.

Tobacco Tax to Support Ontario Tobacco Control Programs

Eight In Ten Ontarians Would Vote “Yes” In A Referendum For A 25¢ Increase in Tobacco Taxes

Eight in ten (78%) Ontarians would vote “yes” in a referendum to place a 25¢ tax on cigarettes that could be “spent on tobacco control programs in Ontario.” One in five (21%) did not support a 25¢ increase, while only 1% were undecided.

- ◆ Half (53%) of smokers are supportive of a tax increase that will put money toward tobacco control programs – versus 71% of occasional smokers and 86% of non-smokers.
- ◆ Women (83%) are more likely than men (72%) to support the 25¢ tax hike.

Ontarians Believe the Government has a Responsibility to Discourage Smoking

The Overwhelming Majority (93%) Of Ontarians Hold the Government Responsible for Discouraging Young People From Smoking

Ninety three percent of Ontarians believe that the government should be responsible for discouraging young people from smoking. Of those who hold the government responsible, six in ten (60%) say that the government has a *major responsibility*, while one third (33%) say the government *has some responsibility*.

The Majority (88%) Of Ontarians Hold the Government Responsible for the Control, Sale and Marketing of Tobacco Products

Nine in ten (88%) also believe that the government should be responsible for the “control, the sale and marketing of tobacco products. Ontarians are evenly split on whether the government’s role of controlling the sale and marketing of tobacco products is a *major responsibility* (46%) or a *minor responsibility* (42%).

- ◆ Non-smokers (52%) are more likely than smokers (29%) to feel that controlling the sale and marketing of tobacco products is a *major responsibility* for the government.

Regulations and Policy Initiatives

Ontarians were asked whether they agreed or disagreed with a series of regulatory and policy initiatives.

Eight In Ten (79%) Ontarians Think There Should Be A 1-800 Number On Cigarette Packages To Get Help To Quit Smoking

Seventy nine percent of Ontarians indicate that there should be a 1-800 number on cigarette packages to call to get help in quitting smoking. In fact, 59% *strongly agree* that the 1-800 number should be

available on cigarette packages, while 20% *somewhat agree* with a mandatory 1-800 number. Twenty percent did not agree with a 1-800 number being included on cigarette packages; however, only 12% *strongly disagreed* with the including a 1-800 number on cigarette packaging.

Two Thirds (66%) Say the Number of Outlets Selling Tobacco Should be Reduced

Sixty six percent of Ontarians believe that “the number of outlets at which tobacco can be sold should be reduced.” Twenty two percent somewhat agree that tobacco should be sold in fewer places, while twice as many (44%) strongly agree.

- ◆ Women (72%) are more likely than men (60%) to want the number of outlets for selling tobacco to be reduced.

Ontarians (93%) Say All Ingredients Should be Printed on Cigarette Packages

Ontarians (93%) agree that “tobacco companies should be required to list all ingredients and additives on cigarette packages”. A full 83% strongly believe that the printing of all ingredients and additives on each package of cigarettes be mandatory.

Ontarians Show Overwhelming Support for Smoke-free Environments

Ontarians agree that the following areas should be smoke-free:

- ◆ “Workplaces like offices and factories” (88%) – 75% strongly agree, 13% somewhat agree.
- ◆ “Public places like arenas and shopping malls” (89%) -- 75% strongly agree, 14% somewhat agree.
- ◆ “Restaurants” (73%) – 58% strongly agree, 15% somewhat agree.

Even Smokers are Concerned about Smoking and Would like to Quit

The Majority (64%) Of Smokers Indicate That They Are Concerned and Would Like to Quit Smoking

This survey found 23% smoke daily, 6% occasionally and 71% do not smoke at all. Sixty four percent of smokers indicate that they are concerned about their smoking and would like to quit. Only three in ten (29%) of smokers indicate that they “enjoy smoking and don’t want to quit.”

- ◆ Men (69%) are more likely than women (60%) to say that they are concerned about their smoking and would like to quit.

Health Hazards of Smoking

When asked what the health hazards of smoking are, most Ontarians cite lung cancer (64%) and many list respiratory problems (31%) and heart disease (28%). However, there is negligible awareness of other ill effects of smoking such as asthma (11%), effect on unborn child (5%), stroke (4%) and addiction (1%).

65% of Ontarians Believe that Tobacco Kills More than AIDS

When asked whether “the use of tobacco kills more, fewer or about the same number of Ontarians per year as AIDS”, 65% of Ontarians indicated that tobacco kills more people. In fact, tobacco may kill up to 17 times more people than does AIDS. Thirteen percent of Ontarians believe that AIDS and tobacco use kills about the same number of people. Finally, 14% believe that tobacco use kills far less people than does AIDS.

- ◆ Men (69%) are more likely than women (62%) to say that tobacco use kills more people per year than does AIDS.
- ◆ Non-smokers (70%) are more likely than smokers (53%) to believe that tobacco use kills more people per year than AIDS.

Slightly Fewer than Seven in Ten (66%) Women Wrongly Believe that Breast Cancer Kills more Women than Lung Cancer

The female respondents in this survey were asked, “do you think more women die from breast cancer or from lung cancer?” The majority (66%) believes that breast cancer kills more women every year than does lung cancer. In fact, lung cancer accounts for 2,200 deaths among women, while breast cancer claims 1,950 women’s lives each year.

- ◆ Women who are smokers (70%) are more likely than non-smokers (63%) to believe that more women die from breast cancer than from lung cancer each year.
- ◆ Women with post-secondary (33%) or university (33%) education are more likely to believe that more women die each year from lung cancer than from breast cancer.
- ◆ Non-smokers (70%) are more likely than smokers (53%) to believe that tobacco use kills more people per year than AIDS.

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