

**Table 1**

If a referendum was held on placing a 25 cent per pack tax on cigarettes that would be spent on tobacco control programs in Ontario, would you vote “yes” or “no”?

|                 | TOTAL | AGE   |       |     | EDUCATION |          |      | GENDER |        | INCOME |          |        | SMOKING STATUS |              |            |
|-----------------|-------|-------|-------|-----|-----------|----------|------|--------|--------|--------|----------|--------|----------------|--------------|------------|
|                 |       | 18-34 | 35-54 | 55+ | <=HS      | Post-Sec | Univ | Male   | Female | <\$30K | \$30-59K | \$60K+ | Daily          | Occasionally | Not at all |
| Weighted Base   | 1000  | 372   | 352   | 276 | 346       | 344      | 310  | 484    | 516    | 195    | 396      | 349    | 231            | 61           | 708        |
| Unweighted Base | 1000  | 286   | 470   | 243 | 338       | 349      | 312  | 499    | 501    | 172    | 395      | 372    | 233            | 62           | 705        |
|                 | (%)   | (%)   | (%)   | (%) | (%)       | (%)      | (%)  | (%)    | (%)    | (%)    | (%)      | (%)    | (%)            | (%)          | (%)        |
| Yes             | 78    | 81    | 74    | 79  | 71        | 80       | 84   | 72     | 83     | 79     | 78       | 78     | 53             | 71           | 86         |
| No              | 21    | 18    | 25    | 20  | 28        | 20       | 14   | 27     | 16     | 21     | 21       | 20     | 46             | 27           | 12         |
| Don't know      | 1     | -     | 1     | 2   | 1         | 1        | 2    | 1      | 1      | -      | 1        | 2      | -              | 2            | 1          |

**Table 2**

Do you think the provincial government has a major responsibility, some responsibility, or no responsibility to...?

|                                                    | TOTAL | AGE   |       |     | EDUCATION |          |      | GENDER |        | INCOME |          |        | SMOKING STATUS |              |            |
|----------------------------------------------------|-------|-------|-------|-----|-----------|----------|------|--------|--------|--------|----------|--------|----------------|--------------|------------|
|                                                    |       | 18-34 | 35-54 | 55+ | <=HS      | Post-Sec | Univ | Male   | Female | <\$30K | \$30-59K | \$60K+ | Daily          | Occasionally | Not at all |
| Weighted Base                                      | 1000  | 372   | 352   | 276 | 346       | 344      | 310  | 484    | 516    | 195    | 396      | 349    | 231            | 61           | 708        |
| Unweighted Base                                    | 1000  | 286   | 470   | 243 | 338       | 349      | 312  | 499    | 501    | 172    | 395      | 372    | 233            | 62           | 705        |
|                                                    | (%)   | (%)   | (%)   | (%) | (%)       | (%)      | (%)  | (%)    | (%)    | (%)    | (%)      | (%)    | (%)            | (%)          | (%)        |
| Control the sale and marketing of tobacco products |       |       |       |     |           |          |      |        |        |        |          |        |                |              |            |
| Major responsibility                               | 46    | 44    | 46    | 49  | 43        | 45       | 51   | 47     | 45     | 44     | 45       | 49     | 29             | 40           | 52         |
| Some responsibility                                | 42    | 46    | 41    | 37  | 41        | 43       | 41   | 41     | 43     | 44     | 43       | 39     | 46             | 52           | 40         |
| No responsibility                                  | 12    | 10    | 12    | 14  | 15        | 12       | 8    | 12     | 11     | 12     | 12       | 11     | 24             | 7            | 8          |
| Discourage young people from smoking               |       |       |       |     |           |          |      |        |        |        |          |        |                |              |            |
| Major responsibility                               | 60    | 56    | 59    | 64  | 59        | 58       | 62   | 60     | 59     | 56     | 59       | 61     | 55             | 50           | 62         |
| Some responsibility                                | 33    | 37    | 33    | 27  | 29        | 35       | 35   | 32     | 34     | 34     | 34       | 32     | 31             | 47           | 32         |
| No responsibility                                  | 7     | 6     | 8     | 9   | 12        | 7        | 3    | 8      | 7      | 9      | 7        | 7      | 14             | 4            | 6          |

**Table 3**

Do strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that...?

|                                                                                                  | TOTAL | AGE   |       |     | EDUCATION |          |      | GENDER |        | INCOME |          |        | SMOKING STATUS |              |            |
|--------------------------------------------------------------------------------------------------|-------|-------|-------|-----|-----------|----------|------|--------|--------|--------|----------|--------|----------------|--------------|------------|
|                                                                                                  |       | 18-34 | 35-54 | 55+ | <=HS      | Post-Sec | Univ | Male   | Female | <\$30K | \$30-59K | \$60K+ | Daily          | Occasionally | Not at all |
| Weighted Base                                                                                    | 1000  | 372   | 352   | 276 | 346       | 344      | 310  | 484    | 516    | 195    | 396      | 349    | 231            | 61           | 708        |
| Unweighted Base                                                                                  | 1000  | 286   | 470   | 243 | 338       | 349      | 312  | 499    | 501    | 172    | 395      | 372    | 233            | 62           | 705        |
|                                                                                                  | (%)   | (%)   | (%)   | (%) | (%)       | (%)      | (%)  | (%)    | (%)    | (%)    | (%)      | (%)    | (%)            | (%)          | (%)        |
| The number of outlets at which tobacco can be sold should be reduced                             |       |       |       |     |           |          |      |        |        |        |          |        |                |              |            |
| Strongly agree                                                                                   | 44    | 41    | 45    | 47  | 41        | 41       | 50   | 37     | 50     | 50     | 39       | 46     | 19             | 33           | 53         |
| Somewhat agree                                                                                   | 22    | 23    | 21    | 22  | 23        | 21       | 23   | 23     | 21     | 20     | 27       | 19     | 20             | 16           | 23         |
| Somewhat disagree                                                                                | 16    | 18    | 16    | 15  | 16        | 18       | 15   | 20     | 13     | 13     | 16       | 16     | 25             | 30           | 12         |
| Strongly disagree                                                                                | 17    | 18    | 17    | 14  | 19        | 20       | 10   | 20     | 14     | 15     | 18       | 18     | 35             | 22           | 10         |
| Tobacco companies should be required to list all ingredients and additives on cigarette packages |       |       |       |     |           |          |      |        |        |        |          |        |                |              |            |
| Strongly agree                                                                                   | 83    | 82    | 83    | 86  | 80        | 84       | 86   | 80     | 86     | 83     | 82       | 84     | 73             | 86           | 87         |
| Somewhat agree                                                                                   | 10    | 12    | 10    | 7   | 12        | 8        | 9    | 11     | 9      | 9      | 10       | 10     | 16             | 8            | 8          |
| Somewhat disagree                                                                                | 3     | 2     | 3     | 5   | 2         | 3        | 3    | 3      | 2      | 3      | 3        | 3      | 5              | 2            | 2          |
| Strongly disagree                                                                                | 4     | 4     | 4     | 2   | 4         | 4        | 2    | 5      | 2      | 4      | 4        | 3      | 7              | 5            | 2          |
| Workplaces like offices and factories should be smoke-free                                       |       |       |       |     |           |          |      |        |        |        |          |        |                |              |            |
| Strongly agree                                                                                   | 75    | 72    | 77    | 76  | 66        | 77       | 83   | 71     | 79     | 71     | 72       | 81     | 45             | 69           | 85         |
| Somewhat agree                                                                                   | 13    | 17    | 11    | 12  | 14        | 14       | 12   | 16     | 11     | 13     | 17       | 10     | 26             | 17           | 9          |
| Somewhat disagree                                                                                | 7     | 8     | 6     | 7   | 12        | 6        | 3    | 8      | 6      | 9      | 7        | 6      | 17             | 11           | 3          |
| Strongly disagree                                                                                | 5     | 4     | 5     | 4   | 8         | 3        | 3    | 5      | 5      | 7      | 4        | 4      | 12             | 1            | 2          |
| Public places like arenas and shopping malls should be smoke-free                                |       |       |       |     |           |          |      |        |        |        |          |        |                |              |            |
| Strongly agree                                                                                   | 75    | 75    | 77    | 72  | 69        | 77       | 78   | 73     | 76     | 73     | 72       | 77     | 50             | 76           | 82         |
| Somewhat agree                                                                                   | 14    | 12    | 14    | 15  | 14        | 14       | 14   | 14     | 14     | 13     | 14       | 15     | 23             | 12           | 11         |
| Somewhat disagree                                                                                | 6     | 9     | 3     | 7   | 11        | 5        | 3    | 7      | 6      | 8      | 6        | 5      | 16             | 3            | 3          |
| Strongly disagree                                                                                | 5     | 5     | 5     | 5   | 7         | 4        | 4    | 6      | 4      | 5      | 6        | 3      | 10             | 8            | 3          |
| Restaurants should be smoke-free                                                                 |       |       |       |     |           |          |      |        |        |        |          |        |                |              |            |
| Strongly agree                                                                                   | 57    | 53    | 58    | 62  | 50        | 55       | 67   | 53     | 61     | 57     | 56       | 59     | 18             | 32           | 72         |
| Somewhat agree                                                                                   | 15    | 17    | 15    | 13  | 16        | 17       | 13   | 16     | 15     | 13     | 16       | 17     | 20             | 22           | 13         |
| Somewhat disagree                                                                                | 13    | 16    | 12    | 12  | 14        | 13       | 12   | 14     | 12     | 12     | 15       | 12     | 22             | 27           | 9          |
| Strongly disagree                                                                                | 14    | 13    | 15    | 14  | 19        | 14       | 8    | 15     | 13     | 17     | 13       | 12     | 39             | 20           | 5          |
| There should be a 1-800 number on cigarette packages to call to get help in quitting smoking     |       |       |       |     |           |          |      |        |        |        |          |        |                |              |            |
| Strongly agree                                                                                   | 59    | 64    | 56    | 57  | 59        | 58       | 61   | 55     | 63     | 66     | 60       | 53     | 50             | 51           | 63         |
| Somewhat agree                                                                                   | 20    | 18    | 20    | 22  | 20        | 19       | 22   | 20     | 20     | 17     | 19       | 23     | 19             | 27           | 20         |
| Somewhat disagree                                                                                | 8     | 7     | 9     | 6   | 8         | 8        | 7    | 9      | 6      | 7      | 7        | 10     | 9              | 13           | 7          |
| Strongly disagree                                                                                | 12    | 10    | 14    | 13  | 13        | 15       | 9    | 15     | 10     | 9      | 13       | 14     | 22             | 10           | 9          |

**Table 4**

Which of the following comes closest to your attitude about your smoking? Would you say...?

|                                                     | TOTAL | AGE   |       |     | EDUCATION |          |      | GENDER |        | INCOME |          |        | SMOKING STATUS |              |
|-----------------------------------------------------|-------|-------|-------|-----|-----------|----------|------|--------|--------|--------|----------|--------|----------------|--------------|
|                                                     |       | 18-34 | 35-54 | 55+ | <=HS      | Post-Sec | Univ | Male   | Female | <\$30K | \$30-59K | \$60K+ | Daily          | Occasionally |
| Weighted Base                                       | 292   | 128   | 111   | 53  | 133       | 101      | 58   | 149    | 143    | 61     | 123      | 89     | 231            | 61           |
| Unweighted Base                                     | 295   | 101   | 147   | 47  | 130       | 106      | 59   | 155    | 140    | 54     | 129      | 94     | 233            | 62           |
|                                                     | (%)   | (%)   | (%)   | (%) | (%)       | (%)      | (%)  | (%)    | (%)    | (%)    | (%)      | (%)    | (%)            | (%)          |
| Enjoy smoking and don't want to quit                | 29    | 26    | 27    | 40  | 38        | 21       | 23   | 27     | 31     | 34     | 33       | 20     | 32             | 19           |
| Concerned about your smoking and would like to quit | 64    | 66    | 66    | 57  | 57        | 73       | 66   | 69     | 60     | 61     | 58       | 73     | 62             | 74           |
| Neither                                             | 6     | 8     | 7     | 2   | 5         | 6        | 10   | 3      | 10     | 5      | 8        | 7      | 6              | 7            |

(\*) Base: Smoke cigarettes on a daily basis/occasionally.

**Table 5**

To the best of you knowledge, what if any, are the health hazards related to tobacco use?

|                                           | TOTAL | AGE   |       |     | EDUCATION |          |      | GENDER |        | INCOME |          |        | SMOKING STATUS |              |            |
|-------------------------------------------|-------|-------|-------|-----|-----------|----------|------|--------|--------|--------|----------|--------|----------------|--------------|------------|
|                                           |       | 18-34 | 35-54 | 55+ | <=HS      | Post-Sec | Univ | Male   | Female | <\$30K | \$30-59K | \$60K+ | Daily          | Occasionally | Not at all |
| Weighted Base                             | 1000  | 372   | 352   | 276 | 346       | 344      | 310  | 484    | 516    | 195    | 396      | 349    | 231            | 61           | 708        |
| Unweighted Base                           | 1000  | 286   | 470   | 243 | 338       | 349      | 312  | 499    | 501    | 172    | 395      | 372    | 233            | 62           | 705        |
|                                           | (%)   | (%)   | (%)   | (%) | (%)       | (%)      | (%)  | (%)    | (%)    | (%)    | (%)      | (%)    | (%)            | (%)          | (%)        |
| Addiction                                 | 1     | 2     | 2     | -   | 1         | 1        | 2    | 2      | 1      | 2      | 1        | 2      | 2              | -            | 1          |
| Asthma                                    | 11    | 13    | 10    | 7   | 10        | 12       | 10   | 8      | 13     | 8      | 14       | 10     | 8              | 11           | 11         |
| Bronchitis                                | 4     | 5     | 3     | 4   | 4         | 6        | 2    | 3      | 5      | 5      | 3        | 4      | 5              | 1            | 4          |
| Cancer (general)                          | 27    | 33    | 29    | 16  | 24        | 30       | 28   | 29     | 26     | 27     | 27       | 27     | 28             | 29           | 27         |
| Coughing                                  | 1     | 1     | 1     | 1   | 2         | -        | 1    | -      | 1      | 2      | -        | 1      | 2              | -            | 1          |
| Effect on the fetus/unborn child          | 5     | 7     | 4     | 4   | 6         | 4        | 6    | 4      | 7      | 5      | 5        | 5      | 4              | 5            | 6          |
| Emphysema                                 | 31    | 28    | 33    | 33  | 26        | 34       | 33   | 28     | 33     | 29     | 29       | 37     | 30             | 46           | 30         |
| Heart attack                              | 6     | 6     | 6     | 6   | 7         | 6        | 6    | 7      | 6      | 5      | 7        | 6      | 11             | 10           | 4          |
| Heart disease                             | 28    | 24    | 30    | 33  | 23        | 33       | 29   | 30     | 27     | 29     | 25       | 34     | 32             | 31           | 27         |
| High blood pressure                       | 3     | 2     | 4     | 3   | 2         | 2        | 4    | 3      | 2      | 2      | 3        | 2      | 3              | 3            | 3          |
| Lung cancer                               | 64    | 64    | 64    | 62  | 59        | 67       | 65   | 62     | 65     | 57     | 65       | 66     | 55             | 62           | 67         |
| Oral cancer (tongue, lips, mouth, throat) | 14    | 21    | 11    | 9   | 13        | 13       | 16   | 15     | 14     | 9      | 18       | 14     | 13             | 15           | 14         |
| Respiratory problem (general)             | 12    | 11    | 14    | 9   | 9         | 10       | 17   | 12     | 11     | 8      | 12       | 14     | 9              | 15           | 12         |
| Second-hand smoke                         | 8     | 9     | 8     | 5   | 10        | 7        | 6    | 6      | 9      | 9      | 8        | 7      | 7              | 1            | 8          |
| Stroke                                    | 4     | 3     | 5     | 6   | 5         | 4        | 4    | 4      | 5      | 5      | 4        | 4      | 9              | 8            | 3          |
| Blood circulation problems                | 2     | 1     | 1     | 3   | 1         | 2        | 1    | 2      | 2      | 4      | 1        | 1      | 1              | 1            | 2          |
| Death                                     | 2     | 2     | 2     | 2   | 2         | 2        | 2    | 2      | 2      | 2      | 2        | 2      | 1              | 8            | 2          |
| Allergies                                 | 1     | -     | 1     | 1   | -         | 1        | 1    | 1      | 1      | 1      | 1        | 1      | -              | -            | 1          |
| Air pollution/environmental damage        | 1     | -     | 1     | 1   | 1         | 1        | -    | 1      | 1      | 1      | 1        | -      | -              | -            | 1          |
| Lung disease/lungs (unspecified)          | 4     | 4     | 3     | 6   | 5         | 4        | 3    | 3      | 5      | 3      | 5        | 3      | 3              | -            | 5          |
| Breast cancer                             | 1     | 2     | 1     | -   | -         | 1        | 2    | 1      | 1      | 1      | 1        | 1      | -              | -            | 1          |
| Careless smoking                          | 1     | 1     | 1     | 1   | 1         | -        | -    | 1      | -      | 1      | -        | -      | -              | -            | 1          |
| Poor physical condition/loss of energy    | 1     | -     | 1     | 1   | 1         | 1        | 1    | 1      | -      | 1      | -        | 1      | 1              | 3            | 1          |
| Breathing problems / difficulty breathing | 1     | 1     | 1     | 1   | 1         | 1        | -    | 1      | -      | 1      | 1        | 1      | 1              |              | 1          |

(\*) Total mentions. Totals will not equal 100% due to more than one response accepted.

**Table 6**

Would you say that the use of tobacco kills more, fewer or about the same number of Ontarians per year as AIDS?

|                                     |      | AGE   |       |     | EDUCATION |          |      | GENDER |        | INCOME |          |        | SMOKING STATUS |              |            |
|-------------------------------------|------|-------|-------|-----|-----------|----------|------|--------|--------|--------|----------|--------|----------------|--------------|------------|
|                                     |      | 18-34 | 35-54 | 55+ | <=HS      | Post-Sec | Univ | Male   | Female | <\$30K | \$30-59K | \$60K+ | Daily          | Occasionally | Not at all |
| Weighted Base                       | 1000 | 372   | 352   | 276 | 346       | 344      | 310  | 484    | 516    | 195    | 396      | 349    | 231            | 61           | 708        |
| Unweighted Base                     | 1000 | 286   | 470   | 243 | 338       | 349      | 312  | 499    | 501    | 172    | 395      | 372    | 233            | 62           | 705        |
|                                     | (%)  | (%)   | (%)   | (%) | (%)       | (%)      | (%)  | (%)    | (%)    | (%)    | (%)      | (%)    | (%)            | (%)          | (%)        |
| Tobacco kills a lot more people     | 41   | 36    | 48    | 37  | 28        | 40       | 56   | 47     | 35     | 30     | 32       | 56     | 30             | 39           | 44         |
| Tobacco kills somewhat more people  | 25   | 28    | 23    | 23  | 24        | 27       | 23   | 23     | 27     | 23     | 30       | 19     | 23             | 23           | 26         |
| About the same                      | 13   | 12    | 11    | 18  | 19        | 14       | 7    | 10     | 16     | 20     | 13       | 10     | 15             | 8            | 13         |
| Tobacco kills somewhat fewer people | 11   | 14    | 9     | 8   | 14        | 11       | 6    | 9      | 13     | 11     | 15       | 7      | 19             | 17           | 8          |
| Tobacco kills a lot fewer people    | 3    | 4     | 3     | 2   | 5         | 3        | 1    | 3      | 4      | 6      | 3        | 2      | 5              | 3            | 3          |
| Don't know                          | 7    | 6     | 6     | 12  | 10        | 5        | 7    | 9      | 6      | 9      | 7        | 6      | 8              | 11           | 7          |

**Table 7**

Now I would like to ask you about cancer. Do you think more women die from breast cancer or from lung cancer?

|                 |     | AGE   |       |     | EDUCATION |          |      | GENDER |        | INCOME |          |        | SMOKING STATUS |              |            |
|-----------------|-----|-------|-------|-----|-----------|----------|------|--------|--------|--------|----------|--------|----------------|--------------|------------|
|                 |     | 18-34 | 35-54 | 55+ | <=HS      | Post-Sec | Univ | Male   | Female | <\$30K | \$30-59K | \$60K+ | Daily          | Occasionally | Not at all |
| Weighted Base   | 516 | 186   | 178   | 152 | 190       | 188      | 138  | -      | 516    | 126    | 208      | 148    | 118            | 24           | 374        |
| Unweighted Base | 501 | 130   | 244   | 127 | 182       | 180      | 139  | -      | 501    | 111    | 202      | 155    | 113            | 27           | 361        |
|                 | (%) | (%)   | (%)   | (%) | (%)       | (%)      | (%)  | (%)    | (%)    | (%)    | (%)      | (%)    | (%)            | (%)          | (%)        |
| Breast cancer   | 66  | 67    | 63    | 66  | 70        | 65       | 61   | -      | 66     | 68     | 67       | 66     | 70             | 88           | 63         |
| Lung cancer     | 30  | 31    | 34    | 26  | 26        | 33       | 33   | -      | 30     | 22     | 29       | 33     | 27             | 12           | 32         |
| Don't know      | 4   | 2     | 3     | 8   | 4         | 3        | 6    | -      | 4      | 10     | 3        | 1      | 3              | -            | 5          |

(\*) Base equals female respondents only.