

## PFIZER - SMOKING BYLAW

Which of the following statements most closely reflects your opinion?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						
		TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F	
Base: All Respondents								
Unweighted Base	2002	278	192	134	770	476	152	
Weighted Base	2002	279	193	133	770	475	152	
Smoking should be permitted in all enclosed public places, including the workplace	39	6	2	0	16	10	4	
	2%	2%	1%	-	2%	2%	3%	
Smoking should be permitted anywhere in social settings, such as restaurants and bars	69	8	9	4	23	21	5	
	3%	3%	4%	3%	3%	4%	3%	
Smoking should be permitted in social settings, such as restaurants and bars, but only in smoking areas that are completely separated from non-smoking areas	789	108	82	52	290	204	53	
	39%	39%	42%	39%	38%	43%	35%	
Smoking should only be permitted in private homes	621	93	65	47	244	125	47	
	31%	33% E	34%	35% E	32% E	26%	31%	
Smoking should not be permitted at all	468	62	33	30	191	111	40	
	23%	22%	17%	23%	25% B	23%	26% B	
Don't know/Refused	16	1	2	0	7	4	2	
	1%	0	1%	-	1%	1%	1%	

**PFIZER - SMOKING BYLAW**  
**AGREE SUMMARY TABLE**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base; \*\* very small base (under 30) ineligible for sig testing

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Smoking bylaws that restrict smoking in public places put a lot of pressure on smokers to quit	1404	181	122	100	513	386	101
	70%	65%	63%	75% AB	67%	81% ABDF	67%
There are many resources that are freely available to help people quit smoking	1665	230	160	107	638	400	129
	83%	82%	83%	80%	83%	84%	85%
I would support a smoker in their attempt to quit	1887	264	182	124	718	449	150
	94%	95%	95%	93%	93%	95%	99% ABCDE
I would fully support a program where the provincial health insurance plan covered the costs for Nicotine Replacement Therapy, such as a patch or gum	1320	182	123	76	503	326	109
	66%	65%	64%	57%	65%	69% C	72% C
Base: Smokers who have been trying to quit							
Unweighted Base	315	55	24	20	106	83	27
Weighted Base	311	55*	24**	19**	106	80*	28**
When I'm trying to quit smoking, I feel totally alone	125	19	9	13	38	35	11
	40%	35%	39%	66%	36%	44%	41%

**PFIZER - SMOKING BYLAW**  
**DISAGREE SUMMARY TABLE**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base; \*\* very small base (under 30) ineligible for sig testing

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Smoking bylaws that restrict smoking in public places put a lot of pressure on smokers to quit	572	93	68	32	245	87	47
	29%	33% CE	35% CE	24%	32% E	18%	31% E
There are many resources that are freely available to help people quit smoking	287	43	24	19	113	69	19
	14%	16%	12%	14%	15%	14%	12%
I would support a smoker in their attempt to quit	101	14	11	8	44	22	2
	5%	5% F	5% F	6% F	6% F	5%	1%
I would fully support a program where the provincial health insurance plan covered the costs for Nicotine Replacement Therapy, such as a patch or gum	661	96	67	56	256	146	40
	33%	34%	35%	42% EF	33%	31%	26%
Base: Smokers who have been trying to quit							
Unweighted Base	315	55	24	20	106	83	27
Weighted Base	311	55*	24**	19**	106	80*	28**
When I'm trying to quit smoking, I feel totally alone	182	36	15	6	65	44	16
	59%	65%	61%	34%	61%	55%	59%

## PFIZER - SMOKING BYLAW

Here are some statements that could be made about smoking and trying to quit. Please tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each one: Smoking bylaws that restrict smoking in public places put a lot of pressure on smokers to quit?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Agree strongly	782 39%	92 33%	60 31%	49 37%	287 37%	228 48% ABCD	67 44% AB
Agree somewhat	622 31%	89 32% F	63 32% F	52 39% DF	226 29%	158 33% F	34 22%
Disagree somewhat	291 15%	52 19% E	38 20% DE	22 16% E	108 14% E	48 10%	22 15%
Disagree strongly	281 14%	41 15% CE	29 15% CE	10 7%	137 18% CE	40 8%	24 16% CE
Don't know/Refused	26 1%	5 2%	3 1%	1 1%	12 2%	2 0	4 3% E
TOPBOX & LOWBOX SUMMARY							
Agree (Top2Box)	1404 70%	181 65%	122 63%	100 75% AB	513 67%	386 81% ABDF	101 67%
Disagree (Low2Box)	572 29%	93 33% CE	68 35% CE	32 24%	245 32% E	87 18%	47 31% E

## PFIZER - SMOKING BYLAW

Here are some statements that could be made about smoking and trying to quit. Please tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each one: There are many resources that are freely available to help people quit smoking?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Agree strongly	968 48%	134 48%	100 52%	59 45%	391 51%	208 44%	76 50%
Agree somewhat	697 35%	96 34%	60 31%	48 36%	248 32%	192 40%	54 35%
Disagree somewhat	179 9%	29 10%	14 7%	10 8%	71 9%	46 10%	8 5%
Disagree strongly	108 5%	14 5%	10 5%	9 6%	42 5%	23 5%	10 7%
Don't know/Refused	50 2%	6 2%	9 5%	7 5%	19 2%	6 1%	4 2%
TOPBOX & LOWBOX SUMMARY							
Agree (Top2Box)	1665 83%	230 82%	160 83%	107 80%	638 83%	400 84%	129 85%
Disagree (Low2Box)	287 14%	43 16%	24 12%	19 14%	113 15%	69 14%	19 12%

## PFIZER - SMOKING BYLAW

Here are some statements that could be made about smoking and trying to quit. Please tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each one: I would support a smoker in their attempt to quit?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Agree strongly	1532 76%	214 77%	145 75%	100 75%	594 77%	352 74%	126 83% E
Agree somewhat	356 18%	50 18%	37 19%	24 18%	124 16%	98 21% D	24 16%
Disagree somewhat	45 2%	10 3%	5 3%	4 3%	16 2%	10 2%	1 1%
Disagree strongly	56 3%	4 2%	5 3%	5 4%	28 4% F	12 3%	1 1%
Don't know/Refused	14 1%	1 0	0 -	1 1%	8 1%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY							
Agree (Top2Box)	1887 94%	264 95%	182 95%	124 93%	718 93%	449 95%	150 99% ABCDE
Disagree (Low2Box)	101 5%	14 5% F	11 5% F	8 6% F	44 6% F	22 5%	2 1%

## PFIZER - SMOKING BYLAW

Here are some statements that could be made about smoking and trying to quit. Please tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each one: I would fully support a program where the provincial health insurance plan covered the costs for Nicotine Replacement Therapy, such as a patch or gum?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Agree strongly	781 39%	98 35%	71 37%	45 34%	298 39%	199 42%	70 46%
Agree somewhat	538 27%	84 30%	52 27%	31 23%	205 27%	127 27%	39 26%
Disagree somewhat	257 13%	34 12%	30 15%	24 18%	87 11%	67 14%	15 10%
Disagree strongly	404 20%	62 22%	38 20%	32 24%	169 22%	79 17%	24 16%
Don't know/Refused	21 1%	1 0	2 1%	1 1%	11 1%	2 0	3 2%
TOPBOX & LOWBOX SUMMARY							
Agree (Top2Box)	1320 66%	182 65%	123 64%	76 57%	503 65%	326 69%	109 72%
Disagree (Low2Box)	661 33%	96 34%	67 35%	56 42%	256 33%	146 31%	40 26%

## PFIZER - SMOKING BYLAW

Here are some statements that could be made about smoking and trying to quit. Please tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each one: When I'm trying to quit smoking, I feel totally alone?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base; \*\* very small base (under 30) ineligible for sig testing

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: Smokers who have been trying to quit							
Unweighted Base	315	55	24	20	106	83	27
Weighted Base	311	55*	24**	19**	106	80*	28**
Agree strongly	57 18%	6 11%	5 20%	6 29%	16 15%	19 24%	6 22%
Agree somewhat	67 22%	13 24%	4 18%	7 37%	22 21%	15 19%	5 19%
Disagree somewhat	77 25%	12 23%	6 26%	3 16%	24 22%	24 30%	8 28%
Disagree strongly	105 34%	23 43% E	8 35%	3 18%	41 39% E	20 25%	9 31%
Don't know/Refused	4 1%	0 -	0 -	0 -	3 3%	1 1%	0 -
TOPBOX & LOWBOX SUMMARY							
Agree (Top2Box)	125 40%	19 35%	9 39%	13 66%	38 36%	35 44%	11 41%
Disagree (Low2Box)	182 59%	36 65%	15 61%	6 34%	65 61%	44 55%	16 59%



**PFIZER - SMOKING BYLAW**  
**AWARE SUMMARY TABLE**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						
		TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F	
Base: All Respondents								
Unweighted Base	2002	278	192	134	770	476	152	
Weighted Base	2002	279	193	133	770	475	152	
1) Prescription pills to help stop smoking	1135	173	123	69	440	237	92	
	57%	62%	64%	52%	57%	50%	61%	
2) Nicotine Replacement Therapy such as nicotine patches and nicotine gums	E	E	CE	E	E	E	E	
	1887	270	184	129	732	424	148	
3) Stop smoking support on the Internet and stop smoking literature	94%	97%	95%	97%	95%	89%	97%	
	E	E	E	E	E	E	E	
4) Stop smoking patient support groups	1368	194	136	100	541	283	113	
	68%	69%	71%	75%	70%	60%	74%	
5) Health care professionals	E	E	E	E	E	E	E	
	1167	155	133	81	497	213	87	
5) Health care professionals	58%	56%	69%	61%	65%	45%	57%	
	E	E	AEF	E	AE	E	E	
5) Health care professionals	1572	218	163	96	616	359	120	
	79%	78%	84%	72%	80%	76%	79%	
			CE	C				

**UNAWARE SUMMARY TABLE**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Proportion/mean: Column Totals (5% risk level)		REGION					
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
1) Prescription pills to help stop smoking	862 43%	104 37%	70 36%	64 48% AB	326 42%	238 50% ABDF	60 39%
2) Nicotine Replacement Therapy such as nicotine patches and nicotine gums	113 6%	9 3%	9 5%	4 3%	36 5%	51 11% ABCDF	4 3%
3) Stop smoking support on the Internet and stop smoking literature	623 31%	83 30%	55 29%	33 25%	223 29%	192 40% ABCDF	37 24%
4) Stop smoking patient support groups	826 41%	122 44% BD	59 31%	50 38%	269 35%	260 55% ABCDF	65 43% B
5) Health care professionals	420 21%	61 22%	30 16%	38 28% BD	145 19%	115 24% BD	32 21%

## PFIZER - SMOKING BYLAW

Here are some things that are intended to help people quit smoking. Please tell me if you were aware of each one before today or not. Were you aware of: Prescription pills to help stop smoking?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION					
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Yes	1135 57%	173 62%	123 64%	69 52%	440 57%	237 50%	92 61%
No	862 43%	104 37%	70 36%	64 48%	326 42%	238 50%	60 39%
Don't know/Refused	6 0	2 1%	0 -	0 -	4 0	0 -	0 -

Here are some things that are intended to help people quit smoking. Please tell me if you were aware of each one before today or not. Were you aware of: Nicotine Replacement Therapy such as nicotine patches and nicotine gums?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION					
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Yes	1887 94%	270 97%	184 95%	129 97%	732 95%	424 89%	148 97%
No	113 6%	9 3%	9 5%	4 3%	36 5%	51 11%	4 3%
Don't know/Refused	2 0	0 -	0 -	0 -	2 0	0 -	0 -

## PFIZER - SMOKING BYLAW

Here are some things that are intended to help people quit smoking. Please tell me if you were aware of each one before today or not. Were you aware of: Stop smoking support on the Internet and stop smoking literature?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Yes	1368 68%	194 69%	136 71%	100 75%	541 70%	283 60%	113 74%
No	623 31%	83 30%	55 29%	33 25%	223 29%	192 40%	37 24%
Don't know/Refused	11 1%	2 1%	1 1%	0 -	6 1%	0 -	2 1%
						ABCDF	E

Here are some things that are intended to help people quit smoking. Please tell me if you were aware of each one before today or not. Were you aware of: Stop smoking patient support groups?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Yes	1167 58%	155 56%	133 69%	81 61%	497 65%	213 45%	87 57%
No	826 41%	122 44%	59 31%	50 38%	269 35%	260 55%	65 43%
Don't know/Refused	9 0	2 1%	0 -	2 1%	4 0	1 0	0 -
						ABCDF	B

## PFIZER - SMOKING BYLAW

*Here are some things that are intended to help people quit smoking. Please tell me if you were aware of each one before today or not. Were you aware of: Health care professionals?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION					
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	2002	278	192	134	770	476	152
Weighted Base	2002	279	193	133	770	475	152
Yes	1572 79%	218 78%	163 84% CE	96 72%	616 80% C	359 76%	120 79%
No	420 21%	61 22%	30 16%	38 28% BD	145 19%	115 24% BD	32 21%
Don't know/Refused	10 1%	0 -	0 -	0 -	9 1%	1 0	0 -

## PFIZER - SMOKING BYLAW

*Where would you be most likely to turn for support if you were trying to quit smoking?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base; \*\* very small base (under 30) ineligible for sig testing

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: Smokers							
Unweighted Base	445	67	38	24	149	128	39
Weighted Base	440	68*	38*	23**	149	123	39*
Employer, employee benefits or employee assistance program	20	4	2	2	5	5	3
	5%	6%	5%	7%	3%	4%	7%
Physician	117	13	12	6	37	40	10
	27%	20%	31%	25%	25%	32%	25%
Other health care professional such as Pharmacist or Dentist	58	7	4	3	20	19	5
	13%	10%	12%	14%	13%	16%	12%
Web or telephone helpline	10	3	1	1	2	3	0
	2%	4%	3%	3%	2%	2%	-
Patient support groups	20	2	1	1	6	10	1
	5%	3%	2%	3%	4%	8%	3%
Friends or family	171	33	17	10	60	34	17
	39%	49% E	44%	45%	40% E	28%	42%
Don't know/Refused	44	6	1	1	19	13	4
	10%	9%	2%	3%	13%	10%	11%

## PFIZER - SMOKING BYLAW

*Do you believe that the upcoming smoking ban in your province will cause you to change your social routines?*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base; \*\* very small base (under 30) ineligible for sig testing

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: Smokers in Ontario & Quebec							
Unweighted Base	277	0	0	0	149	128	0
Weighted Base	272	._**	._**	._**	149	123	._**
Yes	118 43%	0 -	0 -	0 -	62 42%	56 45%	0 -
No	154 57%	0 -	0 -	0 -	87 58%	68 55%	0 -

*Do you feel the upcoming smoking ban in your province will make you more likely to seek support to quit smoking?*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base; \*\* very small base (under 30) ineligible for sig testing

	TOTAL	REGION					
		BC	ALB	SK/MN	ONT	QUE	ATL
		A	B	C	D	E	F
Base: Smokers in Ontario & Quebec							
Unweighted Base	277	0	0	0	149	128	0
Weighted Base	272	._**	._**	._**	149	123	._**
Yes	76 28%	0 -	0 -	0 -	46 31%	30 24%	0 -
No	194 71%	0 -	0 -	0 -	102 69%	92 75%	0 -
Don't know/Refused	2 1%	0 -	0 -	0 -	1 1%	1 1%	0 -