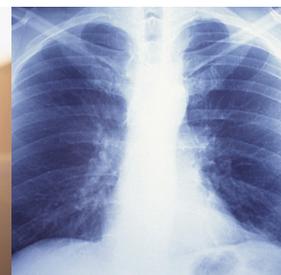
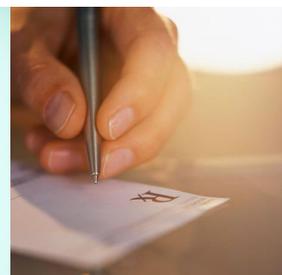
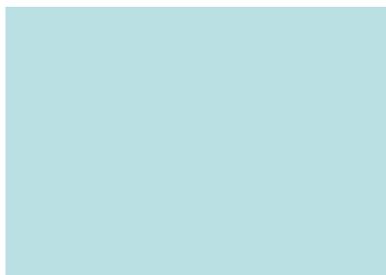


## *Public Support For Tobacco Healthcare Cost Recovery Lawsuit*



*An Ipsos Reid Survey Conducted On Behalf Of  
Ontario Tobacco Free Network*

October, 2006



## The Purpose Of The Research

### Background:

The tobacco industry has been successfully sued by all 50 U.S. states to recover healthcare costs incurred by the public as a result of “intentional misrepresentation and deception” by the tobacco industry about the real risks of using tobacco products. In Canada, the Government of British Columbia has been working on a similar lawsuit since the 1990s, and several other provincial governments have announced their intention to sue the tobacco industry. The Government of Ontario has yet to decide whether to participate in this legal action.

### Survey Objectives:

- To determine whether the people of Ontario understand what the issues are surrounding this potential lawsuit.
- To measure public support for the provincial government to pursue these potential actions.
- To aid in the development a communication strategy to increase public support for the government to pursue these potential actions.

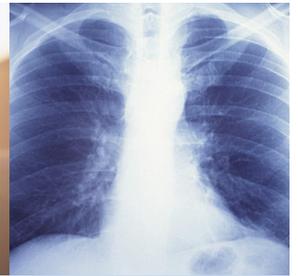
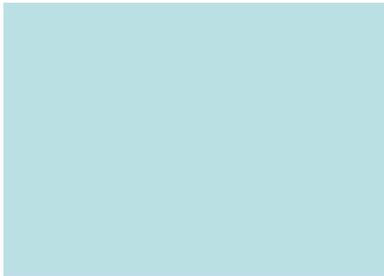


## Methodology

- A telephone survey was conducted October 10-19<sup>th</sup>, 2006 with a random sample of 1000 adult residents of Ontario.
- The data was weighted by region, gender and age group using Statistics Canada Census information.
- The results of this study are considered accurate to within +/- 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Ontarian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.



# *Public Support For Tobacco Healthcare Cost Recovery Lawsuit*

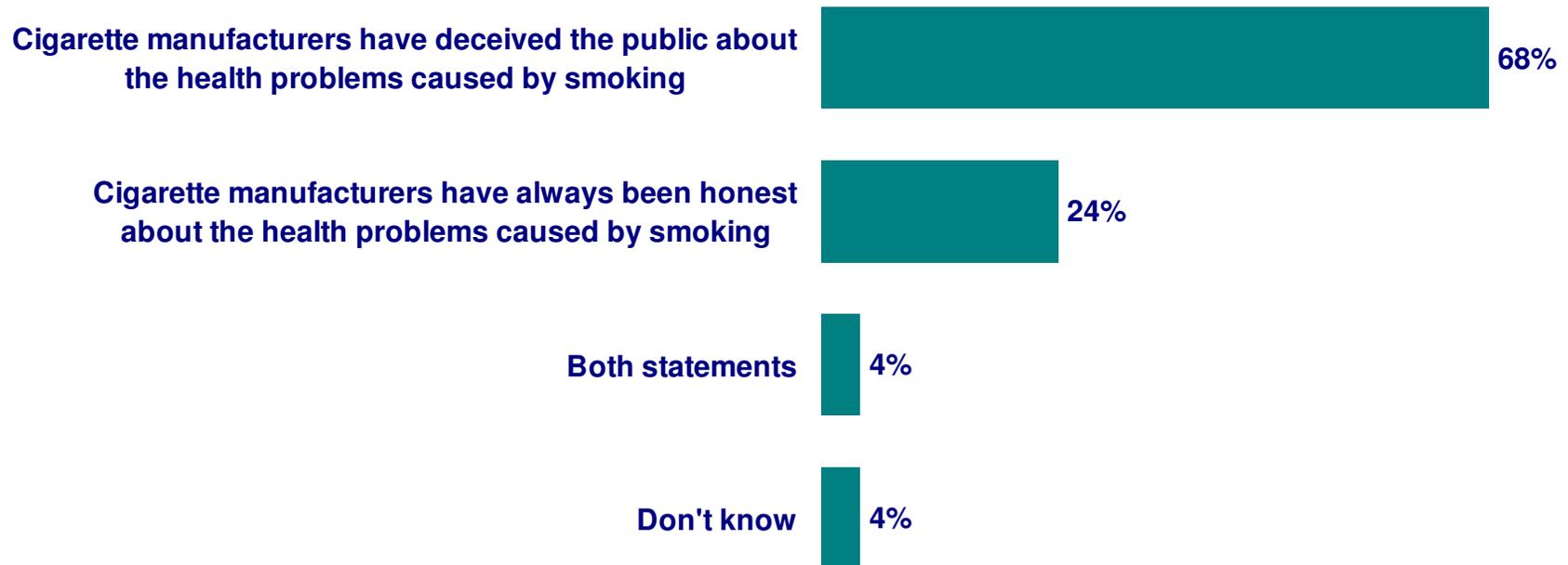


## *Impressions Of The Tobacco Industry*

October, 2006

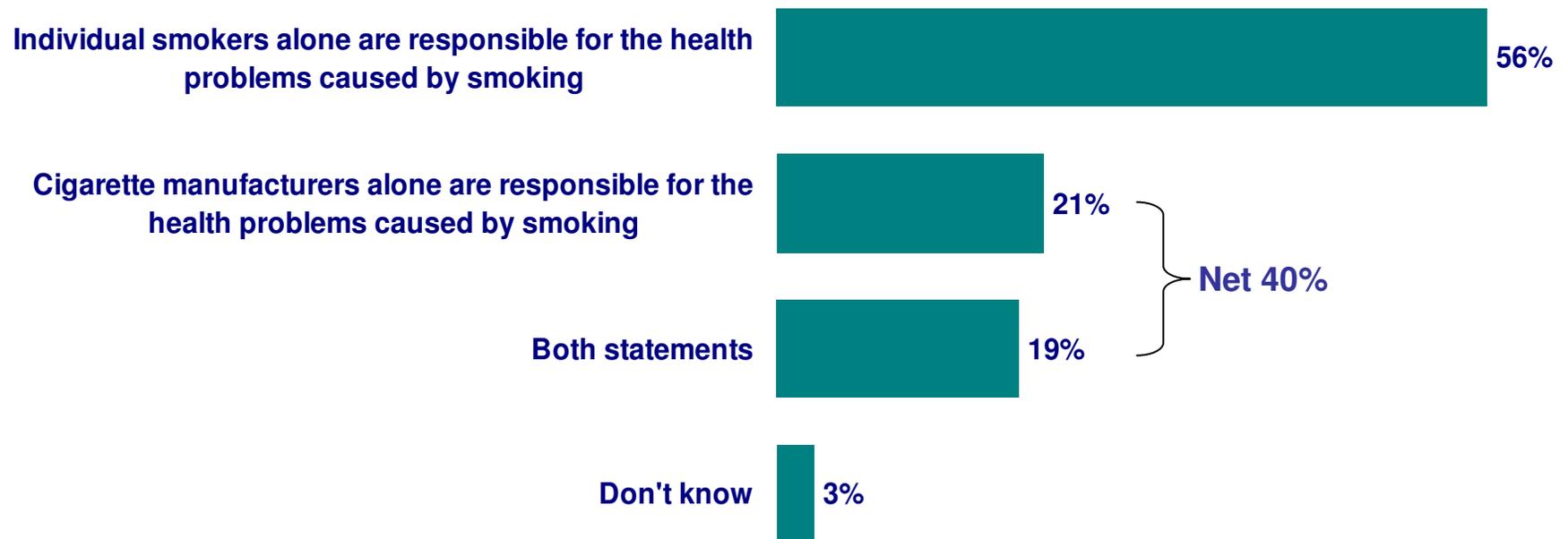


# Seven In Ten (68%) Believe Cigarette Manufacturers Have Been Deceptive About Health Risks Of Smoking...





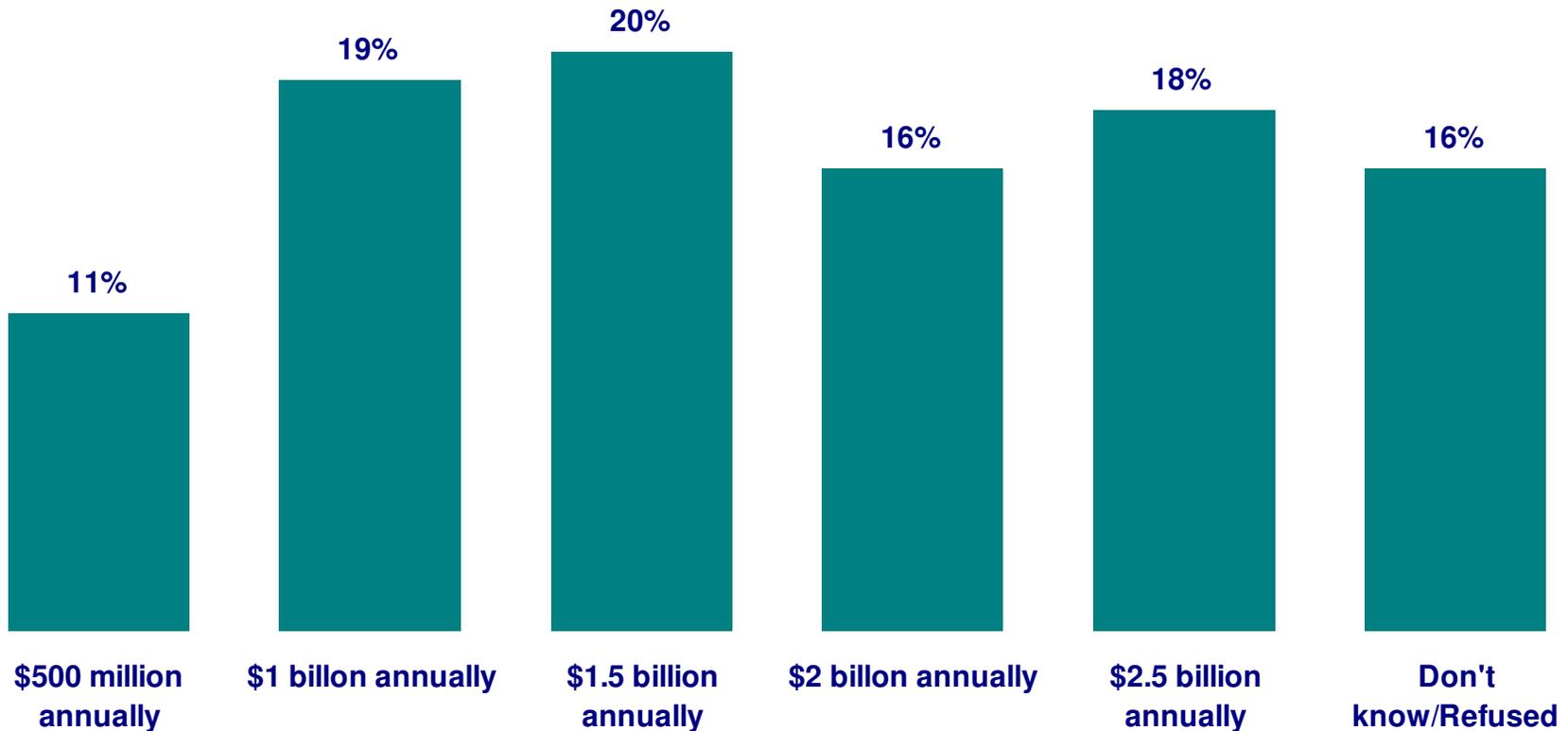
# Most (56%) Feel Individual Smokers Are Responsible For Smoking Related Health Problems, But 40% Put All (21%) Or Some (19%) Blame On Tobacco Companies





# Estimates Of Health Care Expenditures To Treat Tobacco-Caused Illness Range Above And Below Actual Estimated Costs...

Actual Estimated Costs:  
\$1.4 Billion/Year



Q3. To the best of your knowledge, which of the following figures comes closest to the annual health care costs caused directly by tobacco products in Ontario? Is it . . .? All respondents N=1000



*Public Support For Tobacco Healthcare  
Cost Recovery Lawsuit*

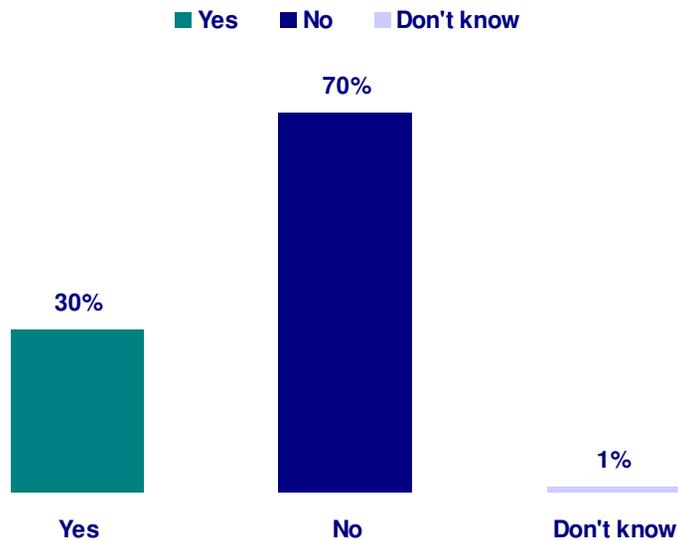
***Awareness And Support For The Potential  
Lawsuit Against The Tobacco Industry***

October, 2006

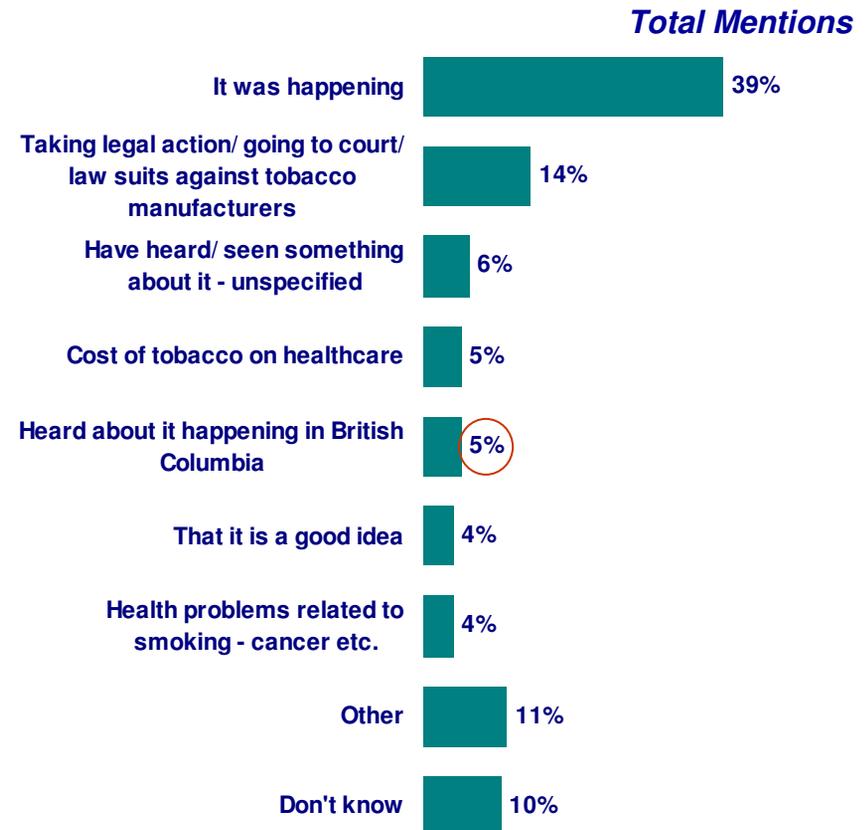


# Thirty Percent Have Heard About The Potential Tobacco Lawsuit – These People Often Have A Good Understanding Of The Issue...

### Recently Seen, Read or Heard About the Provincial Government Potentially Suing the Tobacco Industry



### Specifically Heard About the Provincial Government Potentially Suing the Tobacco Industry



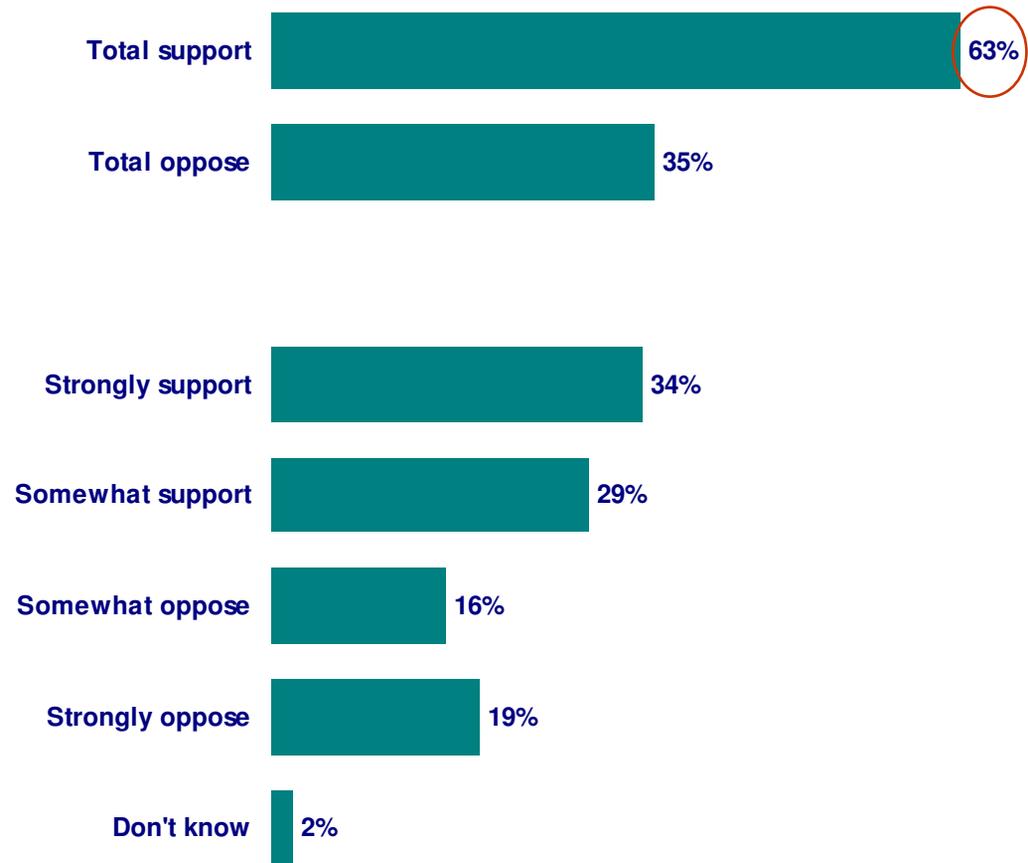
Q4. Have you seen, read, or heard anything recently about the provincial government potentially suing the tobacco industry for the recovery of health care costs incurred as a result of their having misled the public and government about the health-risks of tobacco products? All respondents N=1000 5. And, what specifically did you hear? Seen, read, or heard something recently about the provincial government potentially suing the tobacco industry N=298 9



# Initial Support For Government Action: 63% Support vs. 35% Who Oppose...

## Ballot question:

As you may know, some groups allege that the tobacco industry has been deceptive about the health risks resulting from the use of their products. These groups feel the industry should be held responsible for the cost of treating increased smoking related illnesses resulting from their failure to adequately warn users about the health-risks of tobacco products. The tobacco industry, on the other hand, asserts that they have been candid about the health risks and that the high taxes on their products already cover the health costs associated with smoking. Several Canadian provinces recently announced their intention to sue the tobacco industry to try and recover the costs of treating smoking related illnesses. Ontario has yet to decide whether to join in this legal action. Keeping in mind what I've just told you, please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose the government of Ontario undertaking actions to sue the tobacco industry for healthcare costs recovery?





# Many Supporters Feel This Action Is Sensible (16%), That Tobacco Companies Should Be Responsible (16%) And That They've Been Dishonest (15%)...

## Reasons for Supporting These Actions



Q7a. And, why do you say that you would SUPPORT these actions? All respondents who Strongly/Somewhat support N=628



# Most Opponents (56%) Argue That Individuals Smokers Themselves Are The Only Ones Responsible For Smoking-Related Health Problems

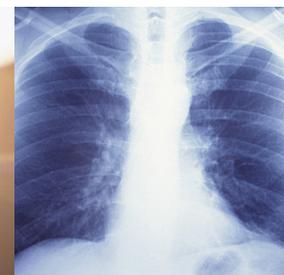
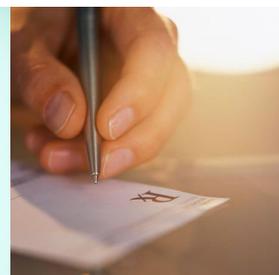
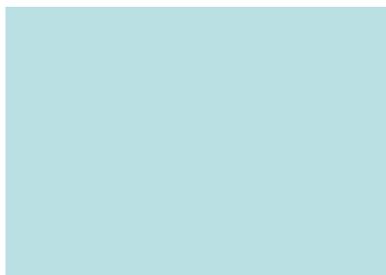
## Reasons for Opposing These Actions



7b. And, why do you say that you would oppose these actions? All respondents who somewhat/Strongly oppose N=352



## *Public Support For Tobacco Healthcare Cost Recovery Lawsuit*

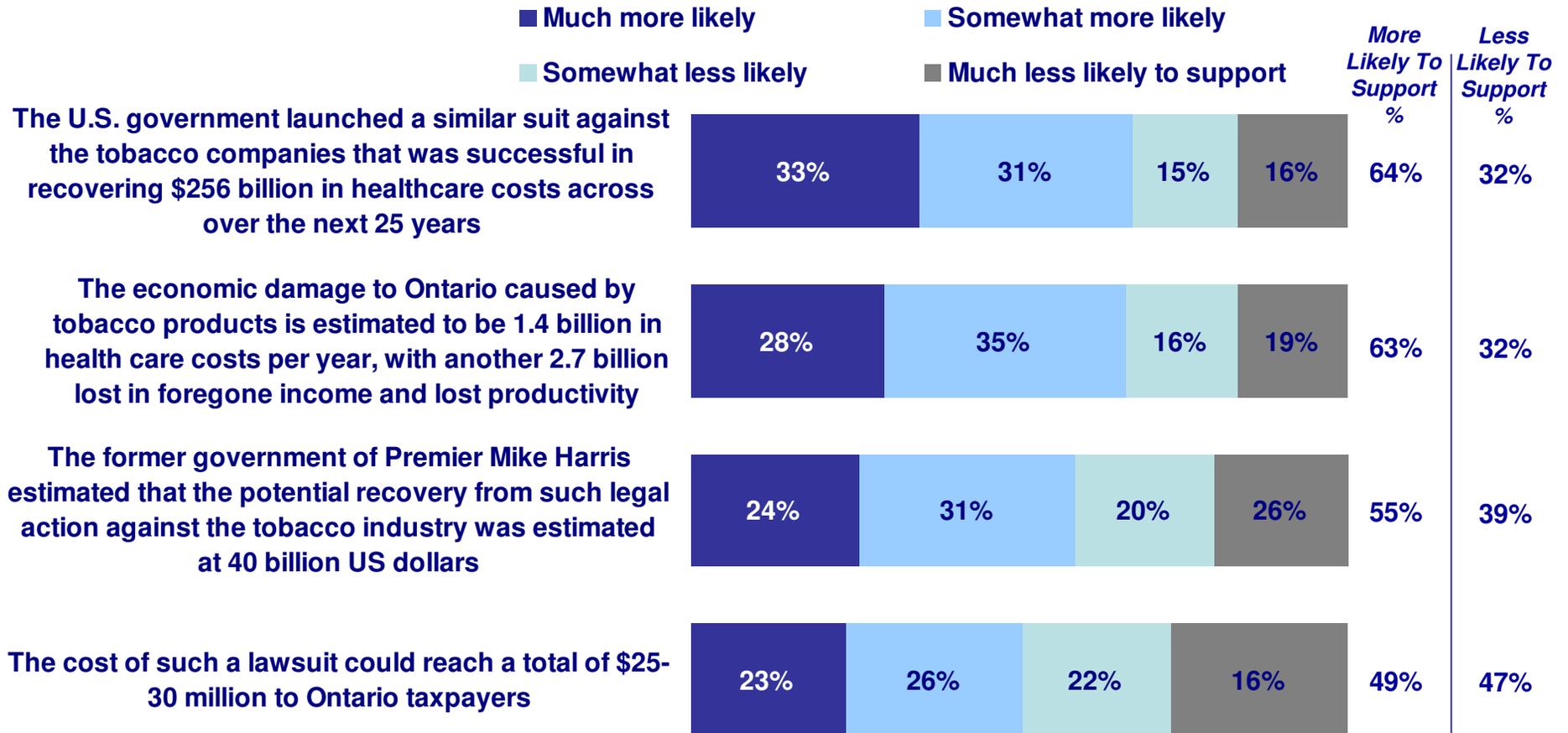


***Message Effect***

October, 2006



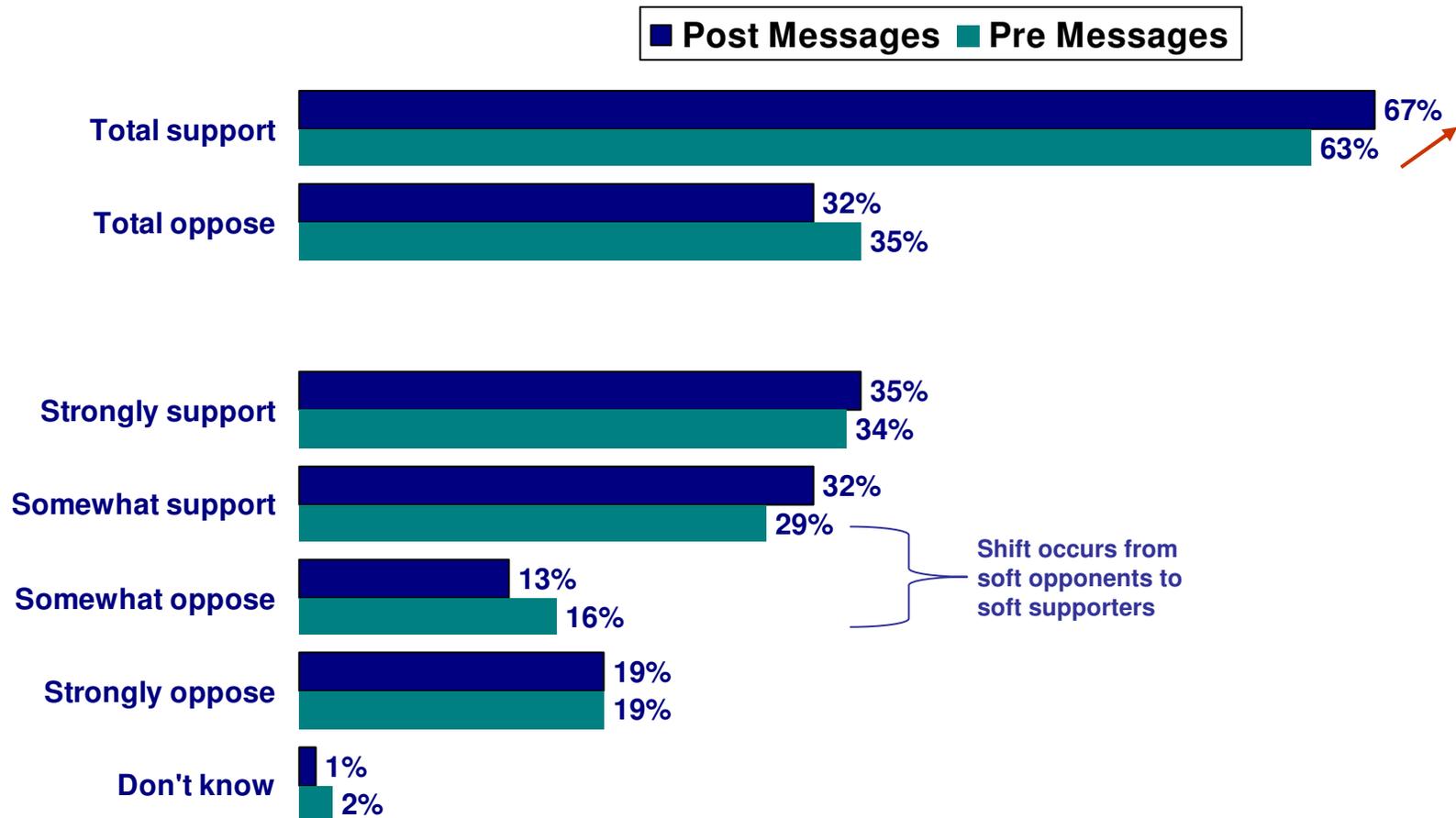
# Messages Affecting Likelihood To Support Action (Ranked Top To Bottom)...



Q8. After hearing each statement, please tell me if it makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to support the government of Ontario undertaking actions to sue the tobacco industry for healthcare costs recovery? All respondents N=1000



# Overall, All Messages Move Support For Action Upwards +4 Points...



Q9. And, after hearing all that I have now told you, please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose the government of Ontario undertaking actions to sue the tobacco industry for healthcare costs recovery? All respondents N=1000