

Eight in Ten (81%) Residents of Saskatchewan Agree Government Should Ban Tobacco Products with Fruit and Candy Flavours

Two Thirds (63%) of Daily Smokers Agree

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Toronto, ON – Eight in ten (81%) residents of Saskatchewan ‘agree’ (58% strongly/23% somewhat) that ‘the government of Saskatchewan should adopt legislation to ban all tobacco products with fruit and candy flavours as a measure to reduce tobacco use among youth’, according to a new Ipsos Reid poll conducted on behalf of the Canadian Cancer Society – Saskatchewan Division. Conversely, two in ten (19%) ‘disagree’ (8% strongly/10% somewhat) that this type of legislation should be introduced.

Interestingly, two in three (63%) daily smokers ‘agree’ (37% strongly/26% somewhat) that the government should ban all tobacco products with fruit and candy flavours, while one in three (37%) ‘disagree’ (21% strongly/17% somewhat).

These are some of the findings of an Ipsos Reid poll conducted between December 13 to 17, 2013, on behalf of the Canadian Cancer Society – Saskatchewan Division. For this survey, a sample of 516 residents of Saskatchewan from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the

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poll is accurate to within +/-4.9 percentage points had all Saskatchewan adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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