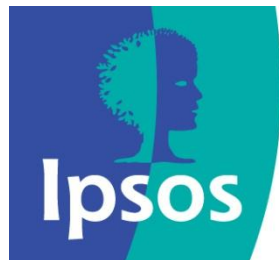


# Support High (91%) for Prohibiting Sale of Flavoured Tobacco, Packaging Aimed at Youth

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**Ipsos Reid**

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## **Support High (91%) for Prohibiting Sale of Flavoured Tobacco, Packaging Aimed at Youth**

**Toronto, ON** – Support is high for a proposed tobacco-control measure with the goal of preventing youth from taking up smoking, according to a new Ipsos Reid poll conducted on behalf of Heart and Stroke Foundation.

Nine in ten (91%) ‘support’ (72% strongly/20% somewhat) the initiative to prevent youth from taking up smoking by prohibiting flavoured tobacco and packaging aimed at enticing youth to smoke, with one in ten (9%) ‘opposing’ (4% strongly/5% somewhat) the initiative.

Specifically, support for this initiative is highest in Alberta (95%) and Quebec (95%), followed by Saskatchewan/Manitoba (93%), British Columbia (92%), Ontario (89%) and Atlantic provinces (85%).

Looking at different generations throughout the country, middle-aged Canadians (ages 35-54, 94%) and seniors (ages 55+, 94%) are more likely to support the initiative compared to young adults (ages 18-34, 85%).

*These are findings from an Ipsos Reid survey conducted between August 21 to 28<sup>th</sup>, 2014 on behalf of Heart and Stroke Foundation. A sample of n=1,261 Canadians from Ipsos’ Canadian online panel were interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data for Canada, and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the total sample is accurate to within +/-3.1 percentage*



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*points had all Canadians been surveyed. 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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