

Report

LAWSUITS AGAINST TOBACCO COMPANIES

Survey conducted among Canadians

Report prepared for:



COALITION QUÉBÉCOISE
POUR LE CONTRÔLE DU TABAC

DATE 2023-09-25 PROJECT NUMBER 15401-004

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A dark, moody photograph featuring a wooden gavel with a silver band, positioned diagonally on the right. To the left, several pieces of laboratory glassware, including a large bottle with a silver cap, a smaller bottle with a dropper, and a small vial, are visible. The background is a textured, light-colored surface, possibly a wall or a backdrop, with some faint, wispy patterns. The overall lighting is dramatic, with strong highlights and deep shadows.

CONTEXT, OBJECTIVES AND METHODOLOGY

CONTEXT, OBJECTIVES AND METHODOLOGY



CONTEXT AND OBJECTIVES

Léger was commissioned by Coalition québécoise pour le contrôle du tabac (CQCT) to conduct a survey to assess the perceptions and opinion of Canadians about the provincial lawsuits against tobacco companies.

METHODOLOGY AND RESPONDENTS

In order to meet research objectives, a Web survey was conducted from August 30th to September 9th, 2023, among a sample of 2,709 Canadians, aged 18 and over, who could speak English or French. It is not possible to calculate a margin of error on a sample drawn from a panel, but by way of comparison, the maximum margin of error for a sample of **2,709 respondents is ± 1.88%**, 19 times out of 20.

The following quotas were established:

	Atl.	Qc	On	MB/SK	AB	BC	TOTAL
Quota	150	1,000	800	150	300	300	2,700
Cigarettes smokers		300					
n=	153	1,005	800	150	300	301	2,709

WEIGHTING

In order to ensure a representative sample of the Canadian population, the results were weighted according to gender, age, mother tongue, education, presence of child(ren) in household, provinces and smoking habits.

NOTES TO READERS

ROUNDINGS

It should be noted that the numbers presented have been rounded. However, numbers before rounding have been used to calculate the sums presented. For this reason, these sums may not match manual summation of the numbers presented.

SIGNIFICANT DIFFERENCES

In this report, the numbers in **red** indicate a statistically significantly **lower** difference, while the numbers in **green** indicate a statistically significant **higher** difference from the complement.

DNK

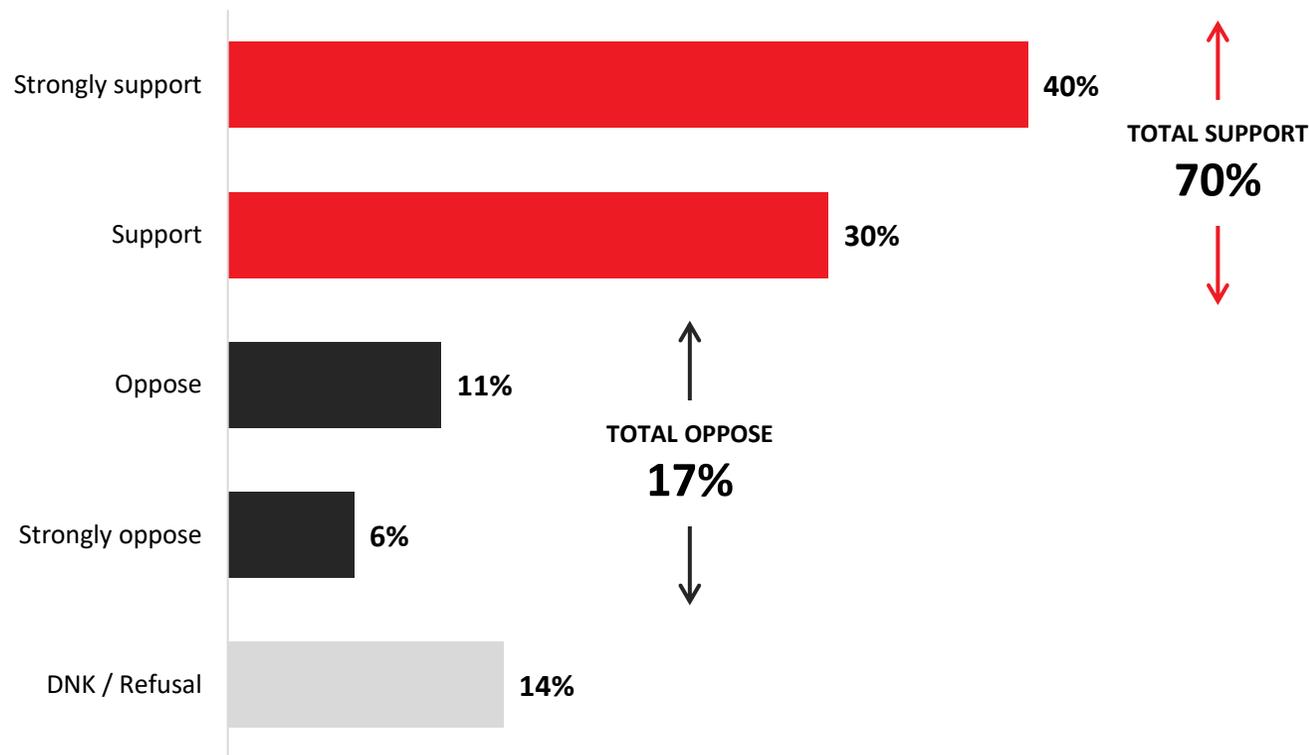
Reference to "DNK" in the report means "Don't know."



DETAILED RESULTS

OPINION ON THE OBJECTIVES OF PROVINCIAL LAWSUITS AGAINST TOBACCO COMPANIES

– IF THEY HELP PHASE OUT TOBACCO USE IN CANADA (1/2)



Q. All provinces are pursuing lawsuits against tobacco companies to recover the costs of smoking to the health care system.

To what extent would you support or oppose your province using these lawsuits to require tobacco manufacturers to phase out the commercial sale of cigarettes in Canada?

Base: All respondents (n=2,709)

OPINION ON THE OBJECTIVES OF PROVINCIAL LAWSUITS AGAINST TOBACCO COMPANIES

– IF THEY HELP PHASE OUT TOBACCO USE IN CANADA (2/2)

	TOTAL	PROVINCES						REGION		GENDER		AGE			EDUCATION		
		ATL	QC	ON	MB/SK	AB	BC	QC	ROC	Men	Women	18-34	35-54	55+	Elem. / HS	Coll.	Univ.
n=	2,709	153	1,005	800	150	300	301	1,005	1,704	1,343	1,356	701	914	1,094	596	866	1,234
TOTAL SUPPORT	70%	74%	75%	67%	65%	64%	72%	75%	68%	69%	70%	70%	67%	71%	63%	70%	75%
Strongly support	40%	40%	47%	37%	33%	37%	41%	47%	37%	39%	40%	36%	39%	42%	33%	40%	45%
Support	30%	34%	28%	30%	33%	28%	31%	28%	30%	29%	30%	34%	28%	29%	30%	30%	30%
TOTAL OPPOSE	17%	14%	15%	18%	17%	19%	15%	15%	17%	20%	14%	18%	17%	16%	19%	16%	16%
Oppose	11%	9%	9%	12%	10%	11%	10%	9%	11%	12%	9%	12%	9%	10%	12%	10%	11%
Strongly oppose	6%	5%	6%	7%	8%	7%	5%	6%	6%	7%	5%	6%	7%	6%	8%	6%	5%
DNK / Refusal	14%	12%	10%	15%	17%	17%	12%	10%	15%	12%	16%	12%	17%	13%	18%	14%	9%

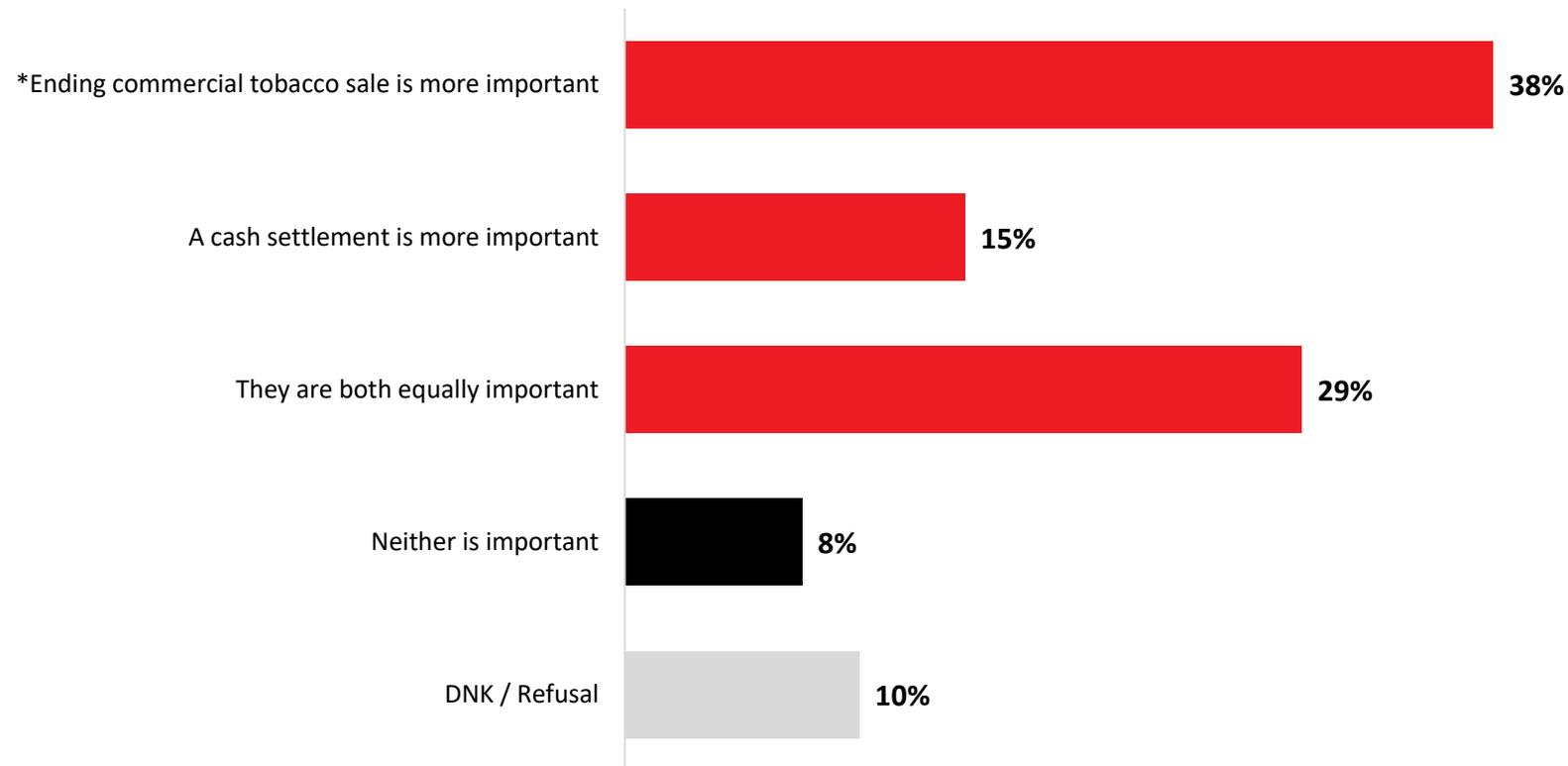
	TOTAL	SMOKING HABITS				SMOKING HABITS IN QC		
		Cigarettes	E-cigarettes	Both	Non-smokers	Cigarettes	E-cigarettes	Non-smokers
n=	2,709	434	153	143	1,971	300	126	639
TOTAL SUPPORT	70%	45%	61%	68%	74%	49%	56%	82%
Strongly support	40%	20%	27%	23%	45%	21%	23%	54%
Support	30%	25%	35%	45%	29%	28%	33%	27%
TOTAL OPPOSE	17%	37%	26%	28%	12%	36%	35%	9%
Oppose	11%	18%	16%	20%	9%	17%	23%	6%
Strongly oppose	6%	19%	10%	8%	4%	19%	13%	2%
DNK / Refusal	14%	18%	12%	5%	14%	15%	8%	9%

Q. All provinces are pursuing lawsuits against tobacco companies to recover the costs of smoking to the health care system.

To what extent would you support or oppose your province using these lawsuits to require tobacco manufacturers to phase out the commercial sale of cigarettes in Canada?

Base: All respondents (n=2,709)

PRIVILEGED OUTCOME BETWEEN A CASH SETTLEMENT AND PHASING OUT COMMERCIAL SALE OF CIGARETTES (1/2)



Q. If, during these negotiations, your provincial government would have to choose between a cash settlement and phasing out the commercial sale of cigarettes, which of these two options do you think is more important?

Base: All respondents (n=2,709)

PRIVILEGED OUTCOME BETWEEN A CASH SETTLEMENT AND PHASING OUT COMMERCIAL SALE OF CIGARETTES (2/2)

	TOTAL	PROVINCES						REGION		GENDER		AGE			EDUCATION		
		ATL	QC	ON	MB/SK	AB	BC	QC	ROC	Men	Women	18-34	35-54	55+	Elem. / HS	Coll.	Univ.
n=	2,709	153	1,005	800	150	300	301	1,005	1,704	1,343	1,356	701	914	1,094	596	866	1,234
Ending commercial tobacco sale is more important	38%	40%	41%	38%	40%	30%	34%	41%	37%	33%	42%	40%	36%	38%	35%	36%	42%
A cash settlement is more important	15%	12%	18%	13%	11%	17%	14%	18%	14%	19%	11%	14%	17%	14%	13%	14%	17%
They are both equally important	29%	29%	28%	28%	29%	34%	34%	28%	30%	31%	28%	24%	29%	33%	28%	31%	28%
Neither is important	8%	11%	5%	8%	11%	8%	8%	5%	9%	10%	6%	7%	8%	8%	9%	9%	5%
DNK / Refusal	10%	8%	8%	12%	9%	11%	10%	8%	11%	8%	13%	14%	11%	7%	13%	10%	7%

	TOTAL	SMOKING HABITS				SMOKING HABITS IN QC		
		Cigarettes	E-cigarettes	Both	Non-smokers	Cigarettes	E-cigarettes	Non-smokers
n=	2,709	434	153	143	1,971	300	126	639
Ending commercial tobacco sale is more important	38%	23%	35%	21%	41%	20%	36%	45%
A cash settlement is more important	15%	21%	19%	21%	13%	25%	29%	17%
They are both equally important	29%	30%	24%	46%	29%	32%	16%	29%
Neither is important	8%	17%	12%	8%	6%	9%	8%	4%
DNK / Refusal	10%	9%	11%	4%	11%	14%	11%	6%

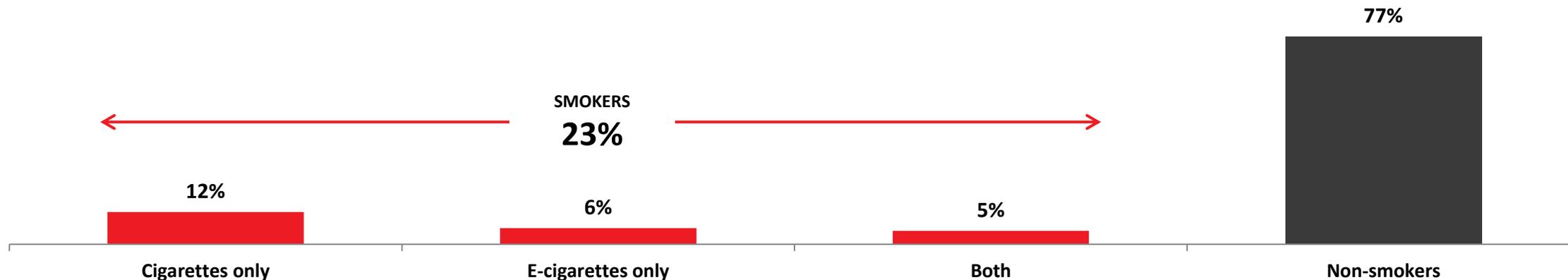
Q. If, during these negotiations, your provincial government would have to choose between a cash settlement and phasing out the commercial sale of cigarettes, which of these two options do you think is more important?

Base: All respondents (n=2,709)



RESPONDENTS PROFILE

SMOKING HABITS



	TOTAL	PROVINCES						GENDER		AGE			CHILD(REN)	
		ATL	QC	ON	MB/SK	AB	BC	Man	Woman	18-34	35-54	55+	Yes	No
<i>n=</i>	2,709	153	1,005	800	150	300	301	1,343	1,356	701	914	1,094	777	1,920
SMOKERS	23%	23%	22%	23%	18%	23%	25%	27%	19%	28%	28%	16%	31%	20%
Cigarettes only	12%	11%	12%	13%	10%	12%	12%	14%	11%	8%	17%	11%	13%	12%
E-cigarettes only	6%	6%	8%	4%	5%	6%	8%	6%	6%	10%	6%	3%	9%	5%
Both	5%	6%	3%	5%	4%	4%	5%	7%	2%	10%	4%	1%	8%	3%
NON-SMOKERS	77%	77%	77%	77%	82%	77%	75%	73%	81%	72%	71%	84%	69%	80%

Do you use cigarettes or e-cigarettes?

Base: All respondents (n=2,709)

RESPONDENTS PROFILE (1/2)

	TOTAL	SMOKERS	NON-SMOKERS
n=	2,709	730	1,971
GENDER			
Male	49%	57%	46%
Female	51%	43%	53%
Other	0%	1%	0%
AGE			
Between 18 and 24	10%	13%	9%
Between 25 and 34	17%	20%	16%
Between 35 and 44	16%	23%	15%
Between 45 and 54	16%	17%	15%
Between 55 and 64	18%	17%	18%
Between 65 and 74	17%	9%	19%
75 or older	7%	2%	8%
PROVINCES			
Atlantic	7%	7%	7%
Québec	23%	23%	23%
Ontario	39%	39%	39%
Saskatchewan + Manitoba	6%	5%	7%
Alberta	11%	11%	11%
British-Columbia	14%	15%	14%

	TOTAL	SMOKERS	NON-SMOKERS
n=	2,709	730	1,971
MOTHER TONGUE			
English	20%	18%	20%
French	68%	72%	67%
Other	12%	10%	13%
CHILD(REN)			
Yes	27%	37%	24%
No	72%	63%	75%
EDUCATION			
Elementary / High School	28%	34%	26%
College	41%	39%	41%
University	31%	26%	32%
OCCUPATION			
Working full time	42%	52%	39%
Working part time	9%	11%	9%
Self-employed / freelance work	6%	5%	6%
Student	5%	5%	6%
Homemaker	4%	4%	4%
Unemployed	5%	5%	5%
Retired	27%	16%	30%

RESPONDENTS PROFILE (2/2)

	TOTAL	SMOKERS	NON-SMOKERS
<i>n=</i>	2,709	730	1,971
MARITAL STATUS			
Single	28%	36%	26%
Married or living together	59%	51%	61%
Widowed	4%	3%	4%
Separated	3%	3%	3%
Divorced	6%	5%	6%
HOUSEHOLD INCOME			
\$19,999 or less	6%	10%	5%
Between \$20,000 and \$39,999	15%	17%	14%
Between \$40,000 and \$59,999	15%	18%	15%
Between \$60,000 and \$79,999	14%	13%	14%
Between \$80,000 and \$99,999	12%	11%	13%
\$100,000 or more	27%	23%	28%
BORN IN CANADA			
Yes	83%	83%	83%
No	16%	16%	16%

Note : For each profile category, the complement to 100% represents the mentions “Don’t know” and “Refusal”.



TEAM

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