

Report

PROMOTION OF VAPING PRODUCTS SEEN BY YOUTH



COALITION QUÉBÉCOISE
POUR LE CONTRÔLE DU TABAC

DATE 2019-04-08 PROJECT NUMBER 15401-002

Leger



Table of Contents

— CONTEXT, OBJECTIVES AND METHODOLOGY	3
— DETAILED RESULTS	5
— RESPONDENT PROFILE	9
— TEAM	13

CONTEXT, OBJECTIVES AND METHODOLOGY

CONTEXT, OBJECTIVES AND METHODOLOGY

Leger was commissioned by the Coalition Québécoise pour le Contrôle du Tabac (CQCT) in order to measure the opinions of Canadians regarding regulating the use and advertising of vaping products.

To reach these objectives, two consecutive Web surveys were conducted, one from March 8 to 11, 2019, followed by a second from March 15 to 18, 2019, among a total sample of 3,060 Canadians, 18 years of age or older, who can speak English or French.

Using Statistics Canada data, the results were weighted by gender, age, region, mother tongue, education and presence of children in the household to make the sample representative of the entire study population.

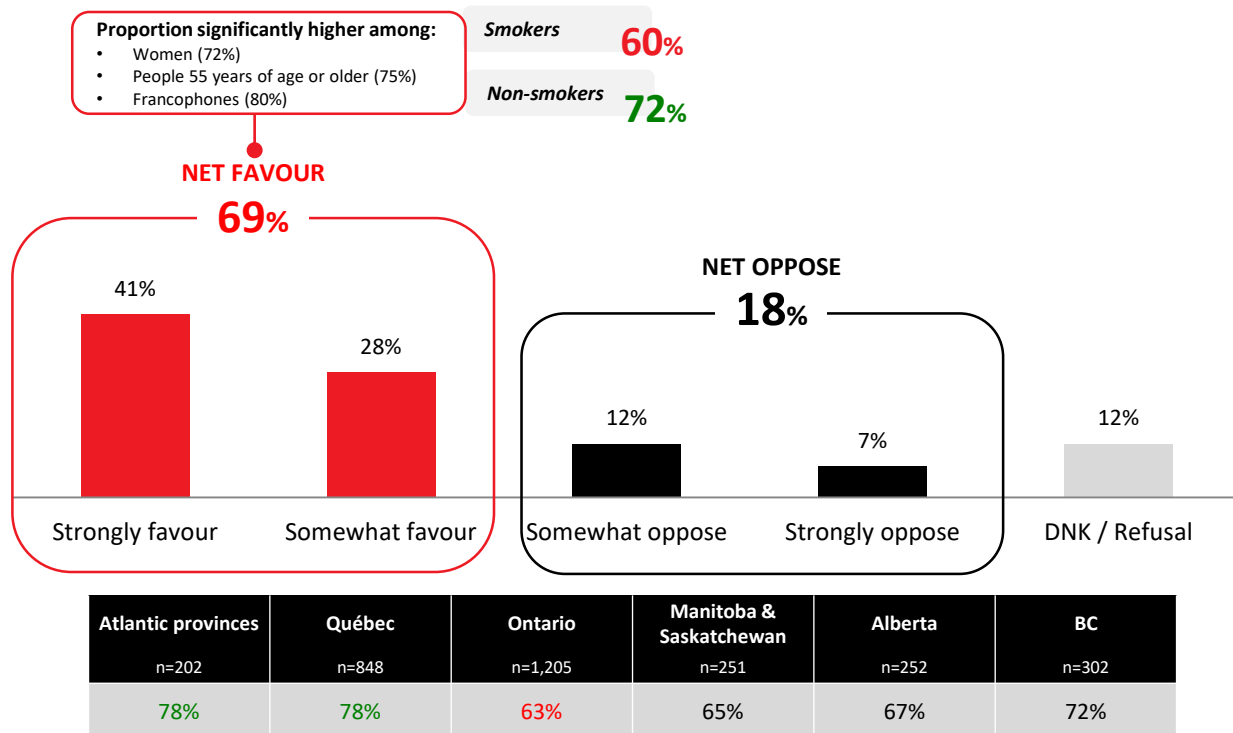
As a comparison, the margin of error for a probability sample of 3,060 respondents would be $\pm 1.8\%$, 19 times out of 20.

Notes:

- The numbers presented in this report have been rounded out and their sum (based on the actual numbers before rounding) might not correspond to the manual addition of rounded numbers.
- Results presenting significant statistical differences are indicated next to the presentation of overall results (in colour).
- With respect to the differences between smokers and non-smokers presented next to the total result, the **red** numbers indicate a statistically significant difference lower than the complement, while the **green** numbers indicate a statistically significant difference higher than the complement.

DETAILED RESULTS

URGENT INTERVENTION BY THE GOVERNMENT OF CANADA TO REDUCE THE USE BY YOUNG PEOPLE OF ELECTRONIC CIGARETTES AND/OR VAPING PRODUCTS CONTAINING NICOTINE



69%

of Canadians support an urgent intervention by the government to fight young people's use of electronic cigarettes or vaping products.



While non-smokers are more in favour of this than smokers (72% versus 60%)...



... there is no significant difference between parents of minor children (70%) and other respondents (69%).

Q1. Would you favour or oppose an urgent intervention by the Government of Canada, i.e., before the end of this parliamentary session in June, to fight the use by young people of electronic cigarettes and/or vaping products that contain nicotine?

Base: All respondents (n=3,060)

BAN THE ADVERTISING OF VAPING PRODUCTS ON THE INTERNET AND ON TELEVISION

Proportion significantly higher among:

- Women (83%)
- People 55 years of age or older (88%)
- Francophones (86%)
- People with a University degree (85%)

Smokers 72%

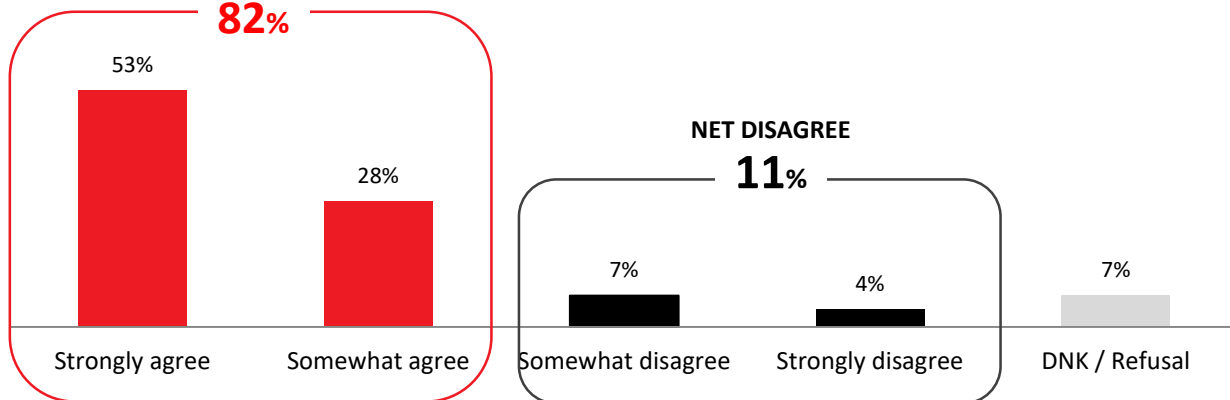
Non-smokers 85%

NET AGREE

82%

NET DISAGREE

11%



82%

of Canadians support a ban on Internet and television advertising for electronic cigarettes or vaping products with nicotine.

While non-smokers are more in favour of this than smokers (85% versus 72%)...

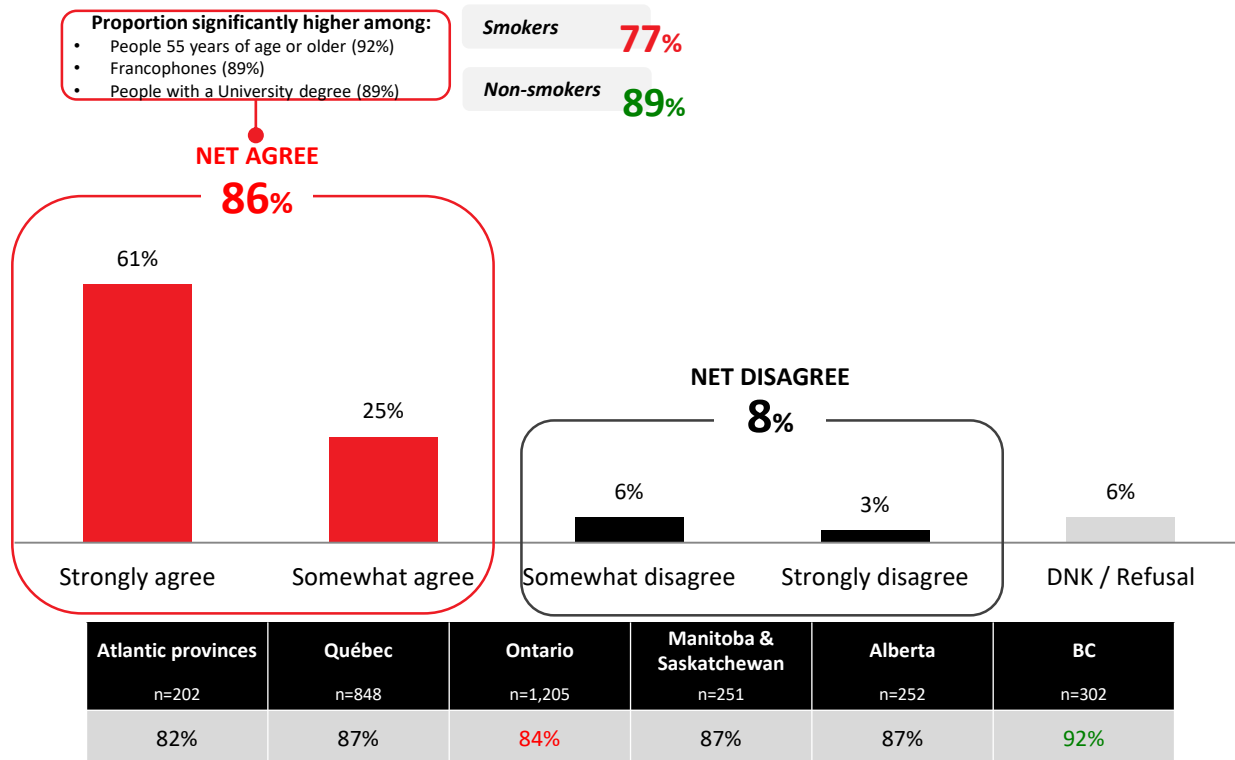
... there is no significant difference between parents of minor children (82%) and other respondents (82%).

Atlantic provinces	Québec	Ontario	Manitoba & Saskatchewan	Alberta	BC
n=202	n=848	n=1,205	n=251	n=252	n=302
83%	85%	79%	81%	79%	87%

Q2. The government recently committed to restrict the advertising of electronic cigarettes and/or vaping products with nicotine seen by young people. Do you believe this approach should include banning advertising on the Internet and on television?

Base: All respondents (n=3,060)

ALIGNING ADVERTISING RULES FOR VAPING PRODUCTS TO THOSE THAT CURRENTLY EXIST FOR TOBACCO PRODUCTS



86%

of Canadians believe that the Government should apply the same advertising restrictions to vaping products with nicotine as it does to tobacco products.



While non-smokers are more in favour of this than smokers (89% versus 77%)...



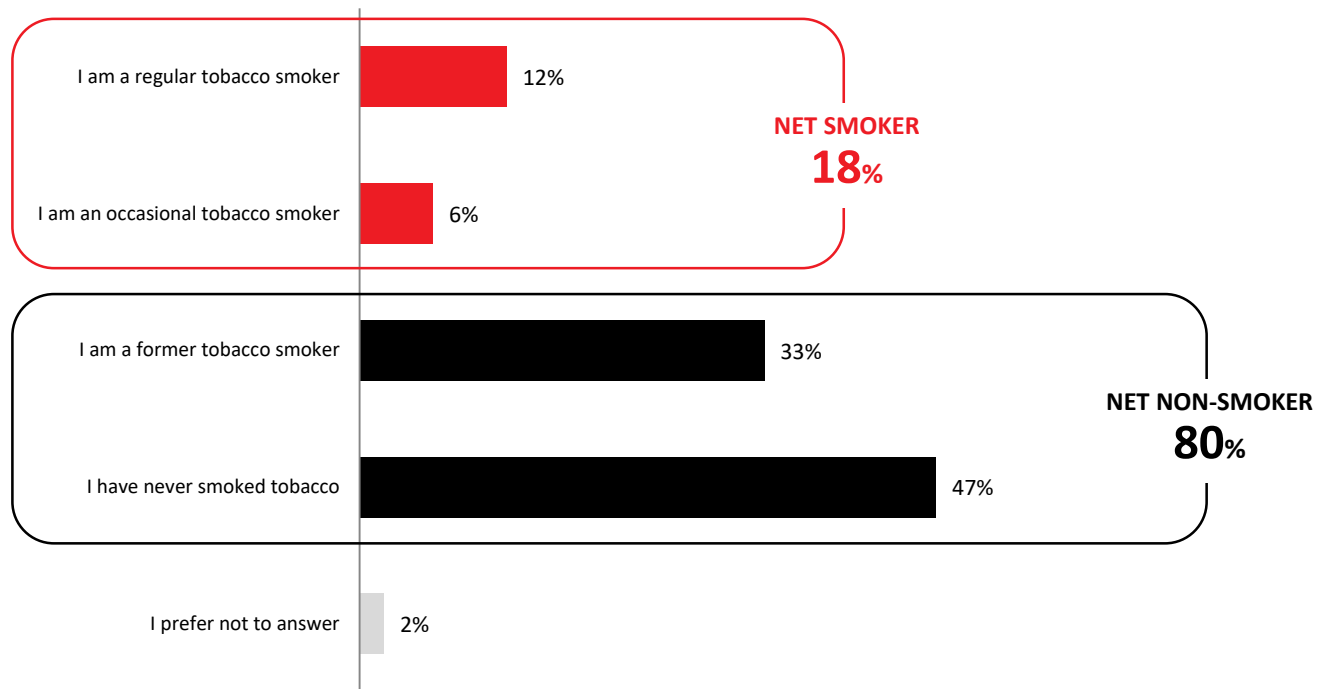
... there is no significant difference between parents of minor children (86%) and other respondents (86%).

Q3. Should the Government of Canada apply essentially the same restrictions on promoting vaping products with nicotine as those currently in place for tobacco products?

Base: All respondents (n=3,060)

DETAILED RESULTS

SMOKER OR NON-SMOKER



Q4. Which of the following situations describes you best?

Base: All respondents (n=3,060)

RESPONDENT PROFILE

PROVINCE



CANADA	
ATLANTIC	7%
QUEBEC	23%
ONTARIO	38%
PRAIRIES	7%
ALBERTA	11%
BRITISH COLUMBIA	14%

GENDER

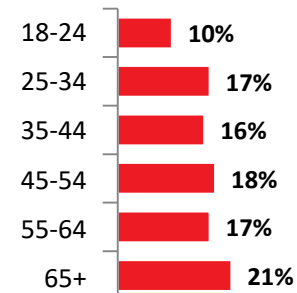

Male

49%


Female

51%

AGE



LANGUAGE

French

21%

English

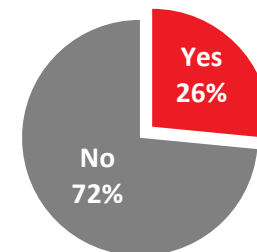
60%

Other

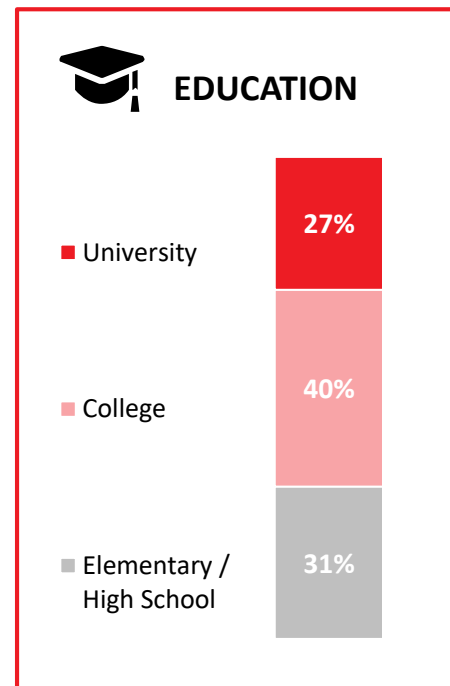
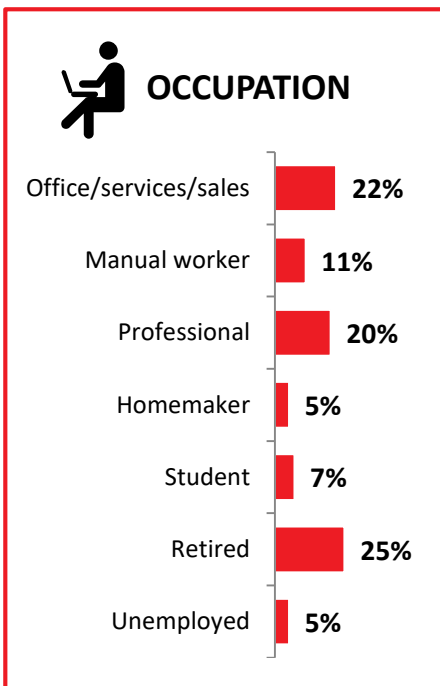
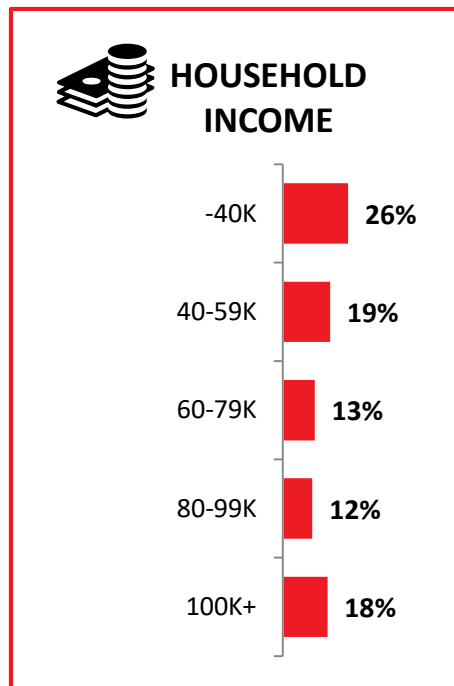
18%



CHILDREN



RESPONDENT PROFILE



TEAM


TEAM

For more information, please contact

Anne-Marie Delisle

Research Director

 adelisle@leger360.com

 514-982-2464 ext. 3153

Team

Anne-Marie Delisle, Research Director

Marie Thivolet, Research Analyst

Sylvain Gauthier, Vice-President Communication and Public Affairs

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Leger UX**
UX research and optimization of interactive platforms
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **International Research**
Worldwide Independent Network (WIN)
- **Qualitative Research**
Room Rentals

400
EMPLOYEES



75
CONSULTANTS



6
OFFICES

MONTREAL | QUEBEC | TORONTO | EDMONTON | CALGARY | PHILADELPHIA

OUR CREDENTIALS



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger



leger360.com



[@leger360](https://twitter.com/leger360)



[/LegerCanada](https://www.facebook.com/LegerCanada)



[/company/leger360](https://www.linkedin.com/company/leger360)



[@leger360](https://www.instagram.com/leger360)