

Poll conducted by Research Co. on Vaping in Canada - November 21, 2018

Over the course of the past year, have you used an electronic cigarette or e-cigarette (vaping)?



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Yes, I have	11%	12%	10%	19%	8%	6%	9%	13%	8%	11%	10%	15%
No, I have not	89%	88%	90%	81%	92%	94%	91%	87%	92%	89%	90%	85%

As you may know, the federal government recently passed Bill S-5, which is an overhaul of the Tobacco Act. Do you agree or disagree with each one of these elements of Bill S-5?



	GENDER		AGE			REGION						
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
<i>Banning certain flavours of vaping products, such as "confectionery".</i>												
Strongly agree	39%	35%	43%	30%	40%	46%	41%	47%	43%	36%	39%	36%
Moderately agree	23%	25%	21%	21%	25%	23%	20%	25%	21%	24%	25%	18%
Moderately disagree	15%	15%	15%	20%	12%	15%	19%	7%	14%	16%	16%	19%
Strongly disagree	13%	15%	12%	19%	13%	8%	10%	12%	11%	15%	12%	18%
Not sure	9%	10%	9%	10%	10%	8%	10%	9%	12%	9%	9%	10%
<i>Prohibiting the sale of vaping products to minors.</i>												
Strongly agree	72%	67%	77%	60%	74%	81%	71%	82%	71%	68%	75%	74%
Moderately agree	16%	18%	14%	22%	16%	11%	19%	11%	16%	17%	14%	18%
Moderately disagree	5%	7%	4%	9%	4%	4%	5%	3%	7%	7%	4%	3%
Strongly disagree	4%	5%	4%	8%	3%	2%	3%	3%	3%	5%	3%	3%
Not sure	3%	4%	2%	2%	4%	2%	2%	2%	3%	3%	4%	3%
<i>Restricting the use of testimonials and "lifestyle" advertising for vaping products.</i>												
Strongly agree	42%	38%	45%	32%	42%	50%	47%	39%	40%	40%	44%	38%
Moderately agree	29%	31%	27%	32%	31%	23%	27%	28%	36%	29%	27%	33%
Moderately disagree	15%	18%	12%	19%	16%	10%	14%	11%	10%	17%	15%	14%
Strongly disagree	7%	7%	6%	10%	5%	6%	6%	9%	8%	5%	8%	7%
Not sure	8%	7%	10%	7%	7%	11%	7%	13%	7%	9%	6%	8%
<i>Restricting any reference to e-cigarettes as healthier than standard tobacco products.</i>												
Strongly agree	46%	41%	51%	35%	49%	52%	48%	49%	43%	43%	48%	47%
Moderately agree	27%	30%	24%	32%	27%	22%	20%	24%	34%	28%	30%	15%
Moderately disagree	11%	14%	8%	16%	10%	8%	9%	8%	6%	14%	8%	15%
Strongly disagree	9%	9%	8%	9%	8%	9%	14%	7%	8%	8%	7%	14%
Not sure	8%	7%	10%	9%	7%	9%	10%	12%	10%	7%	7%	10%

From what you have seen, read or heard, do you agree or disagree with these statements?



	GENDER		AGE			REGION						
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
<i>There should be a ban on the use of e-cigarettes in public places where smoking is currently prohibited.</i>												
Strongly agree	56%	50%	61%	45%	55%	66%	57%	57%	58%	52%	62%	52%
Moderately agree	20%	24%	17%	24%	22%	15%	21%	24%	12%	23%	17%	18%
Moderately disagree	14%	15%	12%	17%	14%	11%	15%	5%	16%	15%	13%	15%
Strongly disagree	7%	7%	7%	10%	6%	5%	4%	8%	7%	6%	7%	11%
Not sure	4%	4%	4%	5%	3%	3%	3%	6%	7%	4%	2%	4%
<i>Vaping products that contain nicotine should display a warning, similar to the one used for tobacco products.</i>												
Strongly agree	67%	59%	73%	59%	65%	76%	73%	69%	66%	64%	64%	74%
Moderately agree	24%	30%	19%	29%	25%	19%	20%	21%	26%	27%	23%	19%
Moderately disagree	5%	6%	4%	7%	5%	3%	4%	6%	4%	3%	8%	4%
Strongly disagree	2%	2%	2%	3%	2%	1%	2%	3%	1%	2%	3%	1%
Not sure	2%	3%	2%	2%	3%	2%	2%	2%	3%	3%	2%	1%
<i>I would not consider dating a person who used electronic cigarettes or e-cigarettes (vaping).</i>												
Strongly agree	29%	26%	32%	22%	29%	35%	31%	36%	29%	31%	25%	21%
Moderately agree	21%	21%	21%	27%	19%	19%	29%	13%	16%	21%	20%	26%
Moderately disagree	19%	19%	18%	17%	22%	17%	15%	16%	22%	19%	21%	15%
Strongly disagree	23%	26%	19%	28%	23%	18%	16%	28%	25%	20%	26%	25%
Not sure	9%	8%	9%	8%	8%	10%	9%	6%	8%	9%	8%	14%