



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from October 21 to October 23, 2019, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is plus or minus 3.1 percentage points, 19 times out of 20.

As you may know, the Governor of Massachusetts has implemented a temporary ban on all vaping products in the American state, following cases of lung damage associated with vaping. Do you agree or disagree with your province implementing a similar ban?

Strongly agree – 45%
Moderately agree – 29%
Moderately disagree – 10%
Strongly disagree – 6%
Not sure – 11%

Three-in-Four Canadians Back Temporary Ban on Vaping Products

A majority of residents would also support prohibiting flavoured vaping products.

Vancouver, BC [November 13, 2019] – A large proportion of Canadians support enacting a temporary prohibition on the sale and distribution of e-cigarettes, a new Research Co. poll has found.

In the online survey of a representative national sample, three-in-four Canadians (74%) would agree with their province implementing a vaping ban similar to the one that was recently enacted in Massachusetts.

Support for a temporary ban on all vaping products is high across all regions of the country, from 71% in Alberta to 77% in Atlantic Canada.

On Sept. 24, Massachusetts Governor Charlie Baker decreed a temporary four-month ban on all vaping products in the American state, following cases of lung damage associated with the use of e-cigarettes.

Just over one-in-ten Canadians (11%) say they used an electronic cigarette in the past year. The proportion is higher among those aged 18-to-34 (17%) and British Columbians (16%).

More than four-in-five Canadians (85%, -6 since a Research Co. survey [conducted in 2018](#)) want vaping products that contain nicotine to display a warning, similar to the one used for tobacco products.

In addition, 73% of Canadians (-3) call for the use of e-cigarettes to be restricted to areas where smoking is currently allowed, and a majority (57%) want all flavoured vaping products to be banned

Half of Canadians (50%, unchanged) say they would not consider dating a person who used electronic cigarettes—including 54% of British Columbians.

Canadians aged 55 and over (57%) are more likely to say they would shun a dating prospect because of vaping. The proportion is lower among Canadians aged 35-to-54 and 18-to-34 (47% each).

“When it comes to vaping and dating, there is no gender gap across Canada,” says Mario Canseco, President of Research Co. “Equal proportions of men and women say they would not consider courting a vaper.”



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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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