



PRESS RELEASE | Canada

**Methodology:**

Results are based on an online study conducted from September 18 to September 20, 2020, among a representative sample of 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points, 19 times out of 20.

**From what you have seen, read or heard, do you agree or disagree with this statement? – “There should be a ban on the use of e-cigarettes in public places where smoking is currently prohibited”**

Agree – 79% (+6)  
Disagree – 14% (-4)  
Not sure – 8% (-1)

**From what you have seen, read or heard, would you support or oppose banning smoking (tobacco and marijuana) in multi-family buildings?**

Support – 69% (-3)  
Oppose – 20% (-5)  
Not sure – 11% (+8)

**Canadians Support Strict Regulations for Smoking and Vaping**

*More than half of Canadians say they would not consider dating a person who used electronic cigarettes.*

Vancouver, BC [October 27, 2020] – Many Canadians are in favour of existing federal legislation that seeks to make electronic cigarettes less appealing to the country's youth, a new Research Co. poll has found.

In the online survey of a representative national sample, 86% of Canadians agree with prohibiting the sale of vaping products to minors.

The federal government passed Bill S-5, which is an overhaul of the Tobacco Act. Other components of this legislation are supported by large majorities of Canadians.

More than seven-in-ten Canadians agree with the federal government's decision to restrict any reference to e-cigarettes as healthier than standard tobacco products (77%, +4 since a similar Research Co. survey [conducted in October 2019](#)) and to restrict the use of testimonials and "lifestyle" advertising for vaping products (75%).

Almost four-in-five Canadians (79%, +6) believe there should be a ban on the use of e-cigarettes in public places where smoking is currently prohibited, and a larger proportion (86%, +1) want vaping products that contain nicotine to display a warning, similar to the one used for tobacco products.

More than two thirds of Canadians (69%) agree with banning certain flavours of vaping products, such as cannabis and "confectionery."

Across the country, one-in-ten Canadians (10%, -1) say they vaped in the past year, a proportion that rises to 19% among those aged 18-to-34 and 14% in British Columbia.

"A majority of Canadians (56%, -4) say they would not consider dating a person who used electronic cigarettes," says Mario Canseco, President of Research Co. "This group includes 57% of women and 62% of Ontarians."

Almost three-in-four Canadians (73%, +4 since a similar Research Co. survey [conducted in January 2019](#)) agree with giving Health Canada the power to implement plain and standardized tobacco packaging.



More than four-in-five Canadians continue to endorse two regulations related to tobacco consumption that have been in place for years: banning smoking in indoor public spaces, public transit facilities and workplaces (including restaurants, bars and casinos) (87%, -2%) and banning smoking in private vehicles occupied by children (85%, +9).

Almost seven-in-ten of Canadians (69, -3%) support banning smoking (tobacco and marijuana) in multi-family buildings, while 20% (-5) are opposed to this course of action.

Support for a regulation that would ban smoking in multi-family dwellings is highest in Saskatchewan and Manitoba (85%), followed by Ontario (72%), British Columbia (68%), Atlantic Canada (67%), Alberta (62%) and Quebec (60%).

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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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