

NEWS RELEASE



FOR IMMEDIATE RELEASE

Fewer than a fifth smoke cigarettes in Ontario

Half never have, a third have quit, mostly cold turkey

TORONTO December 20th, 2014 – In a random sampling of public opinion taken by the Forum Poll among 1058 Ontarians, just fewer than one fifth say they currently smoke cigarettes (18%), one third say they used to but have since quit (35%) while close to half have never smoked (47%). Incidence of being a current smoker is highest among the youngest (23%), Gen X (45 to 54 - 22%), the less wealthy (less than \$20K - 26%, \$20K to \$40K - 23%), mid income groups (\$60K to \$80K - 23%) but not among the wealthiest (12%), in northern Ontario (22%) and the least educated (26%), but not among the most educated (post grad - 9%). Incidence of having smoked but quit is most common among the oldest (47%) and low income groups (\$20K to \$40K - 42%). Never having smoked cigarettes is most characteristic of the youngest (55%), the wealthiest (51%), provincial Liberals (51%), the best educated (68%), evangelical Christians (66%) and non-Christians (53%).

Almost all smokers have tried repeatedly but unsuccessfully to quit

Three quarters of the current smokers in Ontario have tried to quit several times (74%), one sixth have tried repeatedly (15%) for a total of 9-in-10 who haven't been able to quit (90%). Just one tenth have never tried quitting (10%).

Most hope they will quit soon

Close to two thirds of current smokers are likely to quit smoking for good (they hope) in the next year (61%), and this includes one third who are "very likely" (32%). Just one twentieth think they are very unlikely to quit for good this year (6%).

Most who have quit did it cold turkey

Two thirds of those who smoked once but do so no longer quit smoking through will-power and cold turkey (64%), while few primarily used the patch (6%), electronic cigarettes (4%), nicotine gum or spray (3%), or counselling and support (2%). As many as one fifth have used some other method (17%) and these may include hypnosis and acupuncture, etc. The patch was used most in Eastern Ontario, among New Democrats, among the least educated. Electronic cigarettes were most likely to be used by Green Party voters.

"Smoking used to be characteristic of one quarter and it has been declining for years. However, among the hard core still starting smoking, and still continuing to smoke, quitting is an elusive goal, and is apparently only achieved through hard work," said Forum Research President, Dr. Lorne Bozinoff.

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TORONTO

December 20th, 2014

HIGHLIGHTS:

- Just fewer than one fifth say they currently smoke cigarettes (18%).
- Three quarters of the current smokers in Ontario have tried to quit several times (74%), one sixth have tried repeatedly (15%) for a total of 9-in-10 who haven't been able to quit (90%).
- "Close to two thirds of current smokers are likely to quit smoking for good (they hope) in the next year (61%).
- Two thirds of those who smoked once but do so no longer quit smoking through will-power and cold turkey (64%).
- "Smoking used to be characteristic of one quarter and it has been declining for years. However, among the hard core still starting smoking, and still continuing to smoke, quitting is an elusive goal, and is apparently only achieved through hard work," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1058 randomly selected Ontarians 18 years of age and older. The poll was conducted on December 19th and 20th, 2014.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Smoke Cigarettes

'Do you smoke cigarettes or not?'

[All Respondents]

Age / Gender

	%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample		1058	167	148	178	250	315	561	497
Smoke cigarettes		18	23	17	22	16	8	19	16
Used to smoke cigarettes but don't any more		35	23	36	39	42	47	38	33
Never smoked cigarettes		47	55	47	39	42	45	43	50

Income

	%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample		1058	94	137	177	121	124	171
Smoke cigarettes		18	26	23	16	23	18	12
Used to smoke cigarettes but don't any more		35	25	42	38	33	32	37
Never smoked cigarettes		47	49	36	47	44	50	51

Education

	%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample		1058	198	252	436	172
Smoke cigarettes		18	26	22	16	9
Used to smoke cigarettes but don't any more		35	43	38	36	23
Never smoked cigarettes		47	31	40	48	68

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Smoke Cigarettes: Quitting

'Have you ever tried to quit smoking cigarettes?'

[Smoke cigarettes]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	169	38	24	40	41	26	96	73
Tried to quit once to several times	74	72	72	83	73	69	72	77
Tried to quit many times	15	21	16	7	17	12	16	14
Never tried to quit smoking cigarettes	10	8	12	11	10	19	11	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	169	25	28	24	25	25	18
Tried to quit once to several times	74	79	75	61	66	80	75
Tried to quit many times	15	9	11	30	24	5	17
Never tried to quit smoking cigarettes	10	12	14	9	11	15	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	169	44	45	64	16
Tried to quit once to several times	74	81	74	71	73
Tried to quit many times	15	12	14	18	15
Never tried to quit smoking cigarettes	10	7	12	11	12

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Smoke Cigarettes: Likelihood to quit in the next year

‘How likely is it you will quit smoking cigarettes for good in the next year?’

[Smoke cigarettes]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	169	38	24	40	41	26	96	73
Very likely	32	28	30	43	25	31	29	35
Somewhat likely	29	24	36	25	43	28	33	25
Not very likely	24	31	15	22	19	31	30	18
Not at all likely	6	9	4	5	3	7	6	6
Don't know	8	8	15	5	10	3	2	15

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	169	25	28	24	25	25	18
Very likely	32	18	28	35	21	57	33
Somewhat likely	29	11	28	38	46	26	45
Not very likely	24	40	39	14	18	14	9
Not at all likely	6	10	2	5	13	0	13
Don't know	8	21	3	8	2	2	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	169	44	45	64	16
Very likely	32	33	22	38	30
Somewhat likely	29	15	39	29	42
Not very likely	24	21	33	24	6
Not at all likely	6	11	3	2	19
Don't know	8	20	2	7	3

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Smoke Cigarettes: Quitting methods

'Which of the following methods did you use to stop smoking cigarettes?'

[Used to smoke cigarettes but don't anymore]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	422	43	57	70	105	147	231	191
Cold turkey and will power	64	59	57	70	62	68	62	65
The nicotine patch	6	3	9	8	8	5	7	6
Nicotine gum or spray	3	0	3	4	3	4	3	3
Electronic cigarettes	4	9	4	5	2	0	5	2
Counseling and support	2	0	0	3	0	4	1	3
More than one method	5	3	9	3	6	5	6	4
Something else	17	26	19	8	19	14	17	17

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	422	31	62	74	44	44	68
Cold turkey and will power	64	57	57	59	75	53	60
The nicotine patch	6	6	7	9	4	6	5
Nicotine gum or spray	3	6	0	7	0	4	3
Electronic cigarettes	4	8	7	2	8	3	3
Counseling and support	2	0	8	1	0	0	0
More than one method	5	6	6	4	1	7	8
Something else	17	16	15	17	12	26	21

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	422	96	113	162	51
Cold turkey and will power	64	63	63	64	64
The nicotine patch	6	13	8	3	5
Nicotine gum or spray	3	2	1	3	7
Electronic cigarettes	4	4	5	3	3
Counseling and support	2	1	3	1	1
More than one method	5	2	5	6	6
Something else	17	15	15	20	14

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