

NEWS RELEASE



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Canadians and Smoke-Free Alternatives

Nearly 6-in-10 smokers in Canada plan to quit cigarettes and switch to smoke-free devices

Toronto, May 22nd — In a random sampling of public opinion taken by Forum Research among 1082 Canadians 19 years of age or older, on behalf of Rothmans, Benson & Hedges, over half (56%) of respondents who smoke regularly or occasionally, and have never used tobacco reduced risk products, plan to change from smoking cigarettes. 4 in 10 (44%) do not plan on changing.

Majority of regular or occasional smokers say they are likely to use a smoke-free product to help them switch

The majority (TOP2: 72%) of the respondents who smoke regularly or occasionally and have never used tobacco reduced risk products, and who plan on changing from smoking cigarettes, say they are likely to use a smoke-free product to help them switch from smoking cigarettes (*caution small sample size n=55*). 4 in 10 (40%) say they are very likely (*caution small sample size n=55*).

A quarter (BTM2: 28%) say they are unlikely, while a fifth (21%) say they are not likely at all (*caution small sample size n=55*).

A split between what is needed to persuade the switch from cigarettes to smoke-free alternatives

Nearly 4 in 10 (37%) respondents say more information to compare smoke-free alternatives to cigarettes would help persuade them or a cigarette smoker in their life to change to a smoke-free alternative.

A third (34%) say more information to become aware of smoke-free alternatives to cigarettes would help persuade them or a cigarette smoker in their life.

Almost a third (29%) say lower taxes to make it more affordable to switch to smoke-free alternatives to cigarettes would help persuade them or a cigarette smoker in their life.

Almost half think tobacco reduced risk products are a better alternative

Almost half (46%) of respondents who have never smoked, or quit smoking, but have never used a smoke-free product think that tobacco reduced risk products are a better alternative than smoking cigarettes.

Those most likely to say that tobacco reduced risk products are a better alternative are those aged 19 to 24 (72%), and living in the Maritimes (55%), or Alberta (52%).

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"4 in 10 respondents who smoke cigarettes have used tobacco reduced risk products to help reduce their cigarette consumption." said Dr. Lorne Bozinoff, President of Forum Research. "Awareness of smoke-free products is very high amongst Canadians, and we may be observing a shift in attitudes towards cigarette smoking."



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4 in 10 regular or occasional cigarette smokers have used tobacco reduced risk products to reduce their cigarette consumption

4 in 10 (39%) respondents who smoke occasionally or regularly, and have used tobacco reduced risk products, have used these products to help them smoke less cigarettes. 6 in 10 (61%) say they do not use these alternatives to smoke less cigarettes.

Almost half of respondents who used to smoke, used a tobacco reduced risk product to help them switch from smoking cigarettes

Nearly half (44%) of respondents who used to smoke cigarettes but do not anymore, say they used a tobacco reduced risk product to help them switch from smoking cigarettes (*caution small sample size n=68*). A similar proportion said they did not use reduced risk products to switch from smoking cigarettes (56%).

9 in 10 say they are aware of smoke-free products

The majority (TOP2: 93%) of respondents are aware of smoke-free products such as heating, vaping or e-cigarette devices that can help adult smokers switch from cigarettes to other alternatives, with three quarters (75%) saying they are very aware.

Few (BTM2: 7%) are not very aware, while even fewer (3%) are not aware at all.

Those most likely to be aware are males (95%), aged 19 to 24 (95%), 25 to 34 (94%), 35 to 44 (95%), 45 to 54 (95%), or 55 to 64 (95%), and living in Québec (95%), Ontario (92%), the Prairies (MB/SK) (92%), or British Columbia (93%).

8 in 10 say smoke-free devices should only be sold to adult smokers

8 in 10 (TOP2: 78%) respondents say smoke-free devices such as heating, vaping, or e-cigarette devices should only be sold to current adult smokers who won't quit, to help switch them away from cigarettes, while half (52%) agree strongly.

A quarter (BTM2: 22%) disagree, with 1 in 10 (11%) saying they disagree strongly.

Those most likely to agree are females (82%), aged 75 and older (90%), and living in Québec (86%).

Those most likely to disagree are males (25%), aged 19 to 24 (28%), or 35 to 44 (25%), and living in Alberta (37%).



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A quarter of respondents say they have used tobacco reduced risk products

A quarter (25%) of respondents say they have used tobacco reduced risk products such as heating devices, vaping devices or electronic cigarettes. Three quarters (75%) of respondents have not.

Those most likely to say they have used tobacco reduced risk products are males (34%), aged 19 to 24 (53%), and living in the Prairies (MB/SK) (31%), Ontario (28%) or British Columbia (28%).

Those most likely to say they have not used tobacco reduced risk products are female (83%), aged 75 and older (96%), and living in Québec (84%).

Of those who have used tobacco reduced risk products, the majority have used vaping devices most often

Of those who have used tobacco reduced risk products, over half (57%) use vaping devices most often, a third (36%) use e-cigarettes most often, and few (7%) use heating devices most often.

Of those who have used tobacco reduced risk products, such as e-cigarettes and vaping devices most, a fifth (20%) have used a heating device.

Of those who have used tobacco reduced risk products, such as e-cigarettes and heating devices most, about two-thirds (64%) have used a vaping device.

Of those who have used tobacco reduced risk products, such as vaping and heating devices most, half (52%) have used an e-cigarette.



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Respondents current behavior with cigarettes

4 in 10 (43%) of respondents have never smoked cigarettes.

A third (34%) of respondents used to smoke cigarettes, but don't anymore.

A sixth (17%) of respondents smoke regularly.

Few (6%) respondents smoke occasionally.

"4 in 10 respondents who smoke cigarettes have used tobacco reduced risk products to help reduce their cigarette consumption." said Dr. Lorne Bozinoff, President of Forum Research. "Awareness of smoke-free products is very high amongst Canadians, and we may be observing a shift in attitudes towards cigarette smoking."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.



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Methodology

This survey was conducted by Forum Research, on behalf of Rothmans, Benson & Hedges, with the results based on an interactive voice response telephone survey of 1082 randomly selected Torontonians. The poll was conducted May 18th, 19th, and 21st, 2019.

Results based on the total sample are considered accurate +/- 3%, measured as the average deviation across all response categories, 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 forumpoll.com.

Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100

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Change from smoking cigarettes

Do you plan to change from smoking cigarettes?

[Base: Those who smoke occasionally or regularly and have never used reduced risk products such as heating devices, vaping devices, or electronic cigarettes]

Gender

%	Total	Male	Female	Other
Sample	102	42	56	2
Yes	56	57	55	50
No	44	43	45	50

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	102	5	8	11	24	25	20	8
Yes	56	51	58	47	73	53	50	25
No	44	49	42	53	27	47	50	75

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	102	12	28	32	4	13	13
Yes	56	30	65	53	0	71	63
No	44	70	35	47	100	29	37



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Likelihood to use a smoke-free product to help switch

How likely are you to use a smoke-free product to help you switch from smoking cigarettes?

[Base: Those who smoke occasionally or regularly and have never used reduced risk products such as heating devices, vaping devices, or electronic cigarettes and who plan to change from smoking cigarettes]

Gender

%	Total	Male	Female	Other
Sample	55	23	30	1
NET: TOP2	72	68	79	0
NET: BTM2	28	32	21	100
Very likely	40	37	42	0
Somewhat likely	33	31	37	0
Somewhat unlikely	6	9	4	0
Not likely at all	21	24	17	100

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	55	2	5	5	17	13	10	2
NET: TOP2	72	55	56	82	80	70	79	59
NET: BTM2	28	45	44	18	20	30	21	41
Very likely	40	55	39	0	48	40	28	59
Somewhat likely	33	0	18	82	32	30	51	0
Somewhat unlikely	6	0	0	0	11	14	0	0
Not likely at all	21	45	44	18	9	16	21	41

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	55	3	18	18	0	9	7
NET: TOP2	72	40	60	87	0	64	77
NET: BTM2	28	60	40	13	0	36	23
Very likely	40	0	21	54	0	35	57
Somewhat likely	33	40	39	32	0	29	21
Somewhat unlikely	6	29	0	5	0	27	0
Not likely at all	21	32	40	8	0	8	23



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Help persuading to change to a smoke-free alternative

What would you need to help persuade you or a smoker in your life change to a smoke-free alternative to cigarettes?

Gender

	%	Total	Male	Female	Other
Sample		1082	444	608	11
More information to become aware of smoke-free alternatives to cigarettes	34	32	36	27	
More information to compare smoke-free alternatives to cigarettes	37	36	37	18	
Lower taxes to make it more affordable to switch to smoke-free alternatives to cigarettes	29	32	27	55	

Age

	%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample		1082	61	112	144	192	229	199	128
More information to become aware of smoke-free alternatives to cigarettes	34	24	26	34	33	45	34	36	
More information to compare smoke-free alternatives to cigarettes	37	35	36	40	38	29	41	41	
Lower taxes to make it more affordable to switch to smoke-free alternatives to cigarettes	29	41	38	26	29	26	25	22	

Region

	%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample		1082	126	272	314	80	132	158
More information to become aware of smoke-free alternatives to cigarettes	34	34	36	36	28	31	28	
More information to compare smoke-free alternatives to cigarettes	37	33	37	34	32	40	44	
Lower taxes to make it more affordable to switch to smoke-free alternatives to cigarettes	29	33	27	29	40	29	28	



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Tobacco reduced products as an alternative

Do you think tobacco reduced risk products are a better alternative than smoking cigarettes?

Gender

%	Total	Male	Female	Other
Sample	757	273	461	7
Yes	46	46	49	29
No	54	54	51	71

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	757	24	64	98	129	158	154	114
Yes	46	72	60	44	39	43	46	39
No	54	28	40	56	61	57	54	61

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	757	87	207	212	53	90	108
Yes	46	55	42	51	39	52	38
No	54	45	58	49	61	48	62



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Tobacco reduced risk product used to smoke less

Do you use tobacco reduced risk product to help you smoke less cigarettes?

[Base: Those who smoke occasionally or regularly and have used reduced risk products such as heating devices, vaping devices, or electronic cigarettes]

Gender

%	Total	Male	Female	Other
Sample	131	71	58	2
Yes	39	40	37	50
No	61	60	63	50

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	131	13	22	21	24	31	18	2
Yes	39	41	34	37	54	36	36	0
No	61	59	66	63	46	64	64	100

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	131	15	25	36	14	18	23
Yes	39	37	26	33	45	55	54
No	61	63	74	67	55	45	46



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Tobacco reduced risk product used to switch

Did you use a tobacco reduced risk product to help you switch from smoking cigarettes?

[Base: Those who used to smoke, but don't anymore and have used reduced risk products such as heating devices, vaping devices, or electronic cigarettes]

Gender

%	Total	Male	Female	Other
Sample	68	43	25	0
Yes	44	45	41	0
No	56	55	59	0

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	68	9	12	11	15	12	7	2
Yes	44	38	44	51	43	52	42	0
No	56	62	56	49	57	48	58	100

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	68	7	11	28	3	9	10
Yes	44	37	31	50	0	49	48
No	56	63	69	50	100	51	52



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Awareness of smoke-free products

Are you aware there are smoke-free products such as heating, vaping or e-cigarette devices that can help adult smokers switch away from cigarettes?

Gender

%	Total	Male	Female	Other
Sample	1082	444	608	11
NET: TOP2	93	95	91	91
NET: BTM2	7	5	9	9
Very aware	75	75	75	91
Somewhat aware	18	20	16	0
Not very aware	4	3	5	0
Not aware at all	3	2	4	9

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	1082	61	112	144	192	229	199	128
NET: TOP2	93	95	94	95	95	95	88	85
NET: BTM2	7	5	6	5	5	5	12	15
Very aware	75	81	75	75	77	78	68	66
Somewhat aware	18	13	20	20	18	16	20	19
Not very aware	4	0	5	4	1	4	6	9
Not aware at all	3	5	1	1	4	2	6	6

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1082	126	272	314	80	132	158
NET: TOP2	93	90	95	92	92	91	93
NET: BTM2	7	10	5	8	8	9	7
Very aware	75	74	75	72	78	77	79
Somewhat aware	18	16	20	20	15	14	14
Not very aware	4	1	2	5	5	4	5
Not aware at all	3	8	3	3	3	5	2



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The sale of smoke-free devices

Do you think smoke-free devices such as heating, vaping or e-cigarette devices should only be sold to current adult smokers who won't quit, to switch them away from cigarettes?

Gender

%	Total	Male	Female	Other
Sample	1082	444	608	11
NET: TOP2	78	75	82	45
NET: BTM2	22	25	18	55
Strongly agree	52	50	54	36
Somewhat agree	27	25	29	9
Somewhat disagree	11	13	9	9
Strongly disagree	11	12	8	45

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	1082	61	112	144	192	229	199	128
NET: TOP2	78	72	78	75	79	77	80	90
NET: BTM2	22	28	22	25	21	23	20	10
Strongly agree	52	37	40	55	54	57	54	61
Somewhat agree	27	35	38	20	24	20	26	28
Somewhat disagree	11	11	12	16	10	13	7	7
Strongly disagree	11	17	10	9	11	10	13	3



Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1082	126	272	314	80	132	158
NET: TOP2	78	73	86	79	77	63	78
NET: BTM2	22	27	14	21	23	37	22
Strongly agree	52	45	63	52	37	40	52
Somewhat agree	27	29	24	27	40	22	26
Somewhat disagree	11	9	7	13	6	22	9
Strongly disagree	11	17	7	8	18	15	13

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Use of tobacco reduced risk products

Have you ever used tobacco reduced risk products such as heating devices, vaping devices or electronic cigarettes?

Gender

%	Total	Male	Female	Other
Sample	1082	444	608	11
Yes	25	34	17	18
No	75	66	83	82

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	1082	61	112	144	192	229	199	128
Yes	25	53	37	27	21	22	12	4
No	75	47	63	73	79	78	88	96

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1082	126	272	314	80	132	158
Yes	25	24	16	28	31	26	28
No	75	76	84	72	69	74	72



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Tobacco reduced risk product used most often

Which tobacco reduced risk product have you used most often?

Gender

%	Total	Male	Female	Other
Sample	223	129	91	2
E-cigarettes	36	36	37	0
Vaping devices	57	57	57	50
Heating devices	7	8	5	50

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	223	32	40	35	39	46	25	6
E-cigarettes	36	27	34	27	46	48	47	14
Vaping devices	57	71	66	52	43	44	53	65
Heating devices	7	2	0	21	12	8	0	20

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	223	27	37	70	23	29	37
E-cigarettes	36	36	59	31	24	34	33
Vaping devices	57	61	34	60	65	66	59
Heating devices	7	3	7	9	10	0	8



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Heating device use

Have you ever used a heating device?

[Base: Those who have used e-cigarettes and vaping devices most often]

Gender

%	Total	Male	Female	Other
Sample	207	119	86	1
Yes	20	22	16	0
No	80	78	84	100

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	207	31	40	29	35	42	25	5
Yes	20	21	18	21	18	22	25	0
No	80	79	82	79	82	78	75	100

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	207	26	34	63	21	29	34
Yes	20	33	23	12	25	23	27
No	80	67	77	88	75	77	73



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Vaping device use

Have you ever used a vaping device?

[Base: Those who have used e-cigarettes and heating devices most often]

Gender

%	Total	Male	Female	Other
Sample	100	57	42	1
Yes	64	69	54	100
No	36	31	46	0

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	100	9	14	17	20	26	12	2
Yes	64	79	77	50	54	62	81	0
No	36	21	23	50	46	38	19	100

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	100	11	24	31	7	11	16
Yes	64	52	91	59	38	63	51
No	36	48	9	41	62	37	49



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E-cigarette use

Have you ever used an e-cigarette?

[Base: Those who have used vaping and heating devices most often]

Gender

%	Total	Male	Female	Other
Sample	139	82	54	2
Yes	52	56	43	100
No	48	44	57	0

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	139	24	26	24	23	24	13	5
Yes	52	40	51	65	55	49	80	19
No	48	60	49	35	45	51	20	81

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	139	17	16	46	18	18	24
Yes	52	30	63	49	63	61	50
No	48	70	37	51	37	39	50



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Current behaviour with cigarettes

Which of the following best describes your current behaviour with cigarettes?

Gender

%	Total	Male	Female	Other
Sample	1082	444	608	11
I have never smoked cigarettes	43	38	48	27
I smoke cigarettes occasionally	6	6	6	18
I smoke cigarettes regularly	17	21	13	18
I used to smoke cigarettes, but now I do not	34	35	32	36

Age

%	Total	19 to 24	25 to 34	35 and 44	45 and 54	55 and 64	65 and 74	75 and older
Sample	1082	61	112	144	192	229	199	128
I have never smoked cigarettes	43	50	51	50	44	32	38	38
I smoke cigarettes occasionally	6	13	7	5	10	2	3	3
I smoke cigarettes regularly	17	17	22	18	15	23	15	4
I used to smoke cigarettes, but now I do not	34	19	20	27	31	43	44	55



Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1082	126	272	314	80	132	158
I have never smoked cigarettes	43	50	37	42	63	46	42
I smoke cigarettes occasionally	6	4	3	7	9	8	7
I smoke cigarettes regularly	17	15	19	18	10	15	18
I used to smoke cigarettes, but now I do not	34	31	41	33	18	30	33

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