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# ***Smokers Panel Baseline Survey 2022***

## **Final Report**

### **Prepared for Health Canada**

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**Canada**

## **Smokers Panel Baseline Survey 2021 - Final report**

Prepared for Health Canada by Environics Research

May 2022

This public opinion research report presents the results of a quantitative research study conducted by Environics Research on behalf of Health Canada, comprising an online survey with 7,248 Canadians aged 15 or older who are current smokers, conducted from March 3 – April 10, 2022.

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Note: detailed banner tables are provided in a separate document

## Executive summary

### A. Background and objectives

Canada's Tobacco Strategy has set an ambitious goal of lowering tobacco use among Canadians to 5% by the year 2035. To realize this objective, Health Canada needs to understand factors underlying transitions, be it starting smoking, quitting smoking, relapse smoking, and/or moving on to other nicotine use (e.g., vaping). This information could be used to develop programs that prevent the initiation of tobacco use as well as support users in their cessation efforts to quit tobacco long-term.

The main objective of this research is to understand patterns of use, attitudes, and behaviours at the individual level with respect to cigarette smoking among current Canadian smokers aged 15 years and older. This research will be designed to serve as a baseline, should Health Canada wish to measure changes in smoking behaviour using a return-to-sample methodology in the subsequent two years.

Specific research objectives include, but are not limited to, the following:

- To establish baseline patterns of use among current smokers,
- To understand factors driving changes in smoking status,
- To understand changes in patterns of dual use (vaping and cigarette smoking),
- To measure Canadian current smokers' level of awareness and knowledge around vaping products, and
- To gather information on Canadian current smokers' level of awareness, knowledge and behaviours with respect to smoking cessation products.

## B. Methodology

This research study consisted of a national online survey of 7,248 Canadians aged 15 or older and who smoked at least once in the month before the survey (also known as current smokers). The incidence of current smokers among Canadians 15+ is 10.3 percent nationally (per Canadian Tobacco and Nicotine Survey [CTNS] 2020 data). The survey was conducted from March 3 – April 10, 2022. The sample was designed to (a) be as representative as possible of the current smoker population by age, gender, and province, and (b) to maximize the subsample of youth (15-19 years) and young adult (20-24 years) smokers, for adequate analysis in subsequent waves (despite expected attrition).

As this online survey utilized an opt-in panel, it is a non-probability survey, and no margin of sampling error should be calculated. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect.

The following completions were achieved:

Age	2020 Population	Current smoker incidence (CTNS 2020)	Proportion of smoker population	Unweighted sample size	Proportion of total sample	Weighted sample size
15-19	2,102,402	3.1%	2%	878	12%	145
20-24	2,484,313	8.4%	6%	1,620	22%	435
25+	27,408,756	11.0%	92%	4,750	66%	6,668
<b>Total</b>	<b>31,995,471</b>	<b>10.3%</b>	<b>100%</b>	<b>7,248</b>	<b>100%</b>	<b>7,248</b>

## C. Contract value

The contract value was \$249,183.98 (including HST).

### *Report*

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the survey data. Provided under a separate cover is a detailed set of “banner tables” presenting the results for all questions by population segments as defined by region and demographics. These tables are referenced by the survey question in the detailed analysis.

In this report, quantitative results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the tables due to rounding. Differences between subgroups are noted based on Z-test results at 95% probability for comparing proportions and based on two-tailed T-test results at 95% probability for comparing means. Comparisons are based on differences between sub-groups, and not on differences compared to the total.

People who smoke, had formerly smoked, and vape are referred to as smokers, former smokers, and vapers, respectively, in the interest of brevity. Likewise, given that participants must have smoked in the past 30 days, any reference to 'smoker' refers to someone that is a current smoker.

**Use of findings of the research.** Data from this research will allow the Tobacco Control Directorate to understand and contextualize any recent changes in smoking prevalence.

## D. Key findings

In this baseline survey of Canadian smokers, there is further confirmation that a plurality initially try cigarettes as a young adult, so this is still very much a target for anti-smoking communications. Although most smokers exhibit low dependence on nicotine, this remains of concern as dependence increases along with age. Further, seven in ten have exhibited at least one health issue that can be attributed to smoking. Just under half of smokers (47%) are current vapers (35% of smokers are also regular vapers and are, thus, dual users as per the Health Canada definition), and, while there is evidence these smokers are using vaping to reduce their cigarette intake, there is a risk they are simply changing nicotine intake methods, as dependence on vaping with nicotine scores higher among this subgroup than dependence on smoking with nicotine in the smoker sample at large. Large proportions of smokers have attempted to quit but have been unsuccessful, despite the use of various methods. Smoking is identified as the most harmful of a range of other activities, including vaping with nicotine, use of cannabis in any form, and junk food.

Specific findings of the research follow:

### Frequency, history and heaviness of use

- Two-thirds (66%) of smokers smoke daily; the proportion of daily smokers is higher among adults (69%) than younger smokers (40%), and lower among those who also vape (58%).
- Close to half (48%) first tried smoking between the ages of 15 and 19, with the mean start age being 18. Just over one-quarter (27%) first tried smoking earlier than age 15, and one-quarter tried as either a young adult aged 20-24 (13%) or adult (12%). Starting to smoke before age 15 is notably higher among those who are now daily smokers (31%) than those who are occasional smokers (19%).
- A majority of six in ten (61%) current smokers say they smoke up to 10 cigarettes per day. Broken down, 1 in 10 (10%) smoke only 1, 3 in 10 (29%) smoke 2 to 5, and 2 in 10 (22%) smoke 6 to 10. Then, 3 in 10 (30%) smoke between 11 and 20. The overall average is 10.5. Daily smokers average 13 cigarettes per day, while occasional smokers average 5 cigarettes on the days when they smoke.
- Six in ten current smokers have their first cigarette of the day within half an hour of waking up (18% in the first 5 minutes, 40% from 6 to 30 minutes); one-quarter (25%) wait more than an hour. Daily smokers are far more likely than occasional smokers to have their first cigarette within the first half hour of being awake (71% vs. 30% of occasional smokers on the days they smoke).
- The Heavy Smoking Index (HSI) assigns a score to daily smokers based on two key questions: how many cigarettes they smoke each day, and how soon after waking they usually have their first cigarette. Two-thirds of daily smokers (65%) were found to have a low dependence on nicotine, one-third (34%) have a moderate dependence and one percent have high dependence.

- Just over half (53%) have been smoking at their current rate for 10 years or less. Understandably, length of time smoking at current rate is heavily correlated to age: seven in ten (71%) younger people have been smoking at their current rate for 1 to 10 years, vs. just under four in ten adults (38%). Daily smokers are more likely (57%) than occasional smokers (27%) to have smoked for over 10 years.
- Seven in ten current smokers (69%) get a strong urge to smoke at least daily, and about half of these experience strong cravings multiple times a day. Three in ten (31%) have such urges less often or never. As may be expected, getting strong urges to smoke at least daily is considerably higher among daily smokers (82%) than occasional smokers (42%).
- Smokers were asked to indicate how much they spent in the past month on cigarettes. Responses range broadly, from nothing to \$400 or more. The average spend was about \$170. Daily smokers spend over double what occasional smokers do (\$206 vs. \$90).
- One-third (35%) of Canadian smokers say the cigarettes they smoke are unaffordable (score of 1-3 on a 10-point affordability scale). A plurality (44%) are neutral, and two in ten (21%) say they are affordable. Saying their cigarettes are unaffordable is higher among daily smokers (38%) than occasional smokers (29%).
- Of a list of seven health issues that can be attributed to smoking, seven in ten (70%) have experienced at least one, with the most common being dry cough (43%), phlegm (34%) and shortness of breath (29%). The most serious ailments are also the least common: COPD (6%) and lung cancer (3%). Experiencing ill effects from smoking is more common among daily smokers (72% experiencing at least one symptom, vs. 66% of occasional smokers).

### Drivers to use and quality of life

- Just over half (55%) of current smokers are satisfied with their lives to some degree (score of 7-10 on a 0-10-point scale), one-third (32%) are neutral, and just over one in ten (13%) are dissatisfied (score of 0 to 4). Youth are the most satisfied and young adults the least, the latter being the most likely to give a neutral score.
- Smokers were asked to indicate how many of their friends, parents/guardians, family members, or classmates/coworkers smoke, and, if applicable, if their spouse or partner is a smoker. Youth are the most likely to report *most or all* of the people in their life smoke, and adults are the least likely, except when it comes to spouse/partner, who they are the most likely to report is a smoker.
- When asked to indicate agreement with statements about the experience of smoking, smokers are most likely to agree (score of 8-10) smoking calms them down when they are stressed or upset (52%), that they smoke when around other smokers (49%) or that they enjoy smoking when having coffee or tea (48%). Agreement is lower that smoking is an important part of their life (26%) or that it helps control weight (20%). Almost half *disagree* that medical evidence of smoking causing harm is exaggerated (47%).

## Vaping status and questions for smokers who are also regular vapers

- Just under half (47%) of smokers are current vapers, having vaped at least once in the previous month. Just under two in ten (16%) vape daily; three in ten (31%) vape occasionally (weekly or less often). Just over half (53%) did not vape in the past 30 days. Note 74 percent of *current* vapers are *regular* vapers, that is, smokers who vape at least weekly (and are considered *regular vapers in this report to maintain consistency with previous Health Canada public opinion research studies*).
- Vaping with nicotine at least weekly was reported by the vast majority (82%) of regular vapers. Almost half (48%) vape without nicotine, and one-third (36%) have vaped products not knowing whether or not it had nicotine.
- Regular vapers are most likely to have begun vaping as an adult (58%), with the average age being 29. About two in ten began vaping as a youth (19%) or young adult (18%), and very few began vaping under the age of 15 (4%).
- Approximately half (51%) of regular vapers vape with nicotine within the first 30 minutes of waking, the other half (49%) begin at 31 or more minutes. Around one in five (19%) wait less than five minutes.
- Pluralities of around four in ten regular vapers say they vape five or fewer times a day, whether with nicotine (36%), without nicotine (39%) or if unsure the vape has nicotine or not (35%); around two in ten vape six to ten times a day regardless of type of liquid.
- The Heavy Vaping with Nicotine Index (HVNI) assigns a score to regular vapers based on responses to two questions: how many times they vape with nicotine per day, and how soon after waking they usually first vape with nicotine. Six in ten (59%) exhibit low dependence, three in ten (30%) express a moderate level of dependence, and just over one in ten (11%) are highly dependent on vaping with nicotine.
- Just under six in ten (56%) smokers who regularly vape have been vaping at their current rate for less than two years. Youth and young adults are more likely than adults to have been vaping for less than a year; adults are the most likely to have been vaping for two years or more.
- Smokers who also regularly vape were asked how they self-identify. Half (50%) indicate they are both a smoker and a vaper, one in three (29%) identify as a smoker, and about one in six (17%) say they are a vaper. Only a very small proportion (3%) do not indicate one of those three descriptions.
- Of six reasons for vaping in addition to smoking, the top response is to reduce smoking (23%), and an additional close to two in ten (18%) indicate it is to try to quit. Two in ten (19%) note it is out of enjoyment, and about one in seven (15%) say it is because they can vape in places where they cannot smoke.
- Two-thirds (65%) of smokers who regularly vape indicate they vape twice a day or more in situations where they cannot smoke; the mean is 6.58 times.



## Transitions, cessation, and relapse

- Strong majorities of smokers have previously tried or are currently trying to stop (78%) or reduce (84%) the frequency of their smoking. Half (51%) were currently trying to cut down and three in ten (30%) were currently trying to quit at the time of the survey. Around two in ten (22%) have never tried to quit.
- Among the three-quarters who have ever tried to quit, over eight in ten (84%) indicate they have made a serious quit attempt that lasted more than a full day, working out to 65 percent of all smokers.
- One-quarter (26%) of those who have made a serious attempt to quit indicate their longest quit attempt was less than a week, and an additional one in six (17%) say their longest was between one and three weeks. Three in ten (30%) made it from one month to less than a year, and over one-quarter (28%) had a quit attempt last a year or more.
- Half of smokers who have made a serious attempt to quit in the past have made one attempt in the past year (50%). Two in ten (19%) have tried twice, and just over this (22%) tried three to five times. Nine percent have tried six or more times. The average number of attempts is just under four (3.74).
- Six in ten (63%) who have made a serious attempt to quit have used at least one nicotine replacement method. The most common forms are gum (40%) and patches (36%) (multiple mentions were permitted).
- Nine in ten (90%) who have made a serious attempt to quit smoking have used at least one method of quitting that did *not* involve a nicotine replacement. The most commonly used of these are going cold turkey (48%) and reducing the number of cigarettes (46%). Just under two in ten each have used vaping (18%), prescription medication (17%), or making a deal with a friend or family member (17%).
- Just over four in ten (44%) of any smoker indicating they have used vaping to reduce or quit smoking say they got information or advice from someone about this; this proportion rises to half (50%) when looking just at regular vapers. From a list of possible sources, the most used by regular vapers are friends/classmates (42%), vape shops (29%), doctors (26%) and co-workers (24%).
- Smokers were asked to indicate their level of confidence that they will quit smoking for good, using a 1-10 scale. Just over one-third (36%) are confident (score 8-10), close to half (48%) are neutral (score 4-7), and around one in seven (16%) are not confident (score 1-3). The mean is 6.30.
- Just under half of smokers (48%) indicate stopping smoking is an important goal (score of 8 to 10), one in ten rate it as not important (score of 1 to 3), and the remainder are neutral. The mean is 7.00.
- Smokers are most likely to rate it as true that if they stopped smoking it would be because they personally believe it is the best thing for their health (67%), or because they feel they want to take responsibility for their own health (64%). Six in ten (59%) rate it as true that if they quit it would be because they have carefully thought about it and believe it is very important for many aspects of their life. Far fewer indicate their quitting smoking would be from feeling guilt or shame (27%), or due to pressure from others (23%). Just over two in ten (22%) agree they really don't think about stopping smoking.

## Cannabis, alcohol and relative harm perceptions

- Seven in ten smokers have tried cannabis in at least one form, usually by smoking it (61%); just over four in ten (44%) have tried edibles, and one-third (32%) have vaped cannabis. Strong majorities of seven in ten or more who have tried cannabis in each form have used it in that form in the past month.
- Just over six in ten each say they have smoked the same amount while vaping (63%) or smoking (62%) cannabis, around three in ten have smoked less in each case, and under one in ten have smoked more while vaping (6%) or smoking (8%) cannabis.
- Close to nine in ten (88%) smokers have ever had a drink with alcohol. This proportion is notably lower among youth, at just under half (47%), but comparable for young adults (87%) and those age 25 and over (89%). In the previous 30 days, just under six in ten (56%) had an alcoholic drink at least once a week, just over one-quarter (28%) have had a drink less often than once a week, and one in seven (16%) have not had any alcoholic beverages.
- Just under six in ten (57%) say they have smoked the same amount while having alcoholic beverages, just under three in ten (28%) have smoked more while drinking, and about one in seven (15%) say they have smoked less.
- Of a list of six substance-related activities, smoking cigarettes is rated the most harmful (64%), followed by vaping with nicotine (48%). Around four in ten rate consuming junk food (43%) or alcohol (40%) as harmful. Cannabis in the forms of vaping or smoking is just under drinking alcohol, at 39% and 36%, respectively.

## E. Political neutrality statement and contact information

I hereby certify as senior officer of Environics that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada, and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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## Introduction

Canada's Tobacco Strategy has set an ambitious goal of lowering tobacco use among Canadians to 5% by the year 2035. To realize this objective, Health Canada needs to understand factors underlying transitions, be it starting smoking, quitting smoking, relapse smoking, and/or moving on to other nicotine use (e.g., vaping). This information could be used to develop programs that prevent the initiation of tobacco use as well as support users in their cessation efforts to quit tobacco long-term.

Previous work conducted by the Tobacco Control Directorate (TCD) of Health Canada has largely been retrospective and cross-sectional in nature, in the form of focus groups or surveys, asking about past behaviours. However, there is limited understanding of the transition between products occurring among people who are smoking and using vaping products at the individual level. Previous public opinion research (POR) projects have started to examine transitions among vapers, but more transitional and prospective data are required for smokers. Transitional data will provide key insights into how changeable (or not) an individual's use behaviour can be over time, any factors influencing those changes (e.g., biases), and any factors that could be influenced by those changes (e.g., health self-ratings).

### **Objectives**

The main objective of this research is to understand patterns of use, attitudes and behaviours at the individual level with respect to cigarette smoking among current Canadian smokers aged 15 years and older. This research will be designed to serve as a baseline, should Health Canada wish to measure changes in smoking behaviour using a return-to-sample methodology in the subsequent two years.

Specific research objectives include, but are not limited to, the following:

- To establish baseline patterns of use among current smokers
- To understand factors driving changes in smoking status
- To understand changes in patterns of those who both smoke and vape (also known as dual users)
- To measure Canadian current smokers' level of awareness and knowledge around vaping products
- To gather information on Canadian current smokers' level of awareness, knowledge and behaviours with respect to smoking cessation products
- To gather information on the vaping devices and e-liquids currently being used by current smokers who are also vapers.

### **About this report**

This report begins with an executive summary outlining the key findings of the survey, followed by a detailed analysis and breakdown of the results. A detailed description of the methodology is presented in Appendix A, and the survey questionnaire is provided in Appendix B.

People who smoke, had formerly smoked, and vape are referred to as smokers, former smokers, and vapers, respectively, in the interest of brevity.

Quantitative results are based on the entire sample unless otherwise noted. ***In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.***

Provided under a separate cover is a detailed set of “banner tables” presenting the results for all survey questions by subgroup segments. These tables are referenced by the survey question in the detailed analysis.

***Differences between subgroups are noted based on Z-test results at 95% probability for comparing proportions, and based on two-tailed T-test results at 95% probability for comparing means. Comparisons are based on differences between sub-groups, and not on differences compared to the total.***

## I. Detailed findings

### A. Profile of smokers

The following table shows the profile of smokers in the study by usage.

**Smoker profile by usage**

<i>Characteristic</i>	<b>Total (n=7,248)</b>	<b>Smokes daily (n=4,140)</b>	<b>Smokes occasionally (n=3,108)</b>	<b>Currently vapes (n=4,137)</b>	<b>Regularly vapes (n=3,092)</b>	<b>No vaping (n=3,111)</b>
<b>Age</b>						
Youth (15-19)	2%	1%	3%	2%	3%	2%
Young adult (20-24)	6%	4%	11%	11%	11%	2%
Adult (25+)	92%	95%	86%	87%	87%	96%
<b>Gender</b>						
Female	40%	40%	38%	36%	34%	43%
Male	60%	59%	61%	64%	66%	57%
Gender diverse	<1%	<1%	<1%	<1%	<1%	<1%
Prefer not to say	<1%	<1%	<1%	<1%	<1%	<1%
<b>Region</b>						
BC/Territories	10%	10%	12%	11%	11%	10%
Alberta	13%	13%	14%	13%	12%	13%
Saskatchewan	4%	4%	3%	4%	4%	4%
Manitoba	4%	4%	4%	4%	5%	4%
Ontario	35%	35%	35%	35%	35%	35%
Quebec	26%	26%	25%	26%	25%	26%
Atlantic	7%	8%	6%	7%	8%	7%
<b>Marital status</b>						
Never legally married lived with common-law partner	29%	27%	33%	31%	30%	26%
Legally married/not separated	36%	35%	36%	38%	40%	33%
Living w/ common-law partner	19%	19%	19%	20%	20%	18%
Separated, still legally married	4%	5%	3%	4%	4%	5%
Divorced	7%	9%	5%	4%	4%	11%
Widowed	3%	3%	2%	1%	1%	4%
Prefer not to say	2%	2%	2%	2%	2%	3%

Base: all respondents

## Smoker profile by usage (continued)

<i>Characteristic</i>	<b>Total (n=7,248)</b>	<b>Smokes daily (n=4,140)</b>	<b>Smokes occasionally (n=3,108)</b>	<b>Currently vapes (n=4,137)</b>	<b>Regularly vapes (n=3,092)</b>	<b>No vaping (n=3,111)</b>
<b>Occupation</b>						
Senior/middle management	16%	17%	12%	18%	19%	13%
Professional	21%	19%	26%	25%	26%	17%
Technical/Paraprofessional	11%	10%	14%	14%	15%	9%
Sales and Service	12%	12%	14%	11%	10%	15%
Administrative, clerical and office support	12%	11%	15%	11%	11%	13%
Industrial, electrical and construction trades	6%	6%	5%	5%	5%	7%
Maintenance and equipment operation trades, installers, repairers, and material handlers	5%	6%	4%	4%	4%	6%
Processing, manufacturing and utilities machine operators and assemblers	4%	5%	3%	3%	3%	5%
Construction, agricultural, forestry, fishing, landscaping labourer/general worker	6%	7%	4%	5%	5%	7%
Prefer not to say	6%	6%	4%	3%	2%	8%
<b>Household income</b>						
NET: Under \$40K	25%	28%	20%	21%	19%	29%
\$40,000 to just under \$60,000	16%	16%	15%	15%	14%	16%
\$60,000 to just under \$80,000	15%	14%	16%	17%	17%	13%
\$80,000 to just under \$100,000	15%	14%	17%	18%	20%	12%
\$100,000 to just under \$150,000	16%	15%	18%	16%	18%	16%
\$150,000 and above	8%	8%	9%	9%	9%	8%
Prefer not to say	5%	5%	5%	3%	3%	6%
<b>Identity</b>						
A member of a visible minority group	21%	18%	26%	29%	30%	14%
A member of the LGBTQ2+ community	11%	10%	12%	13%	14%	9%
None of the above	71%	75%	65%	63%	62%	78%

Base: all respondents

## Smoker profile by usage (continued)

<i>Characteristic</i>	<b>Total (n=7,248)</b>	<b>Smokes daily (n=4,140)</b>	<b>Smokes occasionally (n=3,108)</b>	<b>Currently vapes (n=4,137)</b>	<b>Regularly vapes (n=3,092)</b>	<b>No vaping (n=3,111)</b>
<b>Indigenous identity</b>						
NET: Indigenous	5%	5%	4%	8%	8%	3%
First Nations	3%	4%	3%	5%	6%	2%
Métis	2%	2%	1%	2%	2%	1%
Inuk (Inuit)	<1%	<1%	<1%	<1%	<1%	<1%
A non-Indigenous person	86%	86%	86%	82%	81%	90%
Prefer not to say	9%	8%	10%	11%	10%	7%
<b>Education</b>						
NET: HS or less	30%	34%	21%	24%	24%	34%
Registered Apprenticeship/ other trades certificate/ diploma	8%	10%	6%	7%	6%	10%
College, CEGEP or other non- university certificate/diploma	23%	24%	21%	22%	22%	23%
University certificate/diploma below bachelor's level	10%	9%	13%	13%	15%	7%
Bachelor's degree	20%	16%	26%	22%	22%	18%
Postgraduate degree above bachelor's level	9%	8%	11%	11%	10%	7%
<b>Language most spoken at home</b>						
English	79%	79%	79%	80%	82%	78%
French	17%	18%	17%	16%	15%	18%
Other	3%	3%	4%	3%	2%	3%

Base: all respondents

## B. Frequency, history and heaviness of use

### 1. Smoking status

*Two-thirds of smokers smoke daily; the proportion of daily smokers is higher among adults than younger smokers, and lower among those who also vape.*

Two-thirds of smokers in the survey smoked daily in the past month; of the rest, two in ten smoked less than daily but at least weekly, and just over one in ten smoke less frequently. The proportion of daily smokers is higher among adults (69%) than younger smokers (40%).

#### Smoking status

<b>QA1. During the past 30 days, how often did you smoke cigarettes?</b>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Daily	66%	41%	40%	69%
<i>Net: Occasional smokers</i>	34%	59%	60%	31%
Less than daily, but at least once a week	20%	35%	34%	19%
Less than once a week, but at least once in the past month	13%	24%	26%	12%

*Base: all respondents*

Daily smoking proportions range is at two-third in the Prairies, Ontario and Quebec, and notably lower in BC at 61 percent and higher in the Atlantic at 72 percent. Daily smoking is similar by gender.

Notably, daily smoking is lower among smokers who also vape. Daily smoking is at 58 percent of smokers who did any vaping in the past month, referred to in this report as “current vapers,” or 61 percent of the subset of vapers who vaped at least once a week, referred to as “regular vapers” and, by extension, given that they also smoke, can be referred to as “dual users.” Both current vapers and dual users are less likely to report daily smoking than do smokers who do not vape (74%).



## 2. Age when first tried smoking

*Close to half first tried smoking in their youth, with the mean start age being 18.*

Smokers were asked when they first tried smoking; close to half (48%) tried it between the ages of 15 and 19, with the mean start age being 18. Just over one-quarter first tried smoking earlier than age 15, and one-quarter tried as either a young adult or adult. Starting to smoke before age 15 is notably higher among those who are now daily smokers (31%) than those who are occasional smokers (19%).

### Age when first tried smoking

<b>QB1. How old were you when you first tried smoking?</b>	<b>Total (n=7,248)</b>	<b>Daily smokers (n=4,140)</b>	<b>Occasional smokers (n=3,108)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Under age 15	27%	31%	19%	31%	19%	27%
Youth (age 15-19)	48%	47%	51%	69%	66%	47%
Young adult (age 20-24)	13%	11%	17%	n/a	15%	13%
Adult (25+)	12%	10%	14%	n/a	n/a	13%
<i>Mean</i>	18.22	17.73	19.18	15.09	16.77	18.38
<i>Median</i>	16	16	18	15	17	16

*Base: all respondents*

First trying smoking as a youth is the dominant response across age groups and a plurality of all other subgroups of the smoker population. It is higher among the following:

- Atlantic region (55%),
- Men (51% vs. 45% of women).

First trying smoking under age 15 is a minority experience, but higher among women (32% vs. 23% of men).

### 3. Number of cigarettes smoked per day

*Six in ten smokers say they smoke one to ten cigarettes in a day.*

A majority of six in ten (61%) smokers say they smoke up to 10 cigarettes per day; this includes those who are occasional smokers, who were asked about what was usual on the days they smoke. One in ten (10%) smoke only one, three in ten (29%) smoke two to five, and two in ten (22%) smoke six to ten. Three in ten (30%) smoke between 11 and 20. The overall average is 10.5. Majorities in all age groups smoke 10 or fewer cigarettes per day.

#### Number of cigarettes smoked per day

<b>QB2. Daily smokers: On average, how many cigarettes do you smoke per day? Occasional smokers: On the days that you smoke, about how many cigarettes do you smoke?</b>	<b>Total (n=7,248)</b>	<b>Daily smokers (n=4,140)</b>	<b>Occasional smokers (n=3,108)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
<i>Net: 1-10</i>	61%	47%	87%	70%	79%	59%
1	10%	2%	26%	18%	24%	9%
2-5	29%	18%	50%	27%	44%	28%
6-10	22%	27%	11%	25%	11%	22%
11-20	30%	40%	10%	29%	17%	31%
21-30	8%	11%	2%	1%	3%	8%
31+	2%	2%	1%	1%	1%	2%
<i>Mean</i>	10.50	13.25	5.08	7.90	6.50	10.81
<i>Median</i>	10	12	5	7	3	10

Base: all respondents

Smoking fewer than 11 cigarettes per day is the dominant response across the country and almost all subgroups of the population. Smoking more, with averages higher than 10.50, is higher among the following groups:

- Daily smokers (average of 13.25, vs. 5.08 smoked by occasional smokers on the days they smoke),
- Atlantic Canada (12.77),
- Adults age 25+ (10.81),
- Men (10.78).

#### 4. *Timing of first cigarette*

*Six in ten smokers have their first cigarette of the day within half an hour of waking up; one-quarter wait more than an hour.*

Another measure of dependence on nicotine is how soon after waking a smoker has their first cigarette. Two in ten wait fewer than five minutes, and four in ten have their first cigarette from six to 30 minutes after they wake up. Four in ten wait longer. In general, young adults wait longer than others to have their first cigarette of the day: four in ten (41%) have this within the first 30 minutes, vs. 58 percent of older and younger smokers.

##### Timing of first cigarette

<b>QB3. How soon after you wake up do you usually have your first cigarette?</b>	<b>Total (n=7,248)</b>	<b>Daily smokers (n=4,140)</b>	<b>Occasional smokers (n=3,108)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Net: within 30 minutes	58%	71%	30%	55%	41%	59%
Less than five minutes	18%	23%	8%	20%	15%	18%
6 to 30 minutes	40%	48%	23%	35%	26%	41%
31 minutes to 1 hour	17%	17%	17%	15%	21%	17%
More than one hour	26%	12%	52%	29%	38%	25%

Base: all respondents

Having a first cigarette within five minutes of waking is a minority, but higher among residents of Atlantic Canada (25%) and daily smokers (23% vs. 8% of occasional smokers)

## 5. Heavy smoking index (HSI)

*Three-quarters of smokers indicate a low dependence on nicotine, based on number of cigarettes smoked per day and how soon after waking they begin to smoke.*

The Heavy Smoking Index (HSI) assigns a score to daily smokers based on how they answer two key questions: how many cigarettes they smoke each day, and how soon after waking they usually have their first cigarette. Those who smoke more cigarettes per day and have their first cigarette shortly after waking are assigned higher scores, indicating higher dependence.<sup>1</sup>

In this survey, three-quarters of daily smokers exhibit low dependence, one-quarter express a moderate level of dependence, and a small one percent minority are highly nicotine dependent. Age-wise, adults have the highest mean level of dependence on nicotine.

### Heavy smoking index (HSI)

Score	Total (n=4,140)	Youth (15-19) (n=317)	Young adult (20-24) (n=617)	Adult (25+) (n=3,206)
Low dependence (score 0-2)	65%	79%	84%	65%
Moderate dependence (score 3-4)	34%	21%	15%	35%
High dependence (score 5-6)	1%	0%	1%	1%
Mean	2.05	1.83	1.72	2.06
Median	2	2	2	2

Base: Daily smokers

Majorities across the country and all subgroups have low dependence on nicotine and extremely small proportions have high dependence. Daily smokers in British Columbia have the lowest dependence (72%, vs. 63% to 66% elsewhere).

<sup>1</sup> B3 How soon after waking first smoke: SCORE: 0 if 61+ minutes; 1 if 31-60 minutes; 2 if 6-30 minutes; 3 if 0-5 minutes  
B2 # cigarettes smoked per day: SCORE: 0 if 1-10 cigarettes; 1 if 11-20 cigarettes; 2 if 21-30 cigarettes; 3 if 31 or more cigarettes.

## 6. How long smoked at current rate

*Just over half of smokers have smoked for fewer than ten years.*

Just over half (53%) have been smoking at their current rate for 10 years or less. Understandably, length of time smoking at current rate is heavily correlated to age, with just under three in ten youth and young adults having smoked at this rate for less than a year, compared to around one in ten adults, and seven in ten younger people smoking at their current rate for 1 to 10 years, vs. just under four in ten adults. Daily smokers are more likely than occasional smokers to have smoked for over 10 years.

### How long smoked at current rate

<b>QB4. How long have you been smoking at your current rate?</b>	<b>Total (n=7,248)</b>	<b>Daily smokers (n=4,140)</b>	<b>Occasional smokers (n=3,108)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Less than one year	13%	9%	20%	28%	27%	12%
<i>Net: 1-10 years</i>	40%	34%	52%	71%	71%	38%
1-5 years	24%	18%	34%	67%	55%	21%
6-10 years	17%	16%	18%	4%	16%	17%
11-20 years	20%	22%	17%	N/A	2%	22%
21-30 years	13%	15%	7%	N/A	N/A	14%
31+ years	14%	20%	4%	N/A	N/A	16%

Base: all respondents

## 7. Frequency of strong urges to smoke

*Seven in ten smokers get a strong urge to smoke at least once a day.*

Seven in ten smokers indicate they get a strong urge to smoke at least daily, and about half of these experience strong cravings multiple times a day. Three in ten have such urges less often or never. Having at least daily urges increases as age increases, from a low of around half (48%) of youth to just under six in ten (56%) young adults, to a high of seven in ten (70%) adults. Daily smokers are almost twice as likely as occasional smokers to get strong urges to smoke every day (82% vs. 42%).

### Frequency of strong urges to smoke

<b>QB5. How often do you get strong urges to smoke?</b>	<b>Total (n=7,248)</b>	<b>Daily smokers (n=4,140)</b>	<b>Occasional smokers (n=3,108)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Never	5%	3%	10%	11%	8%	5%
Less than daily	24%	12%	46%	40%	35%	22%
<i>Net: at least daily</i>	69%	82%	42%	48%	56%	70%
Daily	34%	38%	27%	27%	34%	34%
Several times a day	25%	32%	12%	17%	16%	26%
Hourly or more often	9%	13%	2%	3%	5%	9%
Not sure	3%	3%	3%	2%	2%	3%

Base: all respondents

Getting a strong urge to smoke at least daily is higher among residents of Atlantic Canada (75%).

## 8. Monthly spend on cigarettes

*Monthly spend on cigarettes ranges broadly, with the average being \$170.*

Smokers were asked to indicate how much they spent in the past month on cigarettes. Responses range broadly, from nothing to \$400 or more. The average spend was about \$170. Adults spent more on average than did youth or young adults. Daily smokers spend over twice what occasional smokers do per month (\$206 vs. \$95).

### Monthly spend on cigarettes

<b>QB6. How much did you spend in the past month on cigarettes?</b>	<b>Total (n=7,248)</b>	<b>Daily smokers (n=4,140)</b>	<b>Occasional smokers (n=3,108)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Nothing	2%	<1%	4%	4%	4%	2%
Under \$50	17%	8%	33%	21%	22%	16%
\$50-\$99	13%	12%	17%	14%	15%	13%
\$100-\$199	20%	22%	15%	17%	16%	20%
\$200-\$299	13%	16%	7%	8%	13%	13%
\$300-\$399	8%	10%	3%	11%	5%	8%
\$400 +	9%	12%	3%	6%	5%	9%
Not sure	18%	19%	18%	19%	20%	18%
<i>Mean (excluding zero)</i>	\$169.49	\$205.90	\$95.46	\$149.81	\$133.31	\$172.14
<i>Median</i>	\$120.00	\$160.00	\$50.00	100.00	80.00	120.00

*Base: all respondents*

Residents of Atlantic Canada have higher than average past-month spends on cigarettes (\$212.67).

## 9. Perception of affordability of cigarettes

*One-third of smokers say the cigarettes they buy are unaffordable.*

One-third of Canadian smokers say the cigarettes they buy are unaffordable (score of 1-3 on a 10-point affordability scale). A plurality (44%) are neutral, and two in ten say they are affordable. Youth are the most likely to say their cigarettes are affordable, young adults are the most likely to be neutral about the cost, and adults are more likely than youth or young adults to say they are unaffordable. Daily smokers are more likely than occasional smokers to say their cigarettes are unaffordable (38% vs. 29%).

### Perception of affordability of cigarettes

<b>QB7. How affordable are the cigarettes you buy? Use a scale of 1 to 10, where 1 means very unaffordable, and 10 means very affordable?</b>	<b>Total (n=7,248)</b>	<b>Daily smokers (n=4,140)</b>	<b>Occasional smokers (n=3,108)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Affordable (8-10)	21%	22%	20%	48%	25%	21%
Neutral (4-7)	44%	41%	50%	43%	57%	43%
Unaffordable (1-3)	35%	38%	29%	10%	18%	36%
<i>Mean</i>	4.94	4.83	5.16	6.84	5.77	4.85
<i>Median</i>	5	5	5	7	6	5

*Base: all respondents*

Opinions about the affordability of cigarettes is generally similar regardless of amount spent below \$400, but those who spent \$400 or more per month are the most likely to say the cigarettes they buy are unaffordable.

More women (38%) say their cigarettes are unaffordable than do men (32%).



## 10. Health issues related to smoking

*Seven in ten smokers have experienced at least one of seven health issues attributable to smoking.*

Smokers were shown a list of seven health issues that can be attributed to smoking and asked to indicate which they have experienced. Multiple responses were permitted. Seven in ten have experienced at least one, with the most common being dry cough, phlegm, and shortness of breath. COPD and lung cancer, the most serious ailments, are also the least common. Daily smokers are more likely than occasional smokers to report having at least one (72% vs. 66%) and statistically more likely to report most listed conditions, except for lung cancer.

### Health issues attributable to smoking (Multiple responses permitted)

<b>QB8. Have you experienced any of the following health issues that can be attributed to smoking?</b>	<b>Total (n=7,248)</b>	<b>Daily smokers (n=4,140)</b>	<b>Occasional smokers (n=3,108)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20- 24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
<i>Net: at least one</i>	70%	72%	66%	75%	74%	69%
Dry cough	43%	44%	41%	39%	52%	43%
Phlegm	34%	38%	26%	28%	31%	34%
Decreased lung capacity / shortness of breath	29%	33%	21%	24%	29%	29%
Wet cough	20%	21%	18%	26%	23%	20%
Chronic obstructive pulmonary disease (COPD)	6%	8%	4%	5%	5%	7%
Lung cancer	2%	2%	2%	3%	4%	2%
None of the above	26%	24%	29%	21%	19%	26%
Other	<1%	<1%	1%	<1%	1%	<1%
Not sure	5%	4%	5%	4%	6%	4%

*Base: all respondents*

Adults are somewhat less likely than younger smokers to say they have experienced at least one symptom (69% vs. 74%), and notably they are less to report a dry cough (43%) than are those age 20-24 (52%).

Experiencing at least one of these effects is a majority across Canada and subgroups of the smoker population; it is lower in Quebec (66%) than elsewhere (70% to 75%), and it is higher among men (72% vs. 67% of women).

## C. Drivers to use and quality of life

### 1. Overall satisfaction with life

*Just over half of smokers are satisfied with their life to some degree.*

Current smokers were asked to indicate, on a scale of 0 to 10, how satisfied they are with their life as a whole. Just over half are satisfied to some degree (score of 7-10), one-third are neutral, and just over one in ten are dissatisfied (score of 0 to 4). The mean is 6.37. Youth are the most satisfied (mean of 7.05) compared to the older age groups. Young adults are the most likely to give a neutral score (38%).

#### Overall satisfaction with life

<b>QA2</b> <i>Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied," how do you feel about your life as a whole right now?</i>	<b>Total</b> (n=7,248)	<b>Youth</b> (15-19) (n=878)	<b>Young adult</b> (20-24) (n=1,620)	<b>Adult</b> (25+) (n=4,750)
Satisfied (7-10)	55%	67%	49%	55%
Neutral (4-6)	32%	22%	38%	31%
Dissatisfied (0-4)	13%	11%	13%	14%
<i>Mean</i>	6.37	7.05	6.22	6.37
<i>Median</i>	7	8	6	7

*Base: all respondents*

Life satisfaction is higher among men (59% vs. 49% of women).

## 2. People in life who smoke

*Close to nine in ten say at least some of their friends smoke, and over six in ten report having at least some smokers among their family members or classmates/work colleagues. Three in ten have a spouse or partner who smokes.*

Smokers were asked to indicate how many, if any, of four groups of people in their life also smoke, and, if applicable, their spouse or partner is a smoker. Majorities report having at least some friends (88%), family members (66%) or classmates/coworkers (63%) who smoke. Youth are the most likely to report that *most or all* of the people in their life smoke, and adults are the least, except when it comes to spouse/partner, which they are the most likely to report is a smoker.

### People in life who smoke

<b>QC1 How many of the following people in your life smoke?</b>	<b>Most or all</b>	<b>Some</b>	<b>None</b>	<b>Not applicable</b>	<b>Not sure</b>
Friends	20%	68%	8%	2%	2%
Parents/guardians	16%	20%	48%	14%	2%
Family members	14%	52%	27%	4%	2%
Classmates/coworkers	14%	49%	15%	16%	6%
<b>QC1B Do the following people in your life smoke?</b>	<b>Yes</b>	<b>No</b>	<b>Not applicable</b>	<b>Not sure</b>	
Spouse/partner	30%	45%	24%	1%	
<i>With "Not applicable" and "Not sure removed"</i>	40%	60%	-		

### Most or all smoke – by age group

<b>QC1 Most or all of the following people smoke</b>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Friends	20%	35%	28%	19%
Parents/guardians	16%	33%	22%	15%
Family members	14%	29%	19%	14%
Classmates/coworkers	14%	34%	23%	13%
<b>QC2 Spouse/partner smokes</b>	30%	11%	26%	31%
<i>With "Not applicable" and "Not sure removed"</i>	40%	15%	35%	41%

Base: all respondents

Having most or all of the various types of people in their life smoke (other than spouse/partner) are minority proportions of, but higher among, the following groups:

- Atlantic Canadians,
- Men (except for friends, which is similar by gender).

Having a spouse or partner who smokes are minority proportions but higher among the following:

- Atlantic Canadians (37%),
- Women (40%).

### 3. Agreement with statements about the experience of smoking

About half of smokers agree to some extent smoking calms them down, that they enjoy smoking with coffee or tea, or that they smoke when with other smokers.

Smokers were asked to indicate their level of agreement (on a 1-10 scale) with several statements about the experience of smoking. Around half agree (score of 8-10) smoking calms them down when they are stressed or upset (52%), that they smoke when around other smokers (49%), or that they enjoy smoking when having coffee or tea (48%). Minorities of one-quarter or less agree smoking is an important part of their life, that the medical evidence against it is exaggerated, or that smoking helps control weight.

Agreement with most statements is lower among young adults than youth or adults. Notably, youth are the most likely to agree (four in ten) that smoking is an important part of their life, smoking helps them control their weight, and the medical evidence that smoking is harmful is exaggerated.

#### Agreement with statements about the experience of smoking

<b>QC2</b> <i>The following statements are things that some people might say or think about smoking. For each one, indicate how much you agree with the statement, using a scale of 1 to 10 where 1 means you don't agree at all, and 10 means you strongly agree.</i>	<b>Agree (8-10)</b>	<b>Neutral (4-7)</b>	<b>Disagree (1-3)</b>
Smoking calms me down when I am stressed or upset	52%	41%	7%
I smoke when I'm with other people who smoke	49%	40%	11%
I enjoy smoking when having coffee or tea	48%	36%	16%
Smoking is an important part of my life	26%	51%	24%
The medical evidence that smoking is harmful is exaggerated	20%	34%	47%
Smoking helps me control my weight	20%	42%	38%

Base: all respondents

#### Agreement with statements about the experience of smoking – by age group

<b>QC2</b> <i>Agree (score 8-10) with statements about the experience of smoking</i>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Smoking calms me down when I am stressed or upset	52%	57%	45%	52%
I smoke when I'm with other people who smoke	49%	54%	47%	49%
I enjoy smoking when having coffee or tea	48%	45%	30%	50%
Smoking is an important part of my life	26%	42%	20%	26%
The medical evidence that smoking is harmful is exaggerated	20%	38%	17%	20%
Smoking helps me control my weight	20%	40%	19%	19%

Base: all respondents

Agreement with statements about smoking is fairly similar across the county and many subgroups. Women are more likely than men to agree smoking calms them (58% vs. 48%) or that they smoke around other smokers (52% vs. 47%); men are more likely than women to agree the medical evidence against smoking is exaggerated (22% vs. 16%).

## D. Vaping status and questions for dual users

### 1. Vape use

*Just under half of smokers say they have vaped at least once in the past month. One-third of smokers can be classified as a dual user (a current smoker and regular vaper).*

Smokers were asked how often during the past 30 days they have used a vaping product, with or without nicotine. Just under half (47%) are current vapers, having vaped at least once in the previous month. Just under two in ten (16%) vape daily, while three in ten (31%) vape occasionally (weekly or less often). Just over half did not vape in the past 30 days. All age groups have significantly different proportions of current vapers, with a peak in young adults (82%), followed by youth (58%) and the lowest proportion in adults (33%).

Note that 74% of *current* vapers are *regular* vapers. Given that they also smoke, Health Canada classifies them as a *dual user*. Similar to current vapers, all age groups have significantly different proportions with a peak in young adults (62%) then youth (44%) and smallest in adults (33%).

#### Vape use

<b>QD1 During the past 30 days, how often have you used a vaping product, with or without nicotine?</b>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Daily	16%	19%	30%	15%
<i>Net: Occasional vapers</i>	31%	39%	52%	30%
Less than daily, but at least once a week	19%	25%	32%	18%
Less than once a week, but at least once in the past month	12%	14%	21%	12%
Not at all	53%	42%	18%	56%
<b>Regular vaper (at least weekly)</b>	<b>35%</b>	<b>44%</b>	<b>62%</b>	<b>33%</b>
<b>Current vaper (regular + infrequent vaper)</b>	<b>47%</b>	<b>58%</b>	<b>82%</b>	<b>44%</b>
<b>Non-vaper (smoker who does not vape)</b>	<b>53%</b>	<b>42%</b>	<b>18%</b>	<b>56%</b>

Base: all respondents

There are a few patterns in vaping behaviour. There is a gender difference, with men being more likely than women to vape daily (17% vs. 14%) or occasionally (33% vs. 29%); women are more likely than men to be non-vapers (58% vs. 50%).

## 2. Frequency of vaping

*Eight percent of regular vapers vaped with nicotine at least weekly in the past month, almost half without nicotine, and one-third when it was not apparent whether or not it had nicotine.*

Smokers who are also regular vapers (those who vaped at least once a week in the past month) were asked how often they vaped with nicotine, without nicotine, or when they were unsure whether or not the vaping liquid contained nicotine. Regular vaping with nicotine was reported by the vast majority (82%) followed by almost half (48%) without nicotine, and one-third (36%) when it was not apparent whether or not it had nicotine. From one in ten to one in six have vaped with each of these less often than once a week.

### Frequency of vaping

<b>QD2 Which of the following best describes how often you vaped the following liquids in the past 30 days...</b>	<b>Net: at least weekly</b>	<b>Daily</b>	<b>Less than daily, but at least once a week</b>	<b>Less than once a week, but at least once in the past month</b>	<b>Not at all</b>
With nicotine	82%	41%	41%	10%	7%
Without nicotine	48%	15%	32%	16%	36%
Not being sure if it contained nicotine or not	36%	13%	23%	16%	48%

*BASE: Current smokers who regularly vape*

### Daily vaping by type of vape– by age group

<b>QD2 Daily vaping with vape types</b>	<b>Total (n=3,092)</b>	<b>Youth (15-19) (n=455)</b>	<b>Young adult (20-24) (n=991)</b>	<b>Adult (25+) (n=1,646)</b>
With nicotine	41%	41%	43%	41%
Without nicotine	15%	11%	17%	15%
Not being sure if it contained nicotine or not	13%	14%	17%	13%
None of the above	47%	49%	43%	48%

*BASE: Current smokers who regularly vape*

Frequency of using each of these types of vapes is consistent across age groups.

### 3. Age when first started vaping

*Among adults who vape regularly, the average age they started is 31; among youth and young adults the average start ages are 15 and 18, respectively.*

Regular vapers are most likely to have begun vaping as an adult (58%), with the average age being 29. Understandably this varies considerably by age. Majorities of youth (71%) and young adults (61%) began vaping between the ages of 15 and 19 (with the average ages being 15 and 18, respectively), while two-thirds (67%) of adults started as an adult, with the average being age 31. Three in ten (29%) youth started before the age of 15.

#### Age when first started vaping

<b>QD3 How old were you when you vaped for the first time?</b>	<b>Total (n=3,092)</b>	<b>Youth (15-19) (n=583)</b>	<b>Young adult (20-24) (n=1,316)</b>	<b>Adult (25+) (n=2,238)</b>
Under 15	4%	29%	11%	3%
Youth (15-19)	19%	71%	61%	13%
Young adult (20-24)	18%	n/a	29%	18%
Adult (25+)	58%	n/a	n/a	67%
<i>Mean</i>	29.32	15.20	17.73	31.16
<i>Median</i>	26	15	18	29

*BASE: Current smokers who regularly vape*

Starting vaping as an adult is a majority response across Canada and across most subgroups. Having started as a youth is higher among the following groups of regular vapers:

- Atlantic region (34%),
- Men (21% vs. 15% of women).

#### 4. *Timing of first vape with nicotine*

*Half of smokers who vape with nicotine usually so within 30 minutes of waking up; one in five vape with nicotine within five minutes of waking up.*

Regular vapers who vape with nicotine were asked how soon after they wake up they usually have their first vape with nicotine. Approximately half (51%) vape with nicotine within the first 30 minutes of waking, the other half (49%) 30 minutes or longer. Around one in five (19%) wait less than five minutes. Almost six in ten youth (57%) vape within the first 30 minutes followed by young adults (53%) and adults (49%).

Young adults have the highest proportion vaping with nicotine within the first five minutes (26%).

##### Timing of first vape with nicotine

<b>QD3B How soon after you wake up do you usually have your first vape with nicotine?</b>	<b>Total (n=2,889)</b>	<b>Youth (15-19) (n=434)</b>	<b>Young adult (20-24) (n=927)</b>	<b>Adult (25+) (n=1,528)</b>
Less than 5 minutes	19%	22%	26%	17%
6 to 30 minutes	32%	35%	27%	32%
31 minutes to 1 hour	17%	16%	18%	17%
More than 1 hour	32%	27%	28%	33%

*BASE: Current smokers who regularly vape*

Waiting more than an hour to have a first vape with nicotine is the dominant response across the country and most subgroups; it is notably higher among women (37% vs. 30%). Having the first vape with nicotine within five minutes of waking up is generally similar across the population, but highest among residents of Atlantic Canada (31%, vs. 14% to 22% elsewhere).



## 5. Frequency of vaping per day

*Pluralities of around four in ten smokers who vape say they vape five or fewer times per day, regardless of whether or not the vaping liquid has nicotine.*

Regular vapers who vape with nicotine, without nicotine or not knowing the vape's nicotine content were asked how many times per day they vape with this type of liquid, with response categories provided. Responses are generally similar by type of vape, with just under four in ten saying they vape five or fewer times, and around two in ten vaping six to ten times. Fewer select each of the higher categories but, in total, around four in ten vape each type 11 or more times per day or continuously through the day.

### Frequency of vaping per day

<b>QD4 On days you use them, please estimate how many separate times per day you usually vape...?</b>	<b>5 or less times</b>	<b>6–10 times</b>	<b>Net: 11+</b>	<b>11–15 times</b>	<b>16–20 times</b>	<b>21–25 times</b>	<b>26–30 times</b>	<b>31 or more times</b>	<b>Vape continuously</b>
With nicotine (n=2,889)	36%	19%	45%	13%	11%	6%	3%	3%	9%
Without nicotine (n=1,961)	39%	20%	41%	14%	11%	6%	4%	2%	4%
Not being sure if it contained nicotine or not (n=1,665)	35%	20%	45%	15%	11%	7%	6%	3%	3%

*BASE: Current smokers who regularly vape using each type of vape*

Vaping with nicotine five or fewer times per day is higher among adults (37% vs. 26% of youth and 32% of young adults). Frequency of vaping throughout the day decreases with age, as adults are more likely to vape up to 15 times per day, while youth are more likely to vape 21 times or more per day.

## 6. Heaviness of Vaping with Nicotine Index (HVNI)

*Six in ten smokers who regularly vape indicate a low dependence on nicotine, based on the number of times they vape with nicotine per day and how soon after waking they have their first vape with nicotine.*

As with the Heavy Smoking Index, the Heaviness of Vaping with Nicotine Index (HVNI) assigns a score based on two key questions: how many times smokers vape with nicotine each day, and how soon after waking they usually first vape with nicotine.<sup>2</sup> Those who vape with nicotine more often per day and have their first vape with nicotine shortly after waking are assigned higher scores, indicating higher dependence. In this survey, six in ten (59%) of smokers who are regular vapers that vape with nicotine exhibit low dependence, three in ten (30%) express a moderate level of dependence, and one in ten (11%) are highly dependent on vaping with nicotine.

Age-wise, adults have the lowest mean level (2.08) of dependence on vaping with nicotine, and youth the highest (2.77), about the opposite of the HSI. Young adults' mean (2.53) was in between but also significantly higher than adults.

### Heavy vaping with nicotine index (HVNI)

Score	Total (n=2,889)	Youth (15-19) (n=434)	Young adult (20-24) (n=927)	Adult (25+) (n=1,528)
Low dependence (score 0-2)	59%	47%	49%	60%
Moderate dependence (score 3-4)	30%	30%	36%	30%
High dependence (score 5-6)	11%	23%	16%	10%
Mean of 3 dependence categories	1.52	1.76	1.67	1.50
Mean of HVNI (score 0-6)	2.15	2.77	2.53	2.08
Median of 3 dependence categories	1	2	2	1
Median of HVNI (score 0-6)	2	3	3	2

BASE: Current smokers who regularly vape and vape with nicotine

Majorities across the country and all subgroups have low dependence on vaping with nicotine and small proportions have high dependence. The following groups are the most likely to have moderate dependence:

- Atlantic region (42%),
- Men (32% vs. 27% of women).

<sup>2</sup> D3B How soon after waking first vape with nicotine: SCORE: 0 if 61+ minutes; 1 if 31-60 minutes; 2 if 6-30 minutes; 3 if 0-5 minutes  
D4A # times vape with nicotine: SCORE: 0 if 1-10 (codes 01 or 02); 1 if 11-20 (codes 03 or 04); 2 if 21-30 (codes 05 or 06); 3 if 31 or more (codes 07 or 08).

## 7. Length of time vaping at current rate

*Just under six in ten smokers who vape have vaped for fewer than two years.*

Just under six in ten (56%) smokers who regularly vape have been vaping at their current rate for less than two years. Length of time vaping is linked to age: youth (26%) and young adults (24%) are more likely than adults (18%) to have been vaping for less than a year; adults are the most likely to have been vaping for two years or more (46%).

### Length of time vaping at current rate

<b>QD5 How long have you been vaping at your current rate?</b>	<b>Total (n=3,092)</b>	<b>Youth (15-19) (n=455)</b>	<b>Young adult (20-24) (n=991)</b>	<b>Adult (25+) (n=1,646)</b>
Less than one year	19%	26%	24%	18%
1 year to < 2 years	37%	48%	41%	36%
2 years to < 5 years	28%	24%	26%	28%
5 years or more	16%	2%	9%	18%

BASE: Current smokers who regularly vape with nicotine

Vaping at the current rate for longer (two or more years) is higher among residents of British Columbia (52%).

## 8. Self-description of dual users

*Half of smokers who also regularly vape identify as both a smoker and a vaper.*

Smokers who also regularly vape were asked how they self-identify. Half (50%) indicate they are both a smoker and a vaper, three in ten (29%) identify as a smoker, and one in six (17%) say they are a vaper. Only a very small proportion do not use one of those descriptions.

Self-description varies by age. Although saying they are both a smoker and vaper is the dominant response across subgroups, adults are the most likely to say they are a smoker (30%), while youth (31%) are the most likely to say they are a vaper; young adults are almost evenly-split between these two use groups (both around one-quarter).

### Self-description of dual users

<b>QD6 Which of the following best describes you?</b>	<b>Total (n=3,092)</b>	<b>Youth (15-19) (n=455)</b>	<b>Young adult (20-24) (n=991)</b>	<b>Adult (25+) (n=1,646)</b>
I am a smoker	29%	13%	25%	30%
I am a vaper	17%	31%	27%	16%
I am both a smoker and a vaper	50%	49%	44%	51%
I am neither a smoker nor a vaper	2%	5%	3%	2%
Not sure	1%	2%	1%	1%

BASE: Current smokers who regularly vape

Identifying as both a smoker and a vaper is the dominant response across the country and all population subgroups, but is higher among those living in British Columbia (60%). Atlantic Canadians are the most likely to identify as a smoker (40%).

## 9. Reasons why smokers may also vape

*Smokers who regularly vape are most likely to indicate they are trying to reduce or quit smoking, out of enjoyment, or to allow them to vape where they cannot smoke.*

Smokers who also regularly vape were provided with a list of six potential reasons why they vape in addition to smoking and asked to indicate which one best describes their motivation. Only one response was permitted. The top response, selected by one-quarter (23%), is trying to reduce smoking, and an additional close to two in ten (18%) indicate trying to quit. Two in ten (19%) note it is out of enjoyment, and about one in seven (15%) say it is because they can vape in places where they cannot smoke. One in seven (14%) select habit as their reason, and just under one in ten (9%) say it is an addiction. Respondents were allowed to mention another reason but very few did: mentions include being sociable, vaping cannabis, and that it was only to try it.

Responses are generally similar by age group, with some exceptions. A plurality of youth mentioned they vape due to addiction (23%), young adults mention enjoyment (23%), and adults say they are vaping for smoking cessation reasons (to reduce (24%) or quit (19%) smoking).

### Reasons why smokers also vape

<b>QD7 Which of the following best describes the main reason you vape in addition to smoking?</b>	<b>Total (n=3,092)</b>	<b>Youth (15-19) (n=455)</b>	<b>Young adult (20-24) (n=991)</b>	<b>Adult (25+) (n=1,646)</b>
Trying to reduce my smoking	23%	14%	16%	24%
Enjoyment (flavour/relaxing)	19%	18%	23%	19%
Trying to quit smoking	18%	14%	15%	19%
I can vape when or where I can't smoke	15%	16%	16%	15%
Habit	14%	13%	16%	14%
Addiction/can't give it up/hard to quit	9%	23%	12%	8%
Other	1%	1%	1%	1%
Not sure	1%	1%	2%	1%

BASE: Current smokers who regularly vape

Responses are fairly consistent across the country and most subgroups; here are a few notable differences:

- Atlantic Canadians are less likely than others to indicate they vape out of enjoyment (13% vs. 18-21%), and more likely to indicate it is a habit (27% vs. 12-16% elsewhere),
- Women are more likely than men to say they vape to try to quit smoking (21% vs. 16%).

## 10. Frequency of vaping in lieu of smoking

*Two thirds of smokers who regularly vape indicate they vape twice a day or more in situations where they cannot smoke; the mean is 6.58 times.*

Smokers who also regularly vape were asked to indicate how many times in a typical day they vape because they are in situations where they cannot smoke cigarettes. One in seven say they do not do this (6%) or only once (8%) in a typical day. Two thirds (65%) report this happens two or more times; a plurality (26%) specify three to five times. Two in ten (22%) are unsure. The mean including zero is 6.58 times. Responses are statistically comparable by age for most specific categories; overall, youth vape an average of 8.32 times per day in lieu of smoking cigarettes, young adults 6.97 times, and adults 6.49 times.

### Frequency of vaping in lieu of smoking

<b>QD8</b> <i>In a typical day, how many times do you vape because you cannot smoke a cigarette (for example, in places where smoking is not permitted or accepted)?</i>	<b>Total</b> (n=3,092)	<b>Youth</b> (15-19) (n=455)	<b>Young adult</b> (20-24) (n=991)	<b>Adult</b> (25+) (n=1,646)
0	6%	6%	6%	6%
1	8%	4%	7%	8%
<i>Net: Twice a day or more</i>	65%	59%	69%	65%
2	15%	9%	14%	15%
3 to 5	26%	23%	30%	26%
6 to 19	17%	18%	17%	17%
20 +	7%	9%	8%	7%
Not sure	22%	30%	19%	22%
<i>Mean (including zero)</i>	6.58	8.32	6.97	6.49
<i>Median</i>	4	5	4	4

BASE: Current smokers who regularly vape

Majorities across subgroups vape at least twice in a typical a day in situations where they cannot have a cigarette. Men are more likely than women to vape at least twice a day under these circumstances (68% vs. 59%).

## E. Transitions, cessation and relapse

### 1. Attempting to quit or reduce smoking

*Close to eight in ten smokers have tried to quit or are currently trying, and over eight in ten have tried or are currently trying to cut down.*

Strong majorities of smokers have tried or are currently trying to stop (78%) or reduce (84%) the frequency of their smoking. Half (51%) were currently trying to cut down and three in ten (30%) were currently trying to quit at the time of the survey. Just over two in ten (22%) have never tried to stop smoking, and fewer (16%) have never tried to reduce how often they smoke.

Youth are less likely than others to have ever tried to quit, but young adults and adults have comparable proportions to each other. As for ever trying to reduce the amount they smoke, each age group is significantly different from the other, from 73% of youth, 81% of young adults to 84% of adults.

#### Have ever tried to quit or reduce smoking

<b>QE1 Are you currently trying, or have you previously tried...</b>	<b>Net: have ever tried</b>	<b>Currently trying</b>	<b>Previously tried</b>	<b>Never tried</b>
To stop smoking	78%	30%	47%	22%
To reduce your frequency of smoking	84%	51%	32%	16%

#### Have ever tried to quit or reduce smoking – by age group

<b>QE1 Are you currently trying, or have you previously tried...</b>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
To stop smoking	78%	50%	77%	78%
To reduce your frequency of smoking	84%	73%	81%	84%

*BASE: Total sample*

Majorities across the country and almost all subgroups have tried to reduce or quit smoking. The following are some of the few notable differences:

- Quebec residents are among the most likely to have ever tried to reduce (87%) or quit (81%) smoking. Residents of Ontario and BC are the least likely to indicate they have ever tried to quit (both 75%) or reduce smoking (80% BC, 81% Ontario), but still, strong majorities in both locations have tried to do both.
- Women are more likely than men to have tried to quit (80% vs. 76%) but reducing is similar by gender.

## 2. Have made a serious quit attempt lasting more than 24 hours

*Over eight in ten say they have made a serious attempt to quit that lasted more than 24 hours.*

Among the three-quarters majority of smokers who have ever tried to quit, over eight in ten indicate they have made a serious quit attempt that lasted more than a full day. As with any attempt to quit this is lower among youth, with proportions similar for young adults and adults.

### If made a serious attempt to quit smoking

<b>QE2</b> Since you started smoking cigarettes, have you ever made a serious attempt to quit smoking which lasted more than 24 hours?	<b>Total</b> (n=5,551)	<b>Youth</b> (15-19) (n=518)	<b>Young adult</b> (20-24) (n=1,296)	<b>Adult</b> (25+) (3,737)
Yes	84%	67%	83%	84%
No	16%	33%	17%	16%

*BASE: Are trying or have previously tried to quit smoking*

Having made a serious quit attempt is similar across the country, from a low of 79 in the Atlantic region to a high of 86 percent in Quebec. There is no difference by gender.

## 3. Longest quit attempt

*Over four in ten smokers say their longest quit attempt lasted less than a month; just over one-quarter report a quit attempt lasting a year or more.*

Those who have made a serious attempt to quit (65% of all smokers) were asked to indicate what has been the longest time they have gone without smoking. They could provide their answer in days, weeks, months or years. One-quarter indicate their longest quit attempt was less than a week, and an additional one in six say theirs was between one and three weeks. Three in ten made it from one month to less than a year, and over one-quarter had a quit attempt last a year or more.

Understandably, length of longest quit attempt varies with age, with youth and young adults being more likely than adults to report a quit attempt that lasted less than a month (58% of youth and 57% of young adults vs. 42%), and adults being the most likely to have had an attempt that was a year or longer (29% vs. 7% of youth and 13% of young adults).

### Length of longest quit attempt

<b>QE3</b> What was the longest time you have gone without smoking?	<b>Total</b> (n=4,600)	<b>Youth</b> (15-19) (n=392)	<b>Young adult</b> (20-24) (n=1,085)	<b>Adult</b> (25+) (n=3,123)
Days (less than a week)	26%	34%	32%	26%
Weeks (less than a month)	17%	25%	25%	16%
Months (less than a year)	30%	35%	30%	30%
1-10 years	26%	7%	13%	27%
11+ years	2%	n/a	n/a	2%

*BASE: Have made a serious attempt to quit*

Responses are generally similar across the country and most subgroups. Women are more likely than men to report longer quit attempts: 33 percent over a month but less than a year (vs. 28% of men) or 1-10 years (29%, vs. 23%).

#### 4. Number of quit attempts in past year

*Half of smokers who have made a serious quit attempt have made one attempt in the past year; the mean number of attempts is 3.74.*

Half of smokers who have made a serious attempt to quit in the past have made one attempt in the past year, and half have made two or more. Two in ten have tried twice, and just over this proportion tried three to five times. Nine percent have tried six or more times. The average number of attempts is just under four (3.74).

There is a distinct difference by age. Adult smokers are far more likely than youth or young adults to have tried to quit once in the past year, which is consistent with their attempts lasting longer.

#### Number of quit attempts in past year

<b>QE4 How many times have you tried to quit smoking in the past year?</b>	<b>Total (n=4,600)</b>	<b>Youth (15-19) (n=392)</b>	<b>Young adult (20-24) (n=1,085)</b>	<b>Adult (25+) (n=3,123)</b>
1	50%	23%	27%	52%
<i>Net: Two or more</i>	50%	77%	73%	48%
2	19%	29%	26%	19%
3 to 5	22%	31%	33%	21%
6 to 19	7%	11%	12%	7%
20 +	2%	6%	3%	2%
<i>Mean</i>	3.74	8.02	4.88	3.62
<i>Median</i>	2	2	2	1

*BASE: Have made a serious attempt to quit*

Women (52%) are more likely than men (48%) to have only one quit attempt in the past year.



## 5. Nicotine replacement methods used

*Six in ten smokers who have tried to quit have used at least one nicotine replacement method; they are most likely to have tried nicotine gum or patches.*

Six in ten (63%) smokers who have made a serious attempt to quit have used at least one nicotine replacement method. The most common forms are gum and patches. One in ten each have used inhalers or lozenges. Fewer use other forms.

There are just a couple of age differences to note. Use of nicotine patches increase with age, while use of inhalers decreases as age increases.

### Nicotine replacement methods used (Multiple responses permitted)

QE5 Which, if any, of the following nicotine replacement methods have you used to help you quit or reduce smoking?	Total (n=4,600)	Youth (15-19) (n=392)	Young adult (20-24) (n=1,085)	Adult (25+) (n=3,123)
Nicotine gum	40%	35%	43%	40%
Nicotine patch	36%	13%	24%	37%
Nicotine inhaler	12%	22%	18%	11%
Nicotine lozenge	12%	12%	8%	12%
Nicotine mouth spray	6%	8%	10%	6%
Nicotine nasal spray	5%	5%	9%	5%
None of these	37%	42%	33%	37%

BASE: Have made a serious attempt to quit

There are a few differences to note in subgroup use of nicotine replacements.

- Use of nicotine gum (34%) and inhalers (8%) is lower in Quebec than elsewhere.
- Men are somewhat more likely than women to have used gum (42% vs. 38%) or inhalers (13% vs. 10%), but other product use is similar by gender.

## 6. Other smoking cessation methods used

*The most commonly used quit methods not involving nicotine replacement are cold turkey and reducing the number of cigarettes smoked.*

Nine in ten of those who have made at least one serious attempt to quit smoking previously have used at least one method of quitting that did not involve nicotine replacement. Among other methods used to quit smoking, the most commonly used are going cold turkey and reducing the number of cigarettes, both used by just under half. Just under two in ten indicate they have used vaping, prescription medication, or making a deal with a friend or family member. Around one percent or fewer mention using other methods not presented.

Adults are more likely than youth and young adults to have tried quitting cold turkey, reducing the number of cigarettes smoked or using prescription medications; younger smokers are more likely than adults to have tried to use vaping, self-help books, or counselling to quit.

### Other smoking cessation methods used (Multiple responses permitted)

QE6 Which of the following other methods have you used to help you quit or reduce smoking?	Total (n=4,600)	Youth (15-19) (n=392)	Young adult (20-24) (n=1,085)	Adult (25+) (n=3,123)
<i>Net: Mention of any method</i>	90%	93%	93%	90%
Cold turkey (just quitting)	48%	34%	39%	48%
Reducing the number of cigarettes	46%	28%	35%	46%
Vaping	18%	26%	27%	17%
Prescription medication, like Zyban, Wellbutrin or Champix	17%	6%	9%	18%
A deal with a friend/family member	17%	22%	27%	16%
A smart phone app	11%	16%	24%	10%
Self-help books	9%	16%	14%	9%
Counselling or support group (in-person, online, or telephone)	7%	12%	11%	7%
Quit-and-Win type contests	7%	8%	11%	7%
Acupuncture	6%	4%	7%	6%
Other	1%	<1%	1%	2%
None of these	10%	7%	7%	10%

BASE: Have made a serious attempt to quit

Similar to nicotine replacement methods, use of some quitting methods is lower in Quebec than elsewhere (cold turkey, reducing the number of cigarettes, counselling). Women are more likely than men to have reduced their number of cigarettes (49% vs. 43%) or prescription medications (20% vs. 15%).

## 7. Got information on using vaping to quit smoking

Over four in ten current smokers who have used vaping to quit smoking say they got advice or information about using vaping to do this.

Smokers who indicated they have used vaping to quit smoking were asked if they got information or advice from anyone about this. Just over four in ten have (44%), close to half have not (48%), and the balance are not sure. Adults are the least likely to have received this type of information or advice (42% vs. 58% of young adult smokers).

### If got information or advice on using vaping to quit or reduce smoking

QE7 Earlier, you mentioned quitting smoking is a reason for vaping. Did you get information and/or advice from anyone on using vaping to quit or reduce smoking?	Total (n=1,659)	Youth (15-19) (n=199)	Young adult (20-24) (n=516)	Adult (25+) (n=944)
Yes	44%	52%	58%	42%
No	48%	35%	33%	50%
Not sure	8%	14%	9%	8%

BASE: Current vapers who say they vape to try to quit smoking OR current vapers or non-vaping smokers who mention vaping as a method they have tried to quit smoking

Half of regular vapers who have used vaping to quit smoking received advice or information about vaping to reduce smoking. This proportion is highest among young adults (63%).

### If got information or advice on using vaping to quit or reduce smoking

QE7 Earlier, you mentioned quitting smoking is a reason for vaping. Did you get information and/or advice from anyone on using vaping to quit or reduce smoking?	Total (n=1,097)	Youth (15-19) (n=154)	Young adult (20-24) (n=376)	Adult (25+) (n=567)
Yes	50%	51%	63%	48%
No	44%	38%	30%	46%
Not sure	7%	11%	7%	7%

BASE: Regular vapers who say they vape to try to quit smoking OR mention vaping as a method they have tried to quit smoking

Getting information on using vaping to quit or reduce smoking is higher among smokers who are men (47% vs. 39% of women). There are no key differences in getting information on using vaping to quit smoking among regular vapers who have used vaping as a smoking cessation method.

## 8. Sources of information on using vaping to quit or reduce smoking

*The most common sources of information on using vaping to reduce or quit smoking are friends/classmates, vape shops, co-workers and doctors.*

Smokers who are regular vapers who got information or advice on how to use vaping to quit smoking were shown a list of possible sources and asked to indicate from which they received information. The most common sources are friends/classmates (the top response at four in ten – 42%), vape shops (29%), doctors (26%) or co-workers (24%). Two in ten got information from a web forum (20%), around one in six got information from a sibling (16%) or a pharmacist (15%). One in ten or fewer indicate any other specific source for this type of information.

There are only a few age-related differences to report. Youth are the most likely to mention vape shops or parents/guardians and are the least likely to have got information from a doctor. Young adults are the most likely to get this type of information from a web forum..

### Sources of information on using vaping to quit or reduce smoking (Multiple responses permitted)

<b>QE8 From where did you get information or advice on using vaping to quit or reduce smoking?</b>	<b>Total (n=899)</b>	<b>Youth (15-19) (n=109)</b>	<b>Young adult (20-24) (n=328)</b>	<b>Adult (25+) (n=462)</b>
Friend/classmate	42%	43%	46%	41%
Vape shop	29%	47%	22%	30%
Doctor	26%	11%	25%	27%
Co-worker	24%	23%	26%	24%
Web forum	20%	11%	26%	19%
Sister/brother	16%	20%	20%	15%
Pharmacist	15%	11%	14%	15%
Parent/guardian	14%	31%	17%	13%
Support group	13%	11%	14%	13%
Nurse/nurse practitioner	11%	7%	14%	11%
Dentist	10%	7%	14%	9%
Other	0%	<1%	<1%	1%
Not sure	2%	4%	<1%	2%

*BASE: Regular vapers who got information on using vaping to quit or reduce smoking*

Sources of information on using vaping to quit or reduce smoking are generally consistent across the country and most subgroups. Getting this information from a doctor is lower among Atlantic (15%) and Prairies (16%) residents than others (25% to 41%).

## 9. Confidence in quitting smoking for good

*Just over a third of smokers express at least some confidence they will quit smoking for good, close to half are neutral, and around one in seven are not confident.*

All smokers, regardless of whether they have attempted to quit in the past or not, were asked to indicate their level of confidence that they will quit smoking for good, using a 1-10 scale. Just over one-third are confident, close to half are neutral, and around one in seven are not confident. The mean is 6.30.

Confidence in being able to eventually quit for good decreases as smoker age increases. This is consistent with older smokers having made more unsuccessful attempts to quit.

### Confidence in being able to quit smoking for good

<b>QE10 How confident are you that you will quit smoking for good? / How confident are you that you will eventually quit smoking for good?</b>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Confident (8-10)	36%	57%	41%	35%
Neutral (4-7)	48%	38%	48%	48%
Not confident (1-3)	16%	6%	12%	16%
<i>Mean</i>	6.30	7.39	6.65	6.26
<i>Median</i>	7	8	7	6

## 10. Importance of quitting smoking

*Just under half of smokers indicate stopping smoking is an important goal.*

Smokers were asked to rate how important stopping smoking is to them, on a scale of 1 to 10, where 1 is “not important at all” and 10 is “the most important goal in my life.” Just under half indicate it is an important goal (score of 8 to 10), one in ten rate it as not important (score of 1 to 3), and the remainder are neutral. The mean is 7.00.

Rating quitting smoking as important is lower among young adults (43%) than older (49%) or younger (53%) smokers; young adults are more likely to be neutral about it.

### Importance of quitting smoking

<b>QE11 How important is stopping smoking to you? Use a scale of 1 to 10, where 1 means stopping smoking is not important at all, and 10 means it is the most important goal of your life</b>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Important goal (8-10)	48%	53%	43%	49%
Neutral (4-7)	42%	36%	45%	42%
Not an important goal (1-3)	10%	11%	12%	10%
<i>Mean</i>	7.00	7.07	6.69	7.02
<i>Median</i>	7	8	7	7

Rating quitting as *important* is generally quite consistent across subgroups. That quitting is important has a fairly tight range from 45 percent in Ontario to a high of 52 in Quebec. It is higher among women (52% vs. 46% of men).

## 11. Motivations for quitting smoking

*Smokers are most likely to rate as true that if they stopped smoking it would be because they personally believe it is the best thing for their health, or because they feel they want to take responsibility for their own health.*

Smokers were shown the following statement:

*Different people have their own reasons for trying to stop smoking. Even if you're not planning to stop smoking right now, it may be something you think about or hear about from time to time.*

They were then asked to rate how true a series of six statements about quitting smoking are in their own particular case, using a scale of 1 to 10, where 1 is "Not true at all" and 10 is "Very true." Smokers are most likely to rate as true that if they stopped smoking it would be because they personally believe it is the best thing for their health (67%), or because they feel they want to take responsibility for their own health (64%). Six in ten (59%) also say it is true that if they quit it would be because they have carefully thought about it and believe it is very important for many aspects of their life.

Far fewer – around one-quarter or less each – agree with other statements, about quitting due to guilt or shame, or due to pressure from others. Just over two in ten agree it is true they don't really think about stopping smoking.

### If specific motivations for quitting smoking are true or false

<b>QE12 Consider the following statements about why people might try to stop smoking, and indicate how true or not true each one is for you, on a scale of 1 to 10, where 1 means "not true at all" and 10 means "very true."</b>	<b>True (8-10)</b>	<b>Neutral (4-7)</b>	<b>Not true (1-3)</b>
<i>If I stopped smoking, it would be...</i>			
...because I personally believe it is the best thing for my health	67%	29%	4%
...because I feel I want to take responsibility for my own health	64%	30%	6%
...because I have carefully thought about it and believe it is very important for many aspects of my life	59%	35%	6%
...because I would feel guilty or ashamed of myself if I smoked	27%	41%	32%
...because I feel pressure from others to not smoke	23%	39%	38%
I really don't think about stopping smoking	22%	35%	43%

There are a few age-related differences. Young adults are less likely than others to agree that if they stopped smoking it would be because it would be the best thing for their health or because they had carefully thought about it and believe it is very important for many aspects of their life. Youth are more likely to agree they don't really think about stopping, or that if they stopped it would be because of feeling guilty or ashamed, or due to outside pressure.

#### Specific motivations for quitting smoking are true – by age group

<b>QE12 Motivation for quitting smoking is true (score 8-10)</b>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
<i>If I stopped smoking, it would be...</i>				
...because I personally believe it is the best thing for my health	67%	62%	55%	67%
...because I feel I want to take responsibility for my own health	64%	62%	56%	65%
...because I have carefully thought about it and believe it is very important for many aspects of my life	59%	60%	50%	60%
...because I would feel guilty or ashamed of myself if I smoked	27%	45%	28%	27%
...because I feel pressure from others to not smoke	23%	48%	24%	23%
I really don't think about stopping smoking	22%	49%	21%	21%

There are a few subgroup differences to note. While responses are generally similar by region, Quebecers are the most likely to say it is true that if they stopped smoking it would be because they have carefully thought about it (63%).

Women are more likely than men to rate as true that their quitting would be due to personally believing it was best for their health (73% vs. 62%), because they want to take responsibility for their health (70% vs. 61%), or that it is very important for many aspects of their life (65% vs. 55%). Men are more likely than women to say if they stopped it was due to outside pressure (26% vs. 20%), or to say they don't really think about smoking (25% vs. 17%).



## F. Cannabis, alcohol and relative harm perceptions

### 1. Use of cannabis

*Six in ten smokers have tried smoking cannabis, four in ten have tried edibles, and one-third have tried vaping cannabis.*

Smokers were asked if they have ever tried using cannabis in any of three forms. Seven in ten have tried cannabis in at least one form, usually by smoking it (61%); just over four in ten have tried edibles, and one-third have vaped cannabis. With regard to age, youth are less likely than young adults or adults to have tried cannabis in any of the forms; half of youth have not tried it at all.

#### Percent having tried cannabis in these forms

<b>QF1</b> <i>Have you ever tried using cannabis in any of the following ways? % saying yes</i>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Smoking	61%	41%	67%	61%
Edibles	44%	29%	58%	44%
Vaping	32%	32%	56%	31%
None of the above	31%	49%	18%	32%

Majorities across the country and most subgroups have tried smoking cannabis. Having tried smoking cannabis is generally similar across the country; using edibles or vaping cannabis is fairly similar in most places but both are lower in Quebec (edibles 31% vs. 46% to 50% elsewhere, vaping 26% vs. 33% to 36% elsewhere).

Smoking cannabis is similar by gender, but women are more likely to have tried edibles (47% vs. 43%) and men are more likely to have vaped cannabis (34% vs. 30%).

## 2. Frequency of use of cannabis

*At least seven in ten who have tried cannabis in each of three forms have used that form in the past month. Three in ten have smoked cannabis daily, one-quarter have vaped it daily, and under one in ten have taken edibles daily.*

Strong majorities of seven in ten or more who have tried cannabis in each form have used it in that form in the past month. Three in ten have smoked cannabis daily, one-quarter have vaped it daily, and under one in ten have taken edibles daily.

For all three forms, having used it within the past month is higher among youth and young adults than adults, but still, majorities of seven in ten or more adults have used those forms in the past month.

### Frequency of use of cannabis

<b>QF2</b> <i>In the past 30 days, how often did you use cannabis?</i>	<b>Net: Any in past month</b>	<b>Daily</b>	<b>Less than daily, but at least once a week</b>	<b>Less than once a week, but at least once in the past month</b>	<b>Not at all</b>
Vaping (n=2,968)	76%	25%	24%	27%	24%
Smoking (n=4,544)	71%	31%	19%	21%	29%
Edibles (n=3,618)	69%	8%	19%	42%	31%

*BASES: Smokers who tried cannabis in each form*

### Have used form of cannabis in past month – by age group

<b>QF2</b> <i>Have used cannabis in this form in the past month</i>	<b>Total</b>	<b>Youth (15-19)</b>	<b>Young adult (20-24)</b>	<b>Adult (25+)</b>
Vaping (n=2,968)	76%	87%	82%	75%
Smoking (n=4,544)	71%	90%	86%	70%
Edibles (n=3,618)	69%	78%	76%	69%

Past month use of cannabis in each form is very consistent across regions except that past month use of edibles is higher among Atlantic Canadians (77%, vs. 64% to 73% elsewhere). Men are more likely than women to have used each form in the past month (81% vs. 70% vaping, 75% vs. 66% smoking, 73% vs. 65% edibles).

### 3. Impact of vaping or smoking cannabis on smoking cigarettes

*Over six in ten who have smoked or vaped cannabis in the past month say this has had no impact on the number of cigarettes they smoke; three in ten say they have smoked less as a result of using cannabis in each form.*

Those who have smoked or vaped cannabis in the past month were asked if this had an impact on the number of cigarettes they smoke. In both cases, just over six in ten say they have smoked the same amount, three in ten have smoked less, and under one in ten say they have smoked more.

#### Impact on smoking cigarettes while using cannabis

<b>QF2b/c</b> <i>Thinking of the past 30 days, while you are vaping/smoking cannabis, do you find you smoke cigarettes...?</i>	<b>Less</b>	<b>Same</b>	<b>More</b>
Vaping cannabis (n=2,353)	31%	63%	6%
Smoking cannabis (n=3,487)	30%	62%	8%

#### Smoked cigarettes less while vaping or smoking cannabis – by age

<b>QF3</b> <i>Smoked cigarettes less while...</i>	<b>Total</b>	<b>Youth (15-19)</b>	<b>Young adult (20-24)</b>	<b>Adult (25+)</b>
Vaping cannabis (n=2,353)	31%	42%	36%	30%
Smoking cannabis (n=3,487)	30%	49%	38%	28%

*BASES: Smokers who vaped or smoked cannabis in the past month*

Having no impact on the number of cigarettes smoked is the dominant response across the country and all subgroups. Saying they have smoked *fewer* cigarettes while either vaping or smoking cannabis decreases as age increases (see table above).

#### 4. Use of alcohol

*Close to nine in ten smokers have ever had a drink with alcohol.*

All smokers regardless of age were asked if they have ever had a drink with alcohol. Close to nine in ten have. This proportion is notably lower among youth, at just under half, but comparable for young adults and those age 25 and over.

##### Have ever had a drink with alcohol

<b>QF3</b> <i>Have you ever had a drink with alcohol?</i>	<b>Total</b> (n=7,248)	<b>Youth</b> (15-19) (n=878)	<b>Young adult</b> (20-24) (n=1,620)	<b>Adult</b> (25+) (n=4,750)
Yes	88%	47%	87%	89%
No	12%	53%	13%	11%

Having had a drink with alcohol is quite consistent across the country. It is higher among women (91% vs. 85% of men).

#### 5. Frequency of use of alcohol

*Just under six in ten have had a drink with alcohol at least weekly in the past month; one in seven drink alcohol daily.*

Those who have ever had a drink with alcohol were asked to indicate how often they have had an alcoholic beverage in the past 30 days. Just under six in ten have had an alcoholic drink at least once a week, just over one-quarter have had one less often than once a week, and one in seven have not had any alcoholic beverages. Having had an alcoholic drink at least weekly in the past month is higher among young adults and adults than youth, and just under half of youth have had at least one weekly.

##### Frequency of use of alcohol

<b>QF4</b> <i>In the past 30 days, how often did you drink at least one alcoholic beverage?</i>	<b>Total</b> (n=6,207)	<b>Youth</b> (15-19) (n=559)	<b>Young adult</b> (20-24) (n=1,437)	<b>Adult</b> (25+) (n=4,211)
<i>Net: at least weekly</i>	56%	45%	60%	56%
Daily	14%	7%	13%	14%
Less than daily but at least once a week	42%	37%	47%	42%
Less than once a week, but at least once in the past month	28%	43%	35%	27%
Not at all	16%	13%	6%	17%

*BASE: Have had a drink with alcohol*

Having had an alcoholic beverage at least weekly is more common among men (63% vs. 46% of women).

## 6. Impact of alcohol use on smoking cigarettes

*Just under six in ten who have had alcohol in the past month say this has had no impact on the number of cigarettes they smoke, just over one-quarter say they have smoked more as a result of drinking alcohol, and one in seven have smoked less.*

Those who have had at least one alcoholic beverage in the past month were asked if this had an impact on the number of cigarettes they smoke. Just under six in ten say they have smoked the same amount, just over one-quarter have smoked more, and about one in seven say they have smoked less. While the proportions saying they smoke more with alcohol are statistically similar by age, adults are less likely than younger people to indicate they smoked less with drinks in the past month (14%, vs. 26% of those younger).

### Impact on smoking cigarettes while drinking alcohol

<b>QF5 Thinking of the past 30 days, while you are having alcoholic beverages, do you find you smoke cigarettes...?</b>	<b>Total (n=5,319)</b>	<b>Youth (15-19) (n=486)</b>	<b>Young adult (20-24) (n=1,324)</b>	<b>Adult (25+) (n=3,509)</b>
Less	15%	29%	25%	14%
Same	57%	49%	49%	58%
More	28%	22%	26%	28%

*BASE: Have had a drink with alcohol in the past month*

Smoking more while drinking is a minority position across the country and all subgroups; those more likely to indicate they smoke more while drinking include the following:

- Prairies (31%) and Atlantic region (36%),
- Women (33% vs. 24% of men).

### 7. Perception of relative harms

*Of a list of six substances, smokers are most likely (about two-thirds) to rate smoking cigarettes as being harmful; vaping with nicotine is considered harmful by close to half. Vaping or smoking cannabis are considered less harmful than eating junk food or drinking alcohol.*

Smokers were presented with a list of six substance-related activities and asked to rate how harmful they consider each, using a scale from 1 to 10, with 1 being “Not at all harmful” and 10 being “Extremely harmful.” Deemed most harmful is smoking cigarettes (64% harmful), followed by vaping with nicotine, at just under half. Over four in ten say eating junk food is harmful, and four in ten give this rating to drinking alcohol. Cannabis in the form of vaping or smoking is just under drinking alcohol, at 39 percent and 36 percent respectively.

In all cases, young adults are less likely than younger or older smokers to rate these as being harmful.

#### Perception of relative harm of substances

<b>QF6 How harmful do you feel each of the following is, if done on a regular basis? Use a scale from 1 to 10 where 1 means “Not harmful at all” and 10 means “Extremely harmful.”</b>	<b>Harmful (8-10)</b>	<b>Neutral (4-7)</b>	<b>Not harmful (1-3)</b>
Smoking cigarettes	64%	32%	4%
Vaping with nicotine (excluding cannabis)	48%	46%	7%
Eating junk food	43%	50%	7%
Drinking alcohol	40%	52%	8%
Vaping cannabis	39%	46%	15%
Smoking cannabis	36%	45%	19%

#### Substances are harmful – by age group

<b>QF6 % saying each is harmful (score 8-10)</b>	<b>Total (n=7,248)</b>	<b>Youth (15-19) (n=878)</b>	<b>Young adult (20-24) (n=1,620)</b>	<b>Adult (25+) (n=4,750)</b>
Smoking cigarettes	64%	67%	53%	65%
Vaping with nicotine (excluding cannabis)	48%	58%	35%	48%
Eating junk food	43%	51%	29%	44%
Drinking alcohol	40%	59%	36%	40%
Vaping cannabis	39%	55%	31%	40%
Smoking cannabis	36%	58%	29%	36%
None is harmful	17%	12%	26%	17%

BASE: All respondents

While responses are generally similar across subgroups, some groups stand out:

- Quebec residents are the most likely to rate eating junk food (51%), vaping cannabis (47%) or smoking cannabis (44%) as being harmful.
- Women are more likely than men to rate smoking cigarettes as harmful (68% vs. 62%).

## Appendix A: Methodology

The results are based on an online survey conducted with Canadians aged 15 and older who smoked in the past month.

### 1. Sample design and weighting

The sample was designed to achieve completed surveys with a minimum of 6,500 Canadians in the target audience, maximizing the number of youth (15-19 years old) and young adult (20-24 years old) respondents. The following unweighted sample sizes were achieved:

**Unweighted sample size**

Provinces	15-19	20-24	25+	Total
Atlantic	70	137	440	647
Quebec	166	365	1,000	1,531
Ontario	373	645	1,700	2,718
Manitoba/Saskatchewan	61	108	370	539
Alberta	106	165	600	871
British Columbia/Territories	102	200	640	942
<b>Total</b>	<b>878</b>	<b>1,620</b>	<b>4,750</b>	<b>7,248</b>

To allow for the inclusion of youth under 18 years of age, the invitation was sent to panellists who were profiled as parents of children aged 15-17. They were then asked to provide consent for their child's participation before having their child complete the survey.

Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect.

After the data were collected, weighting was used to ensure the sample is representative of smokers in Canada.

Demographic group	% of regular smokers	Unweighted sample size	Unweighted proportion	Weighted proportion
<b>Region</b>				
Atlantic	7.3%	647	9%	7%
Quebec	25.9%	1,531	21%	26%
Ontario	35.0%	2,718	38%	35%
MB/SK/AB	21.3%	1,410	19%	21%
BC/Territories	10.5%	942	13%	10%
<b>Age group</b>				
15-19	2%	878	12%	2%
20-24	6%	1,620	22%	6%
25+	92%	4,750	66%	92%
<b>Gender</b>				
Male	60%	3,383	47%	60%
Female	40%	3,773	52%	40%
Gender diverse	-	76	1%	<1%

## 2. Questionnaire design

Environics worked with Health Canada to develop a questionnaire that ensured the research objectives were met and all questions were appropriately worded, and that it adhered to federal government standards for public opinion research. Upon approval from Health Canada, the questionnaire was translated into French. The final study questionnaire is included in Appendix B.

## 3. Pre-test

Prior to the launch of this survey, Environics provided test links to Health Canada for both language versions of the survey and changes were made based on their comments. Then Environics arranged to conduct pretests in both official languages. For the pretests Environics selected a limited number of records and conducted a “soft launch” in each language. These preliminary surveys included standard Government of Canada pretest probing questions at the end, to ascertain the survey length and language was appropriate. The English pretest took place on March 3<sup>rd</sup> and achieved 52 responses. The French pretest was conducted on March 4 and achieved 12 responses. No changes were required as a result of the pretests.

## 4. Fieldwork

The online survey was conducted from March 3 – April 10, 2022. The final average survey length was 11.5 minutes.

The surveys were conducted by Environics using a secure, fully featured web-based survey environment. Environics’ data analysts programmed the questionnaires then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys’ basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching, and valid ranges). The sample was sourced from a trusted panel provider, Maru.

Environics assumed overall responsibility for all aspects of the survey fieldwork. The survey was conducted according to the following steps:

- Environics programmed and hosted the online survey on a secure server. All data were stored on Canadian servers and Canadian back-up servers located and only accessible in Canada, and physically independent from all other databases, directly or indirectly, that are located outside Canada.
- Invitations including a unique URL link (to ensure only one version of the survey is accepted per respondent) were sent to panel members. Non-responders were sent periodic reminders to encourage participation.
- Technical support was provided to online survey respondents as required. Steps were taken to assure (and also guarantee) complete confidentiality and anonymity of survey responses.
- All survey responses were electronically captured as they were submitted and combined into an electronic data file that was coded and analyzed (including open-ended responses).

All respondents were offered the opportunity to complete the surveys in their official language of choice. All survey respondents were informed of Government of Canada’s sponsorship of the research, that their



participation was voluntary, and that information collected was protected under the authority of privacy legislation.

Survey respondents, who were drawn from panels of individuals who have agreed to participate in online surveys, were rewarded for taking part in the survey per the panel's incentive program. The reward was structured to reflect the length of survey and the nature of the sample.

All research work was conducted according to best practices in the industry, such as the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys (<http://www.tpsgc-pwgsc.gc.ca/rop-por/enligne-online-eng.html>) as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA). Environics is a founding member of the Canadian Research Insights Council (CRIC) and registered the survey with CRIC's Research Verification System, which permits the public to verify a survey call, inform themselves about the industry and/or register a complaint. For more information about CRIC: <https://www.canadianresearchinsightscouncil.ca/>

**Non-response error** results from not being able to interview people who are eligible to take the survey. In this case, non-response bias is the difference in responses of those qualified participants who are invited to participate and those who complete the survey. Environics made every effort to minimize non-response error by ensuring a balanced sample of smokers were invited to the survey and by using quotas.

**Measurement error** is error or bias that occurs when surveys do not measure what they are intended to measure. This type of error results from flaws in the instrument, question wording, translation issues, question order, timing, question response options, etc. Environics and Health Canada designed a questionnaire that minimized this type of error.

**Accessibility considerations for the online survey.** There is a diverse scope of individuals who participate in research, and Environics has worked toward formatting surveys to enable a user-friendly experience for all participants. We set up our online surveys so screen readers can deliver a better experience to those with disabilities. We extensively test our online surveys using industry-standard techniques and screen readers. Environics ensures its online surveys meet Web Content Accessibility Guidelines (WCAG).

## **5. Data coding and tabulation**

Following data collection and prior to analysis, data analysts performed a data-cleaning and validation process, in accordance with the highest industry standards. Open-ended question data were coded and Environics designed banner tables in consultation with the project authority. Data tables were submitted in CSV format.

The data from this survey are statistically weighted by age, gender and region to ensure the sample is as representative of this population as possible according to the most recently available Government of Canada information (current smoker incidence from CTNS 2020).

***Differences between subgroups are noted based on Z-test results at 95% probability for comparing proportions, and based on two-tailed T-test results at 95% probability for comparing means. Comparisons are based on differences between sub-groups, and not on differences compared to the total.***

## 6. Completion results

The completion results for survey are presented in the following table.

**Online survey contact disposition**

<b>Disposition</b>	<b>N</b>
Broadcasts delivered (c)	33,4179
Completed (d)	7,248
Qualified respondent break-off (e)	4,085
Disqualified (f)	31,848
Did not respond (g)	285,349
Quota filled (h)	5,649
<b>Contact rate (d+e+f+h)/c</b>	<b>14.61</b>
<b>Participation rate (d+f+h)/c</b>	<b>13.39</b>

## Appendix B: Questionnaire

Environics Research

3-March 2022

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**Health Canada**  
**Longitudinal Smoking Survey**  
**FINAL Questionnaire**

*Online survey of n=5,000 Canadian smokers aged 15 or older (10% incidence)  
15-minute average length*

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### LANDING PAGE

Please select your preferred language for completing the survey / Veuillez sélectionner la langue de votre choix pour remplir le sondage.

01–English / Anglais

02–Français / French

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### Background information

#### INVITATION FOR PARENTS AND LEGAL GUARDIANS OF 15-17 YEAR OLDS

As a parent of or legal guardian to a youth living in your household, we are requesting your permission for your 15-, 16- or 17-year-old teenager to participate in an important survey being conducted for Health Canada.

The purpose of the survey is to understand Canadians' experiences with and opinions about smoking. This feedback will be used by Health Canada to develop regulations related to vaping and to design public education materials.

The survey is being conducted by Environics, an independent research firm, and will take about 15 minutes to complete.

Since privacy is important while respondents answer this survey, we request that your child be able to complete the survey in a setting where his/her answers will not be seen by others. All answers will remain anonymous and confidential.

**How does the online survey work?**

- Your child is being asked to give their opinions about smoking.
- Your child's participation is completely voluntary.
- Your decision on whether or not to allow your child to participate will not affect any dealings you may have with the Government of Canada.

**What about your child's personal information?**

- The personal information your child will provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the Department of Health Act in accordance with the *Treasury Board Directive on Privacy Practices*. We only collect the information we need to conduct the research project.
- **Purpose of collection:** We require your child's personal information such as demographics (e.g., age, gender) to better understand the topic of the research. However, your child's responses are always combined with the responses of others for analysis and reporting; your child will never be identified.
- **For more information:** This personal information collection is described in the standard personal information bank Public Communications – PSU 914, in Info Source, available online at [infosource.gc.ca](http://infosource.gc.ca).
- **Your child's rights under the *Privacy Act*:** In addition to protecting your child's personal information, the *Privacy Act* gives your child the right to request access to and correction of their personal information. Your child's personal information will be collected, used, retained and disclosed by Environics in accordance with the applicable provincial privacy legislation or the Personal Information Protection and Electronic Documents Act (PIPEDA). Please click [here](#) to review Environics' privacy policy.
- Your child's survey answers will remain anonymous and will not be attributed to him/her in any way.

**What happens after the survey?**

- The final report written by Environics will be available to the public from Library and Archives Canada (<http://www.bac-lac.gc.ca/>).

If you have any questions about the survey, please contact Environics at [sarah.roberson@environics.ca](mailto:sarah.roberson@environics.ca)

If you agree to allow your child to participate in this survey, please provide the survey link to him/her.

Your child can also access the survey by copying the following URL into his/her browser:

[LINK HERE](#)

Thank you for your support of this important research.

## Information / Privacy for All Respondents

Thank you for agreeing to take part in this short **15-minute** survey being conducted by Environics, a Canadian public opinion research firm, on behalf of Health Canada.

The purpose of the survey is to understand Canadians' experiences with and opinions about smoking. This feedback will be used by Health Canada to develop regulations related to vaping and to design public education materials.

**15-17-YEAR-OLDS ONLY:** Your parent or legal guardian has given permission for you to participate in this very important study. Your participation is voluntary, so it is up to you to decide whether you are willing to answer, but we hope you do! You can do the survey on your computer, laptop, tablet or phone. You can stop at any time if you feel uncomfortable or choose not to answer certain questions. Your answers will not be shown to your parent(s), legal guardian(s), teachers or anyone else, so please be as honest as you can.

### How does the online survey work?

- You are being asked to give your opinions about smoking.
- Your participation is completely voluntary.
- Your decision whether or not to participate will not affect any dealings you may have with the Government of Canada.

### What about your personal information?

- The personal information you provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the Department of Health Act in accordance with the *Treasury Board Directive on Privacy Practices*. We only collect the information we need to conduct the research project.
- **Purpose of collection:** We require your personal information such as demographics (e.g. age, gender) to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will never be identified.
- **For more information:** This personal information collection is described in the standard personal information bank Public Communications – PSU 914, in Info Source, available online at [infosource.gc.ca](http://infosource.gc.ca).
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**[CONTINUE TO SCREENING]**

< PROGRAMMING NOTE: All questions are mandatory.>

**Eligibility/Screening**

S1. In what year were you born?

DROP DOWN LIST – SEE QUOTAS

IF UNDER 15, TERMINATE

[IF S1=PREFER NOT TO SAY (9999)] In which of the following age categories do you belong?

Select one only – SEE QUOTAS

01 - Under 15 [TERMINATE]

02 - 15 to 17

03 - 18 to 24

04 - 25 to 34

05 - 35 to 44

06 - 45 to 54

07 - 55 to 64

08 - 65 or older

99 - Prefer not to say [TERMINATE]

S2. How do you identify your gender? (This may be different from the information noted on your birth certificate or other official documents)

Select one only – SEE QUOTAS

01 - Female gender

02 - Male gender

03 - Gender diverse

99 - Prefer not to say

S3. In which province or territory do you live?

DROP DOWN LIST – SEE QUOTAS

- 01 - British Columbia
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Quebec
- 07 - New Brunswick
- 08 - Nova Scotia
- 09 - Prince Edward Island
- 10 - Newfoundland and Labrador
- 11 - Yukon
- 12 - Northwest Territories
- 13 - Nunavut

#### A. *Smoking status*

[KEY SMOKING STATUS QUESTION]

A1. During the past 30 days, how often did you smoke cigarettes? Was it:

- 01 – Daily
- 02 – Less than daily, but at least once a week
- 03 – Less than once a week, but at least once in the past month
- 04 – Not at all [TERMINATE]

Current smoker = daily and occasional smoker:

- Daily smoker = Refers to those who respond "daily" to the question "During the past 30 days, how often did you smoke cigarettes?"
- Occasional smoker = Refers to those who respond "less than daily, but at least once a week" or "less than once a week, but at least once in the past month" to the question "During the past 30 days, how often did you smoke cigarettes?"

CURRENT SMOKER: QA1=1,2,3

A2. [ASK ALL] Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?

- 0 - Very dissatisfied
- 10 - Very satisfied

**B. Frequency, history, and heaviness of use**

B1. How old were you when you first tried smoking?  
\_\_\_\_\_ ENTER AGE ( $\leq$  CURRENT AGE) [RANGE 5-99]

B2. IF DAILY (01 AT A1) On average, how many cigarettes do you smoke per day?

IF OCCASIONALLY (02, 03 AT A1) On the days that you smoke, about how many cigarettes do you smoke?  
\_\_\_\_\_ Cigarettes per day (NUMERICAL RESPONSE) [RANGE 1-150]

B3. How soon after you wake up do you usually have your first cigarette?

01 – Less than 5 minutes

02 – 6 to 30 minutes

03 – 31 minutes to 1 hour

04 – More than 1 hour

B4. How long have you been smoking at your current rate?

\_\_\_\_\_ months [RANGE 0-11] OR \_\_\_\_\_ years [RANGE 1-99]

B5. How often do you get strong urges to smoke?

01 – Never

02 – Less than daily

03 – Daily

04 – Several times a day

05 – Hourly or more often

99 – Not sure

B6. How much did you spend in the past month on cigarettes? ENTER NUMBER

\$\_\_\_\_\_ [RANGE \$0-\$700]

99 – Not sure

B7. How affordable are the cigarettes you buy? Use a scale of 1 to 10, where 1 means very unaffordable, and 10 means very affordable.

01 – Very unaffordable

10 – Very affordable



B8. Have you experienced any of the following health issues that can be attributed to smoking?

Select all that apply.

- 01 – Dry cough
- 02 – Wet cough
- 03 – Phlegm
- 04 – Decreased lung capacity/shortness of breath
- 05 – Chronic obstructive pulmonary disease (COPD)
- 06 – Lung cancer
- 97 – None of the above
- 98 – Other *please specify*
- 99 – Not sure

[NOTE: HEAVINESS INDEX TO BE CALCULATED IN BACK END]

**C. Drivers to use, cognitive dissonance, stigma, barriers to change, quality of life**

C1. How many of the following people in your life smoke?

A)	None	Some	Most or all	Not applicable	Not sure
a. Friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Classmates / co-workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Family members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Parents/guardians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C1b. Do the following people in your life smoke?

B)	Yes	No	Not applicable	Not sure
e. Spouse / partner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C2. The following statements are things that some people might say or think about smoking. For each one, indicate how much you agree with the statement, using a scale of 1 to 10 where 1 means you don't agree at all, and 10 means you strongly agree.

01 – Don't agree at all

10 – Strongly agree

[GRID, RANDOMIZE]

- a) I enjoy smoking when having coffee or tea.
- b) The medical evidence that smoking is harmful is exaggerated.
- c) Smoking is an important part of my life.
- d) Smoking calms me down when I am stressed or upset.
- e) I smoke when I'm with other people who smoke.
- f) Smoking helps me control my weight.

#### **D. Vaping status and questions for dual users**

**SHOW:** The next few questions are about vaping. Vaping products are a diverse group of products containing a heating element that produces an aerosol from a liquid that users can inhale via a mouthpiece and include a range of devices such as "cig-a-likes," vape tank systems, and vape mods.

[KEY VAPING STATUS QUESTION]

D1. During the past 30 days, how often have you used a vaping product, with or without nicotine?

*Please exclude vaping cannabis*

01 – Daily

02 – Less than daily, but at least once a week

03 – Less than once a week, but at least once in the past month

04 – Not at all

[REGULAR VAPER: D1 = 1, 2]

CURRENT VAPERS: D1=1, 2, 3

[DUAL USER: CURRENT SMOKER AND D1 = 1, 2]

D2. [ASK CURRENT VAPERS] Which of the following best describes how often you vaped the following liquids in the past 30 days...?

*Please exclude vaping cannabis*

GRID

- a) With nicotine
- b) Without nicotine
- c) Not being sure if it contained nicotine or not

01 - Daily

02 - Less than daily, but at least once a week

03 - Less than once a week, but at least once in the past month

04 - Not at all

D3. [ASK CURRENT VAPERS ] How old were you when you vaped for the first time?

ENTER AGE IN YEARS, MUST BE ≤ RESPONDENT AGE, ALSO LIMIT MINIMUM AGE [RANGE 5-99]

D3b. [IF D2A=01,02,03] How soon after you wake up do you usually have your first vape with nicotine?

01 - Less than 5 minutes

02 - 6 to 30 minutes

03 - 31 minutes to 1 hour

04 - More than 1 hour

D4. [ASK CURRENT VAPERS ] On days you use them, please estimate how many separate times per day you usually vape...?

GRID

*Select one only for each*

a. With nicotine? [HIDE IF DIDN'T VAPE WITH NICOTINE IN D2A]

b. Without nicotine? [HIDE IF DIDN'T VAPE WITHOUT NICOTINE IN D2B]

c. When you're not sure if it contains nicotine? [HIDE IF DIDN'T VAPE UNSURE ABOUT NICOTINE IN D2C]

01 - 5 or less times per day

02 - 6-10 times per day

03 - 11-15 times per day

04 - 16-20 times per day

05 - 21-25 times per day

06 - 26-30 times per day

07 - 31 or more times per day

08 - I vape continuously throughout the day

[NOTE: HEAVINESS OF VAPING WITH NICOTINE INDEX TO BE CALCULATED IN BACK END]

D5. [ASK CURRENT VAPERS ] How long have you been vaping at your current rate?

- 01 - Less than one year
- 02 - 1 year to < 2 years
- 03 - 2 years to < 5 years
- 04 - 5 years or more

D6. [CURRENT VAPERS ] Which of the following best describes you?

- 01 - I am a smoker
- 02 - I am a vaper
- 03 - I am both a smoker and a vaper
- 04 - I am neither a smoker nor a vaper
- 99 - Not sure

D7. [CURRENT VAPERS] Which of the following best describes the main reason you vape in addition to smoking?

*Select one only*

RANDOMIZE 01-06

- 01 - Addiction/can't give it up/hard to quit
- 02 - Habit
- 03 - Enjoyment (flavour/relaxing)
- 04 - Trying to quit smoking
- 05 - Trying to reduce my smoking
- 06 - I can vape when or where I can't smoke
- 97 - Other (*Specify*)
- 99 - Not sure

D8. [CURRENT VAPERS] In a typical day, how many times do you vape because you cannot smoke a cigarette (for example, in places where smoking is not permitted or accepted)?

ENTER NUMBER OF TIMES \_\_\_\_\_ [RANGE 0-50]

- 99 - Not sure

**E. Transitions, cessation and relapse: History, predicting, why and how**

E1. [ASK ALL] Are you currently trying, or have you previously tried...?

GRID - SHOW IN ORDER

	Currently trying (01)	Previously tried (but not currently) (02)	Never tried (03)
a. To stop smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. To reduce your frequency of smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E2. [ASK IF E1A = 01 OR 02] Since you started smoking cigarettes, have you ever made a serious attempt to quit smoking which lasted more than 24 hours?

01 - Yes

02 - No SKIP TO E7 IF APPLICABLE, OTHERWISE E10

E3. [E1A=01 OR 02 AND E2=01] What was the longest time you have gone without smoking?

\_\_\_ days [RANGE 1-6] OR \_\_\_ weeks [RANGE 1-3] OR \_\_\_ months [RANGE 1-11] OR \_\_\_ years [RANGE 1-99]

E4. [E1A=01 OR 02 AND E2=01] How many times have you tried to quit smoking in the past year?

\_\_\_ times [RANGE 1-365]

E5. [E1A=01 OR 02 AND E2=01] Which, if any, of the following nicotine replacement methods have you used to help you quit or reduce smoking?

*Select all that apply.*

01 - Nicotine patch

02 - Nicotine gum

03 - Nicotine inhaler

04 - Nicotine nasal spray

05 - Nicotine lozenge

06 - Nicotine mouth spray

97 - None of these [SINGLE MENTION]

- E6 [E1A=01 OR 02 AND E2=01] Which of the following other methods have you used to help you quit or reduce smoking?  
*Select all that apply.*

RANDOMIZE 01-10

- 01 - Cold turkey (just quitting)
- 02 - Vaping **SHOW IF NOT D7=4 OR 5**
- 03 - Reducing the number of cigarettes
- 04 - A deal with a friend/family member
- 05 - Counselling or support group (in-person, online, or telephone)
- 06 - A smart phone app
- 07 - Prescription medication, like Zyban, Wellbutrin or Champix
- 08 - Quit-and-Win type contests
- 09 - Acupuncture
- 10 - Self-help books
- 98 - Other, please specify
- 97 - None of these **[SINGLE MENTION]**

- E7. **[DUAL USERS USING VAPING TO REDUCE OR QUIT SMOKING D7=4 OR 5 OR IF E6=02]** Earlier, you mentioned quitting smoking is a reason for vaping. Did you get information and/or advice from anyone on using vaping to quit or reduce smoking?

- 01 - Yes
- 02 - No
- 99 - Not sure

- E8. [DUAL USERS USING VAPING TO REDUCE OR QUIT SMOKING WHO GOT INFORMATION E7=1] From where did you get information or advice on using vaping to quit or reduce smoking?  
*Select all that apply*

RANDOMIZE 01-11

- 01 – Doctor
- 02 – Nurse/nurse practitioner
- 03 – Pharmacist
- 04 – Dentist
- 05 – Parent/guardian
- 06 – Sister/brother
- 07 – Friend/classmate
- 08 – Co-worker
- 09 – Support group
- 10 – Vape shop
- 11 – Web forum
- 97 – Other [Specify]
- 99 – Not sure [SINGLE MENTION]

- E10. [ASK IF E1A OR B = 01] How confident are you that you will quit smoking for good?  
[ASK IF NO 01 – ALL E1A OR B = 02, 03] How confident are you that you will eventually quit smoking for good?  
*Use a scale of 1 to 10, where 1 means not confident at all, and 10 means extremely confident.*

- 01 – Not at all confident
- 10 – Extremely confident

- E11. [ASK CURRENT SMOKERS] How important is stopping smoking to you? Use a scale of 1 to 10, where 1 means stopping smoking is not important at all, and 10 means it is the most important goal of your life.

- 01 – Not important at all
- 10 – Most important goal of my life

E12. [ASK ALL] Different people have their own reasons for trying to stop smoking. Even if you’re not planning to stop smoking right now, it may be something you think about or hear about from time to time.

Consider the following statements about why people might try to stop smoking, and indicate how true or not true each one is for you, on a scale of 1 to 10, where 1 means “not true at all” and 10 means “very true.”

01 – Not true at all

10 – Very true

[GRID, RANDOMIZE BUT SHOW F LAST]

[SHOW WITH A TO E] If I stopped smoking, it would be

- a) because I feel I want to take responsibility for my own health.
- b) because I would feel guilty or ashamed of myself if I smoked.
- c) because I personally believe it is the best thing for my health.
- d) because I have carefully thought about it and believe it is very important for many aspects of my life.
- e) because I feel pressure from others to not smoke.
- f) [ALWAYS SHOW LAST, DO NOT SHOW “If I stopped smoking, it would be...”] I really don’t think about stopping smoking.

**F. Cannabis, alcohol, and relative harm perceptions**

The following questions are about cannabis. For the purpose of this survey, "cannabis" also refers to the terms marijuana, pot, or hashish.

F1. Have you ever tried using cannabis in any of the following ways?

*Please select one response for each*

Way	Yes (01)	No (02)
a. Vaping	<input type="checkbox"/>	<input type="checkbox"/>
b. Smoking	<input type="checkbox"/>	<input type="checkbox"/>
c. Edibles	<input type="checkbox"/>	<input type="checkbox"/>

F2. [ASK F2A IF F1A = YES, ASK F2B IF F1B = YES, ASK F2C IF F1C = YES] In the past 30 days, how often did you use cannabis?

*Please select one response for each*

TYPE	Daily (01)	Less than daily, but at least once a week (02)	Less than once a week, but at least once in the past month (03)	Not at all (04)
a. Vaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Edibles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



F2b. [ASK IF F2A = 01,02,03] Thinking of the past 30 days, while you are vaping cannabis, do you find you smoke cigarettes...?

01 - Less

02 - The same

03 - More

F2c. [ASK IF F2B = 01,02,03] Thinking of the past 30 days, while you are smoking cannabis, do you find you smoke cigarettes...?

01 - Less

02 - The same

03 - More

**SHOW TO ALL:** Next, a few questions about drinking alcohol.

F3. Have you ever had a drink with alcohol?

01 - Yes

02 - No

F4. [ASK IF F3 = YES] In the past 30 days, how often did you drink at least one alcoholic beverage?

01 - Daily

02 - Less than daily, but at least once a week

03 - Less than once a week, but at least once in the past month

99 - Not at all

F5. [ASK IF F4=01,02,03] Thinking of the past 30 days, while you are having alcoholic beverages, do you find you smoke cigarettes...?

01 - Less

02 - The same

03 - More

F6. [ASK ALL] How harmful do you feel each of the following is, *if done on a regular basis*? Use a scale from 1 to 10 where 1 means "Not harmful at all" and 10 means "Extremely harmful." [GRID, RANDOMIZE]

a) Vaping with nicotine (excluding cannabis)

b) Smoking cigarettes

c) Vaping cannabis

d) Smoking cannabis

e) Drinking alcohol

f) Eating junk food

01 - Not harmful at all

10 - Extremely harmful

## **G. Respondent characteristics**

The following are a few questions about you and your household, for statistical purposes only. Please be assured all of your answers will remain completely anonymous.

- G1. What language do you speak most often at home?
- 01 – English
  - 02 – French
  - 03 – Other
  - 99 – Prefer not to say
- G2. What is your current marital status?
- 01 - Never legally married nor lived with a common-law partner
  - 02 - Legally married (and not separated)
  - 03 - Living with a common-law partner
  - 04 - Separated, but still legally married
  - 05 - Divorced
  - 06 - Widowed
  - 99 – Prefer not to say
- G3. Which of the following best describes you?  
*Select one only*
- 01 – First Nations
  - 02 – Métis
  - 03 – Inuk (Inuit)
  - 04 – A non-Indigenous person
  - 99 – Prefer not to say
- G4. Do you identify as either of the following?  
*Select one response for each*
- a) A member of a visible minority group
  - b) A member of the LGBTQ2+ community
- 01 - Yes
  - 02 - No
  - 99 – Prefer not to say

G5. What is the highest level of formal education you have completed?

*Select one only*

- 01–Less than a high school diploma or equivalent
- 02–High school diploma or equivalent
- 03–Registered Apprenticeship or other trades certificate or diploma
- 04–College, CEGEP or other non-university certificate or diploma
- 05–University certificate or diploma below bachelor’s level
- 06–Bachelor’s degree
- 07–Postgraduate degree above bachelor’s level
- 99–Prefer not to say

G6. Which of the following categories best describes your current employment status?

*Select one only*

- 01 - Working full-time, that is, 35 or more hours per week
- 02 - Working part-time, that is, less than 35 hours per week
- 03 - Self-employed
- 04 - Unemployed, but looking for work
- 05 - A student attending school full-time/part-time
- 06 - Retired
- 07 - Not in the workforce (full-time homemaker, unemployed and not looking for work)
- 97 - Other [DO NOT SPECIFY]
- 99 - Prefer not to say

G7. [IF G6=04 ASK] Have you been unemployed for more than a year?

- 01 – Yes
- 02 – No
- 99 – Prefer not to say

G8. [IF G6=01, 02, 03] Are you working from home?

- 01 – Yes
- 02 – No
- 03 – A mix of both
- 99 – Prefer not to say

G9. [IF G6 = 01, 02, 03] Which of the following categories best describes your *main* occupation?

[IF G7 = 02] Which of the following categories best describes your *most recent* occupation?

01 - Senior and middle management

- Examples: President, Vice-President, CEO, CFO, COO, Principal, Dean, Registrar, DM, ADM, DG, Director, Manager

02- Professional

- Examples: Lawyer, Doctor, Nurse, Dentist, Professor, Engineer, Accountant, Veterinarians, Optometrists, Teachers, Social Workers, Policy Research Analysts, Journalists

03 - Technical/Paraprofessional

- Examples: Paralegal, Early Childhood Educator, Instructor, Inspectors, Enforcement Officers, Opticians, Creative Design

04 - Sales and Service

- Examples: Retail and Wholesale Salesperson, Clerk, Agent

05 - Administrative, clerical and office support

- Examples: Administrative, Office, Medical assistants; data entry, receptionist

06 - Industrial, electrical and construction trades

- Examples: Electrician, Plumber, Pipefitter, Carpenter, Boilermaker

07 - Maintenance and equipment operation trades, installers, repairers, and material handlers

- Examples: Truck or Transit Driver, Crane operator, Train Crew; Mechanical, Transport or Heating mechanic; longshore worker

08 - Processing, manufacturing and utilities machine operators and assemblers

09 - Construction, agricultural, forestry, fishing, landscaping labourer/general worker

99 - Prefer not to say

G10. [ASK 16+ ONLY] Which of the following best describes your total household income for 2020, before taxes, from all sources for all household members?

*Select one only*

01–Under \$20,000

02–\$20,000 to just under \$40,000

03–\$40,000 to just under \$60,000

04–\$60,000 to just under \$80,000

05–\$80,000 to just under \$100,000

06–\$100,000 to just under \$150,000

07–\$150,000 and above

99–Prefer not to say

G11. [ASK AGE < 18 ONLY] How much money do you usually get each week to spend on yourself or to save? Please include money from allowances, gifts, or jobs.

01 – No money

02 – Under \$20

02 – \$20 to just under \$40

03 – \$40 to just under \$60

04 – \$60 to just under \$80

05 – \$80 to just under \$100

06 – \$100 and above

G12. [ASK 18+ ONLY] Are there any children under 18 years of age living in your household?

01 – Yes

02 – No

99 – Prefer not to say

Applicable panels: Request for follow up email for subsequent waves

G13. We would like to get your email to follow up with you, to learn about how your smoking may change over time. Could you please provide an email for us to do this? It will not be used for any other purpose. This request has been approved by your research panel.

\_\_\_\_\_ *Please enter your email* -PROMPT FOR VALID EMAIL FORMAT

99–Prefer not to provide

This completes the survey. On behalf of Health Canada, thank you for your valuable input. In the coming months, the results of this survey will be available on the Library and Archives Canada website.