



# SMOKE FREE MOVIES FINAL OMNIBUS REPORT

MARCH 2016  
Ipsos Public Affairs

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## BACKGROUND AND OBJECTIVES

- In 2011 the Heart and Stroke Foundation of Ontario, on behalf of the Ontario Coalition for Smoke Free Movies, commissioned Ipsos Reid to conduct a public opinion poll in Ontario to:
  - Gain a baseline understanding of the public’s perception of smoking in movies and how exposure to smoking in movies impacts teenagers.
  - Better understand public support for potential policy initiatives restricting access to movies that depict smoking.
- In 2015, Central West Tobacco Control Area Network (CW TCAN) in partnership with the Heart and Stroke Foundation, Canadian Cancer Society, Ontario Lung Association, and five Tobacco Control Area Networks (TCANs) across the province commissioned a similar study to track changes in opinions since 2011.

## METHODOLOGY

- A total of n=970 interviews were completed among Ontarians aged 18+ using Ipsos' online omnibus from December 2<sup>nd</sup> to 15<sup>th</sup>, 2015 (results were weighted on region, age, and gender to ensure the sample matched the actual adult population of Ontario).
- An oversample of parents within Central West Ontario (n=350) and North East Ontario (n=50) was also conducted.
- Parents in this study are defined as those living with at least one child under the age of 18.
- The precision of Ipsos online polls is measured using a confidence interval. The sample sizes and associated confidence intervals for the total population and key regional subsamples are detailed in the table below.

Sample Group	Sample Size	Confidence Interval
Total	n=970	+/- 3.6%
Central West Parents	n=350	+/- 6.0%
North East Parents	n=50	+/- 15.8%

## TRACKING AND STATISTICAL TESTING

- Where applicable, 2011 tracking data is included throughout the report. Significant differences between 2011 and 2015 are indicated using red and green arrows : ↓↑
- Demographic tables (example below) use both letters and colours to convey statistically significant differences. As per below, the letter “D” and green shading indicates that respondents aged 55+ are significantly more likely to say ‘yes’ compared to those aged 35 to 54, shaded in red.

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
	(n=970)	(n=454)	(n=516)	(n=278)	(n=446)	(n=246)
% Yes	88%	87%	88%	88%	70%	88% <sub>D</sub>

## KEY FINDINGS

### Smoking in Movies

- One-third (34%) of Ontarians and four in ten parents in Central West (43%) and North East (42%) recall having seen smoking in movies at least occasionally .
- Ontarians have greater awareness of the role of the tobacco industry and its influence on smoking in movies; respondents are significantly more likely to say that the tobacco industry has paid for product placement within movies as well as for actors to smoke onscreen compared to 2011.

### Support for Policy Initiatives

- Support for all policy initiatives has significantly increased since 2011. Eight in ten support (strongly or somewhat) not allowing smoking in movies rated 14A or lower as well as banning tobacco logos in movie scenes (79% and 77% respectively).
- Informing respondents that an estimated 185,000 kids began smoking as a result of exposure to smoking in movies directionally increased support for nearly all initiatives. Support for changing movie ratings so that movies with smoking will get an 18A rating increased a significant five points (from 62% in 2011 to 67% in 2015) yet remains the lowest rated policy.

### Knowledge of Impact of Smoking in Movies on Kids and Teens

- Most Ontarians (69%) have not previously seen, read, or heard any information about the impact of smoking in movies on kids and teens. Among the 31% who have, a quarter report to have heard about its influence on children/youth while the same proportion are unsure about what exactly they heard.
- Television is the most common source of this information (33%) although a wide variety of other sources were also mentioned such as word of mouth (26%), Facebook (24%), and newspaper (19%).

## KEY FINDINGS – CENTRAL WEST ONTARIO PARENTS

### Smoking in Movies

- Four in ten (43%) have noticed smoking in movies at least occasionally in the past year.
- A majority believe that the tobacco industry has paid for product placement in movies (57%), that there is rarely any smoking in movies anymore (50%), and that children who see a lot of smoking in movies are more likely to start smoking (47%). Fewer think that the tobacco industry has paid actors to smoke onscreen (42%), or that the majority of movies with onscreen smoking are rated for youth in Ontario (32%).

### Support for Policy Initiatives

- Support is strong for all policy initiatives. Eight in ten support not allowing smoking in movies that are rated G, PG, or 14A (80%), not allowing tobacco logos in movie scenes as well as requiring anti-smoking ads before any film with smoking in it (79% each). Two thirds (67%) support changing movie ratings so that movies with smoking will get an 18A rating.
- Providing the information that an estimated 185,000 kids began smoking as a result of exposure to smoking in movies did not significantly alter support for any policy initiative.

### Knowledge of Impact of Smoking in Movies on Kids and Teens

- A majority (61%) say they have seen either a little (25%) or no information (36%) about the impact of smoking in movies on kids and teens.
- Among the four in ten (39%) who do recall seeing at least some information on this issue, one quarter (25%) have heard about the influence smoking in movies has on children/youth. The same proportion (25%) say they do not know exactly what they have heard, indicating strong, clear messaging on this topic is lacking among this group.
- Television and Facebook are the most common mentions when asked where a respondents came across information regarding the impact smoking in movies has on youth (33% and 32% respectively); a quarter say word of mouth or online ads (23% each).

## KEY FINDINGS – NORTH EAST ONTARIO PARENTS

### Smoking in Movies

- Four in ten (42%) have noticed smoking in movies at least occasionally in the past 12 months.
- Most believe that the tobacco industry has paid for product placement in movies (68%), that kids who see a lot of smoking in movies are more likely to start smoking (59%), there is rarely any smoking in movies anymore (57%) and that the tobacco industry has paid actors to smoke onscreen (48%). Roughly four in ten think a majority of movies with onscreen smoking are rated for youth in Ontario (37%).

### Support for Policy Initiatives

- A majority of parents in North East Ontario support all policy initiatives. Support is strongest for not allowing smoking in movies that are rated G, PG or 14A (87%). Eight in ten support not allowing tobacco logos in movie scenes as well as requiring anti-smoking ads before any film with smoking in it (84% and 80% respectively). One in ten (70%) support changing movie ratings so that movies with smoking will get an 18A rating.
- Providing the information that an estimated 185,000 kids began smoking as a result of exposure to smoking in movies did not significantly alter support for most policy initiative. Support for changing movie ratings so that movies with smoking will get an 18A rating did increase 11 points when asked again (70% to 81%), however, given the small base size, this change is only directional.

### Knowledge of Impact of Smoking in Movies on Kids and Teens

- All North East parents have heard at least a little about the impact of smoking in the movies on kids and teens.
- The most common messages these respondents have encountered are the fact that smoking in movies encourages kids/youth to smoke (14%), that smoking is bad (13%), or that smoking in movies generally influences children/kids (12%).
- Television and Facebook are the most common mentions when asked where a respondents came across information on the impact smoking in movies has on youth (40% and 36% respectively); word of mouth was mentioned by three in ten (31%).

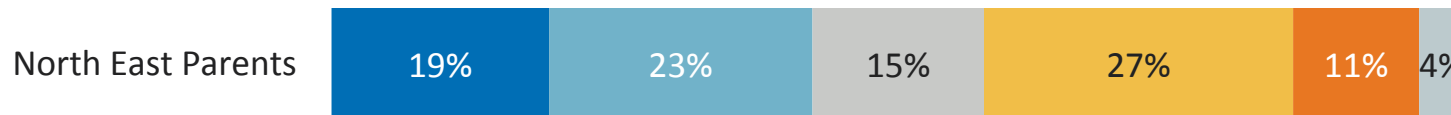
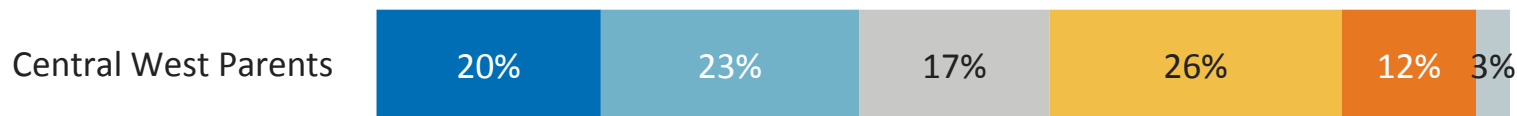
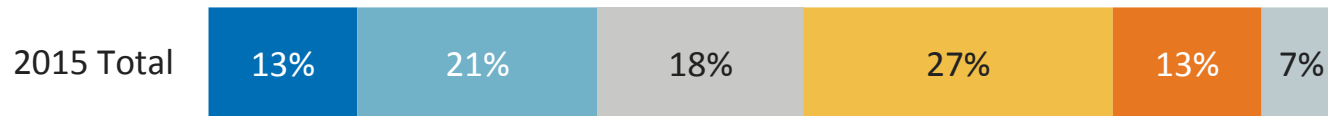


# DETAILED FINDINGS

## AWARENESS OF SMOKING IN MOVIES

**One-third (34%) of Ontarians report having recently seen smoking in movies at least occasionally and another 18% sometimes, making the results virtually unchanged from 2011. Younger respondents (aged 18-34) are more likely to recall exposure compared to those aged 35+. Parents in Central West and North East Ontario are slightly more likely to be aware of the issue.**

■ Frequently ■ Occasionally ■ Sometimes\* ■ Rarely ■ Never ■ Did not watch a movie in past 12 months



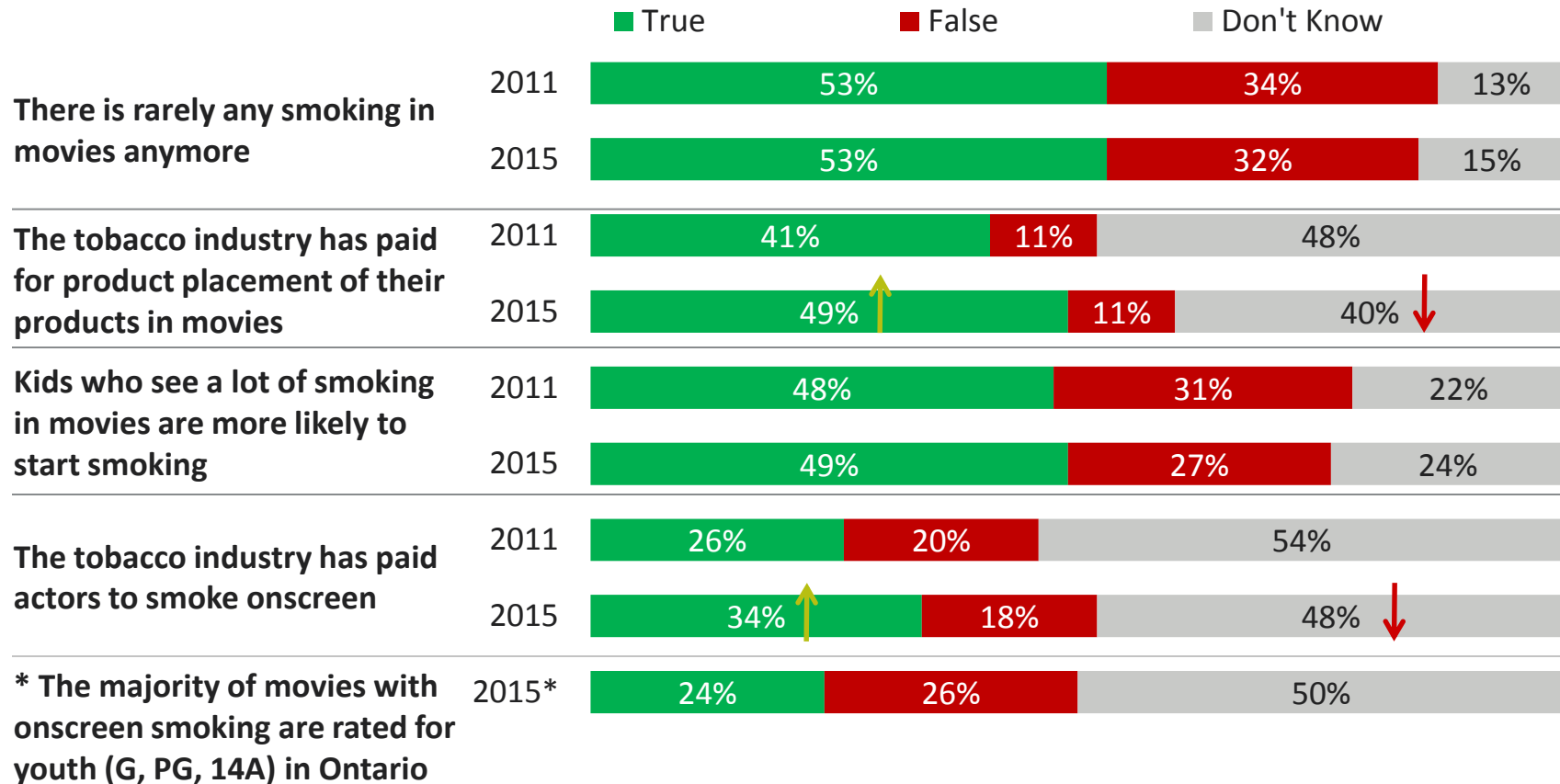
\*Added in 2015

Q1. Over the past 12 months how often did you notice smoking in movies?

Base: All respondents 2011 (n=812); 2015 (n=970); Central West Parents (n=350); North East Parents (n=50)

## PERCEPTION OF SMOKING IN MOVIES

Compared to 2011, Ontarians are more likely to believe that the tobacco industry has paid for both product placement within movies as well as for actors to smoke onscreen. These changes are driven by a decrease in those who said they did not know whether the statements were true.



Q2. To the best of your knowledge, is it true or false that...?  
Base: All respondents 2011 (n=812); 2015 (n=970)

\*Added in 2015

## PERCEPTION OF SMOKING IN MOVIES - DEMOGRAPHICS

Older respondents are least likely to think the tobacco industry has paid for product placement within movies or for actors to smoke onscreen; men are more likely than woman to believe the latter statement is true. Older respondents (55+) are significantly more likely than all other ages to agree that there is rarely smoking in movies anymore.

% True	GENDER			AGE		
	Total	Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	n=970	n=454	n=516	n=278	n=446	n=246
There is rarely any smoking in movies anymore	53%	52%	53%	33%	52% <sub>C</sub>	70% <sub>CD</sub>
The tobacco industry has paid for product placement of their products in movies	49%	49%	48%	56% <sub>E</sub>	54% <sub>E</sub>	36%
Kids who see a lot of smoking in movies are more likely to start smoking	49%	51%	47%	54%	48%	47%
The tobacco industry has paid actors to smoke onscreen	34%	38% <sub>B</sub>	29%	47% <sub>DE</sub>	37% <sub>E</sub>	18%
The majority of movies with onscreen smoking are rated for youth (G, PG, 14A) in Ontario	24%	28% <sub>B</sub>	21%	35% <sub>DE</sub>	24% <sub>E</sub>	16%

Q2. To the best of your knowledge, is it true or false that...?

Base: All respondents (n=970)

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## PERCEPTION OF SMOKING IN MOVIES – DEMOGRAPHICS CON’T

Parents are more likely to be aware of the tobacco industry’s financial influence and the prevalence of smoking in movies rated for youth than Ontarians as a whole. Residents in the North are more likely than those in Southwest Ontario to think the majority of movies with onscreen smoking are rated for youth.

% True	REGION							
	Total	PARENTS		GTA	Central	East	Southwest	North
		CW	NE					
		G	H	M	P	Q	R	S
Base: All respondents	n=970	n=350	n=50*	n=386	n=79	n=72	n=347	n=86
There is rarely any smoking in movies anymore	53%	50%	57%	51%	54%	54%	53%	58%
The tobacco industry has paid for product placement of their products in movies	49%	57% ↑	68% ↑	46%	51%	49%	52%	51%
Kids who see a lot of smoking in movies are more likely to start smoking	49%	47%	59%	49%	53%	50%	45%	58%
The tobacco industry has paid actors to smoke onscreen	34%	42% ↑	48% ↑	32%	34%	29%	37%	37%
The majority of movies with onscreen smoking are rated for youth (G, PG, 14A) in Ontario	24%	32% ↑	37% ↑	25%	24%	22%	22%	34% <sub>R</sub>

\*Small base size

Q2. To the best of your knowledge, is it true or false that...?

Base: All respondents (n=970)

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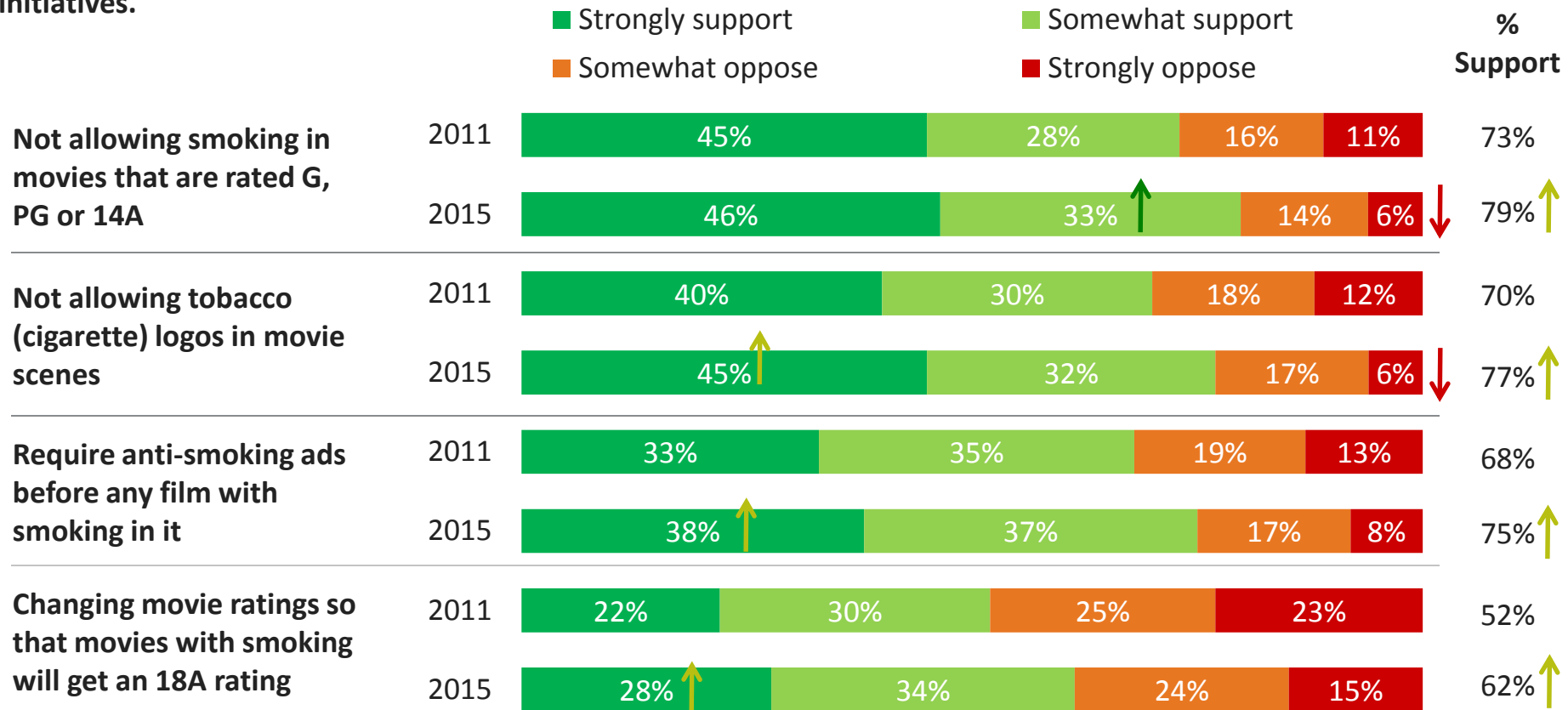
↑ Indicates significantly higher than total

GAME CHANGERS



## PUBLIC SUPPORT OF POLICY INITIATIVES (UNAIDED)

Support for all policy initiatives has significantly increased since 2011. Support for changing movie ratings so that movies with smoking will get an 18A rating has increased the most (10 points) but remains the least supported of all initiatives.



Q3. To what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies?

Base: All respondents (n=970)

## PUBLIC SUPPORT OF POLICY INITIATIVES (UNAIDED) - DEMOGRAPHICS

Overall, women are more supportive of all initiatives compare to men; particularly, not allowing smoking in movies that are rated 14A or lower, as well as removing tobacco logos onscreen. There are limited differences in support by age with those 55+ having less support for anti-smoking ads than 18-34 year olds.

% Support	Total	GENDER		AGE		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	n=970	n=454	n=516	n=278	n=446	n=246
<b>Not allowing smoking in movies that are rated G, PG or 14A</b>	79%	76%	83% <sub>A</sub>	80%	79%	80%
<b>Not allowing tobacco (cigarette) logos in movie scenes</b>	77%	71%	81% <sub>A</sub>	74%	78%	77%
<b>Require anti-smoking ads before any film with smoking in it</b>	75%	73%	77%	79% <sub>E</sub>	75%	71%
<b>Changing movie ratings so that movies with smoking will get an 18A rating</b>	62%	59%	65%	61%	63%	61%

Q3. To what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies?

Base: All respondents (n=970)

PUBLIC SUPPORT OF POLICY INITIATIVES (UNAIDED) –  
DEMOGRAPHICS CON'T

There are limited regional differences regarding support of the policy initiatives.

% Support	Total	PARENTS		REGION				
		CW	NE	GTA	Central	East	Southwest	North
		G	H	M	P	Q	R	S
Base: All respondents	n=970	n=350	n=50*	n=386	n=79	n=72	n=347	n=86
<b>Not allowing smoking in movies that are rated G, PG or 14A</b>	79%	80%	87%	78%	79%	74%	81%	87%
<b>Not allowing tobacco (cigarette) logos in movie scenes</b>	77%	79%	84%	76%	73%	74%	77%	85%
<b>Require anti-smoking ads before any film with smoking in it</b>	75%	79%	80%	78%	68%	69%	75%	74%
<b>Changing movie ratings so that movies with smoking will get an 18A rating</b>	62%	67%	70%	61%	61%	53%	64%	71% <sub>Q</sub>

\*Small base size

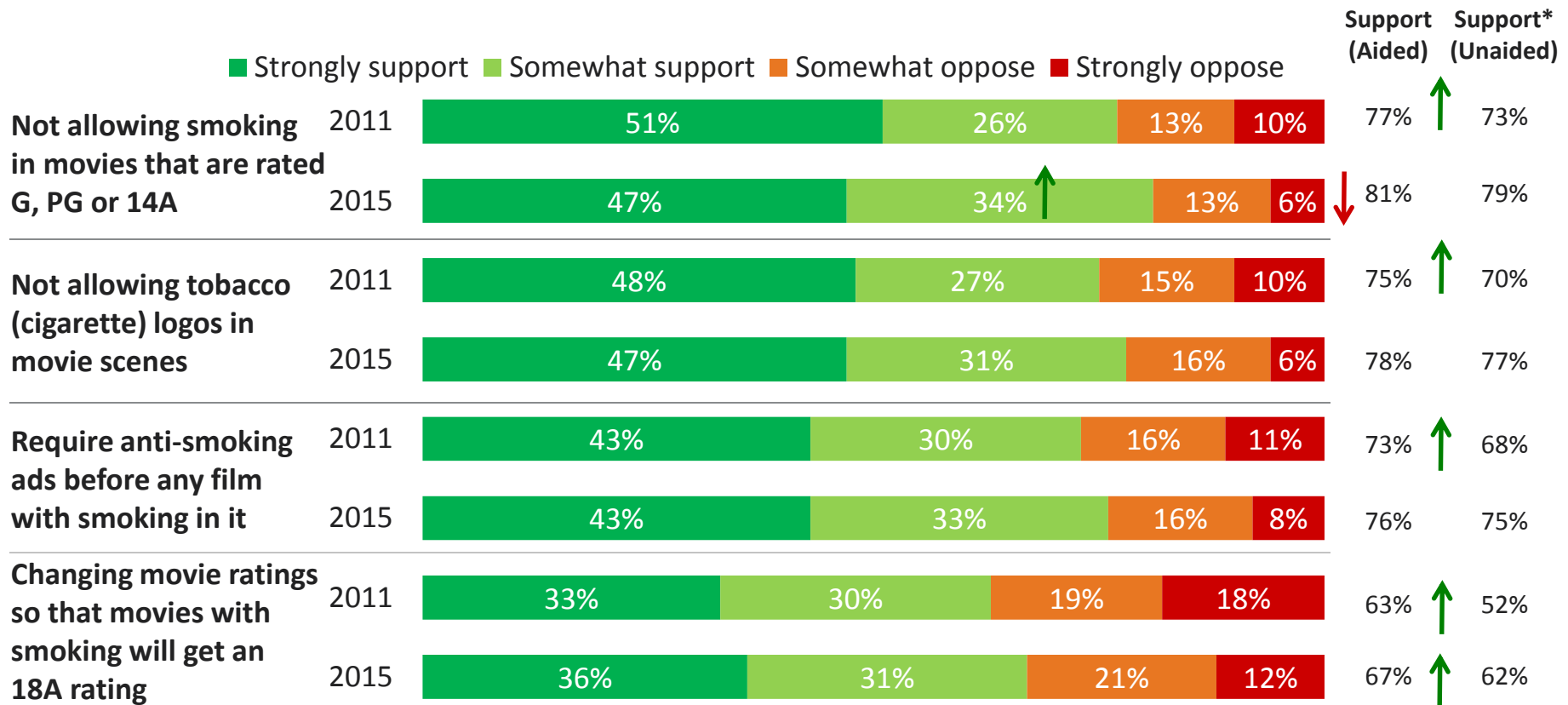
Q3. To what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies?

Base: All respondents (n=970)



## PUBLIC SUPPORT OF POLICY INITIATIVES (AIDED)

After informing respondents that an estimated 185,000 kids began smoking as a result of exposure to smoking in movies, support for nearly all policy initiatives increased directionally.



\*Significant differences shown between aided/unaided support within each year

Q4. A significant amount of research examining the amount of smoking in movies and its impact on youth smoking has shown the more kids and teens see smoking the more likely they are to start. It is estimated that at least 185,000 children and teens aged 0-17 living in Ontario today will be recruited to cigarette smoking by their exposure to onscreen smoking; to what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies

Base: All respondents 2011 (n=812); 2015 (n=970)

## PUBLIC SUPPORT OF POLICY INITIATIVES (AIDED) - DEMOGRAPHICS

Women are more likely than men to support all initiatives following exposure to the background information. There are no differences in support for the various policy initiatives by age.

% Support	Total	GENDER		AGE		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	n=970	n=454	n=516	n=278	n=446	n=246
<b>Not allowing smoking in movies that are rated G, PG or 14A</b>	81%	77%	84% <sub>A</sub>	85%	79%	79%
<b>Not allowing tobacco (cigarette) logos in movie scenes</b>	78%	72%	83% <sub>A</sub>	77%	78%	78%
<b>Require anti-smoking ads before any film with smoking in it</b>	76%	72%	79% <sub>A</sub>	77%	75%	75%
<b>Changing movie ratings so that movies with smoking will get an 18A rating</b>	67%	62%	71% <sub>A</sub>	68%	67%	66%

Q4. A significant amount of research examining the amount of smoking in movies and its impact on youth smoking has shown the more kids and teens see smoking the more likely they are to start. It is estimated that at least 185,000 children and teens aged 0-17 living in Ontario today will be recruited to cigarette smoking by their exposure to onscreen smoking; to what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies

Base: All respondents (n=970)

## PUBLIC SUPPORT OF POLICY INITIATIVES (AIDED) – DEMOGRAPHICS CON'T

Support for the initiatives among Central West parents mirrors that of the total while parents in North East Ontario have slightly higher levels of support. Ontarians in the North are more likely to agree that smoking in movies rated 14A or lower should not be allowed compared to those in the East.

% Support	PARENTS			REGION				
	Total	CW	NE	GTA	Central	East	Southwest	North
		G	H	M	P	Q	R	S
Base: All respondents	n=970	n=350	n=50*	n=386	n=79	n=72	n=347	n=86
<b>Not allowing smoking in movies that are rated G, PG or 14A</b>	81%	81%	87%	81%	86%	72%	80%	88% <sub>Q</sub>
<b>Not allowing tobacco (cigarette) logos in movie scenes</b>	78%	79%	80%	78%	74%	72%	79%	81%
<b>Require anti-smoking ads before any film with smoking in it</b>	76%	77%	84%	76%	68%	72%	78%	77%
<b>Changing movie ratings so that movies with smoking will get an 18A rating</b>	67%	72%	81%	67%	66%	60%	67%	76%

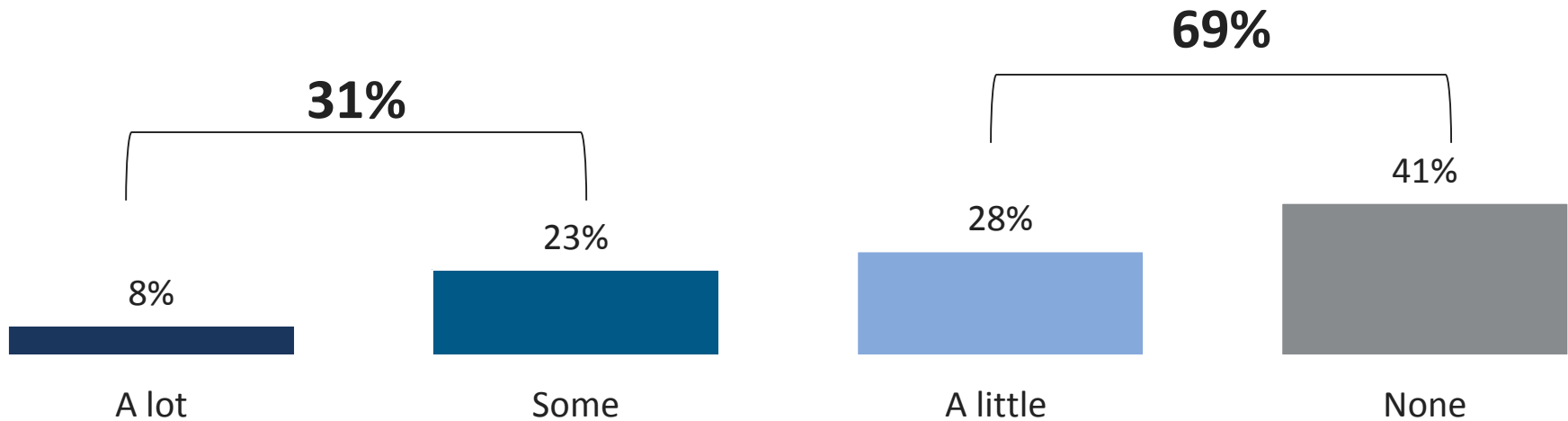
\*Small base size

Q4. A significant amount of research examining the amount of smoking in movies and its impact on youth smoking has shown the more kids and teens see smoking the more likely they are to start. It is estimated that at least 185,000 children and teens aged 0-17 living in Ontario today will be recruited to cigarette smoking by their exposure to onscreen smoking; to what extent would you support/oppose each of the following policy initiatives aimed to reduce the impact of smoking in movies

Base: All respondents (n=970)

## PREVIOUS KNOWLEDGE OF IMPACT OF SMOKING IN MOVIES ON KIDS AND TEENS

Three in ten report to have seen, read, or heard about the impact of smoking in movies on kids and teens while seven in ten say they know a little or nothing about the topic.



Q5. Prior to this survey how much have you seen, read, or heard about the impact of smoking in the movies on kids and teens?

Base: All respondents (n=970)

## PREVIOUS KNOWLEDGE OF IMPACT OF SMOKING IN MOVIES ON KIDS AND TEENS - DEMOGRAPHICS

Ontarians aged 18-34 are more likely than those aged 35+ to report having previous exposure to information regarding the impact of smoking in movies on kids and teens.

	Total	GENDER		AGE		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	n=970	n=454	n=516	n=278	n=446	n=246
<b>A lot</b>	8%	10%	7%	15% <sub>DE</sub>	8% <sub>E</sub>	3%
<b>Some</b>	23%	24%	21%	31% <sub>E</sub>	27% <sub>E</sub>	11%
<b>A little</b>	28%	29%	27%	25%	26%	33% <sub>D</sub>
<b>None</b>	41%	37%	44%	28%	39% <sub>C</sub>	53% <sub>CD</sub>
SUMMARY						
<b>A lot/Some</b>	31%	34%	29%	47% <sub>DE</sub>	35% <sub>E</sub>	14%
<b>A little/None</b>	69%	66%	71%	53%	65% <sub>C</sub>	86% <sub>CD</sub>

Q5. Prior to this survey how much have you seen, read, or heard about the impact of smoking in the movies on kids and teens?

Base: All respondents (n=970)

## PREVIOUS KNOWLEDGE OF IMPACT OF SMOKING IN MOVIES ON KIDS AND TEENS – DEMOGRAPHICS CON'T

Respondents in Northern Ontario have the highest levels of previous exposure to the issue particularly compared to those in Central and Southwestern Ontario.

% True	Total	PARENTS		REGION				
		CW	NE	GTA	Central	East	Southwest	North
		G	H	M	P	Q	R	S
Base: All respondents	n=970	n=350	n=50*	n=386	n=79	n=72	n=347	n=86
<b>A lot</b>	8%	11%	17%	8%	8%	10%	7%	13%
<b>Some</b>	23%	29%	37%	25%	17%	23%	19%	32% <sub>PR</sub>
<b>A little</b>	28%	25%	46% <sub>G</sub>	23%	37% <sub>M</sub>	26%	31% <sub>M</sub>	40% <sub>M</sub>
<b>None</b>	41%	36% <sub>H</sub>	-	44% <sub>S</sub>	38% <sub>S</sub>	42% <sub>S</sub>	43% <sub>S</sub>	15%
SUMMARY								
<b>A lot/Some</b>	31%	39%	54%	33% <sub>R</sub>	25%	32%	26%	45% <sub>PR</sub>
<b>A little/None</b>	69%	61%	46%	67%	75% <sub>S</sub>	68%	74% <sub>MS</sub>	55%

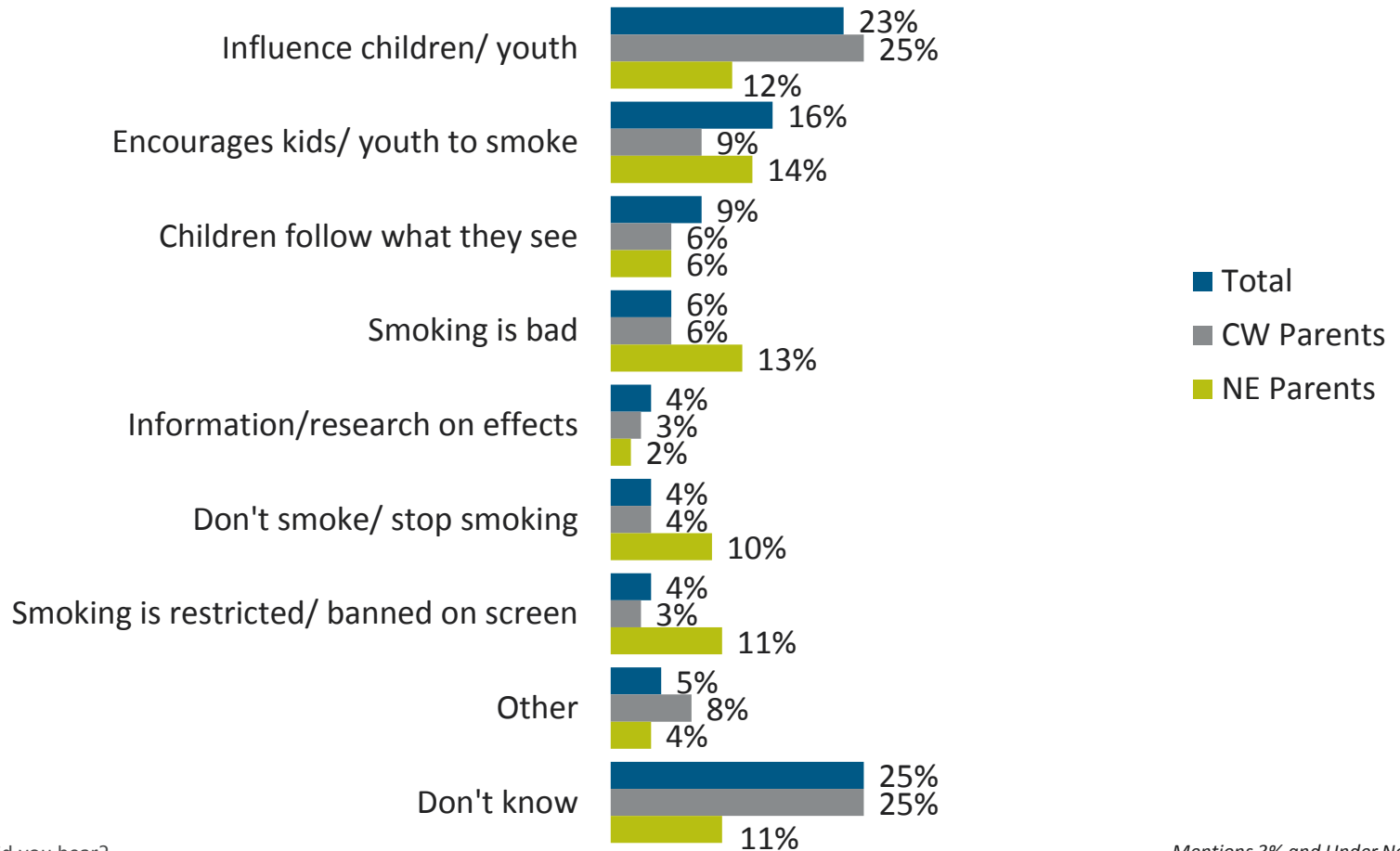
\*Small base size

Q5. Prior to this survey how much have you seen, read, or heard about the impact of smoking in the movies on kids and teens?

Base: All respondents (n=970)

## SPECIFIC INFORMATION SEEN, READ, OR HEARD

Ontarians cite a variety of things heard.



Q6. What information did you hear?

Base: Seen, read, or heard about the impact of smoking in the movies on kids and teens Total (n=585); Central West Parents (n=225); North East Parents (n=50)\*

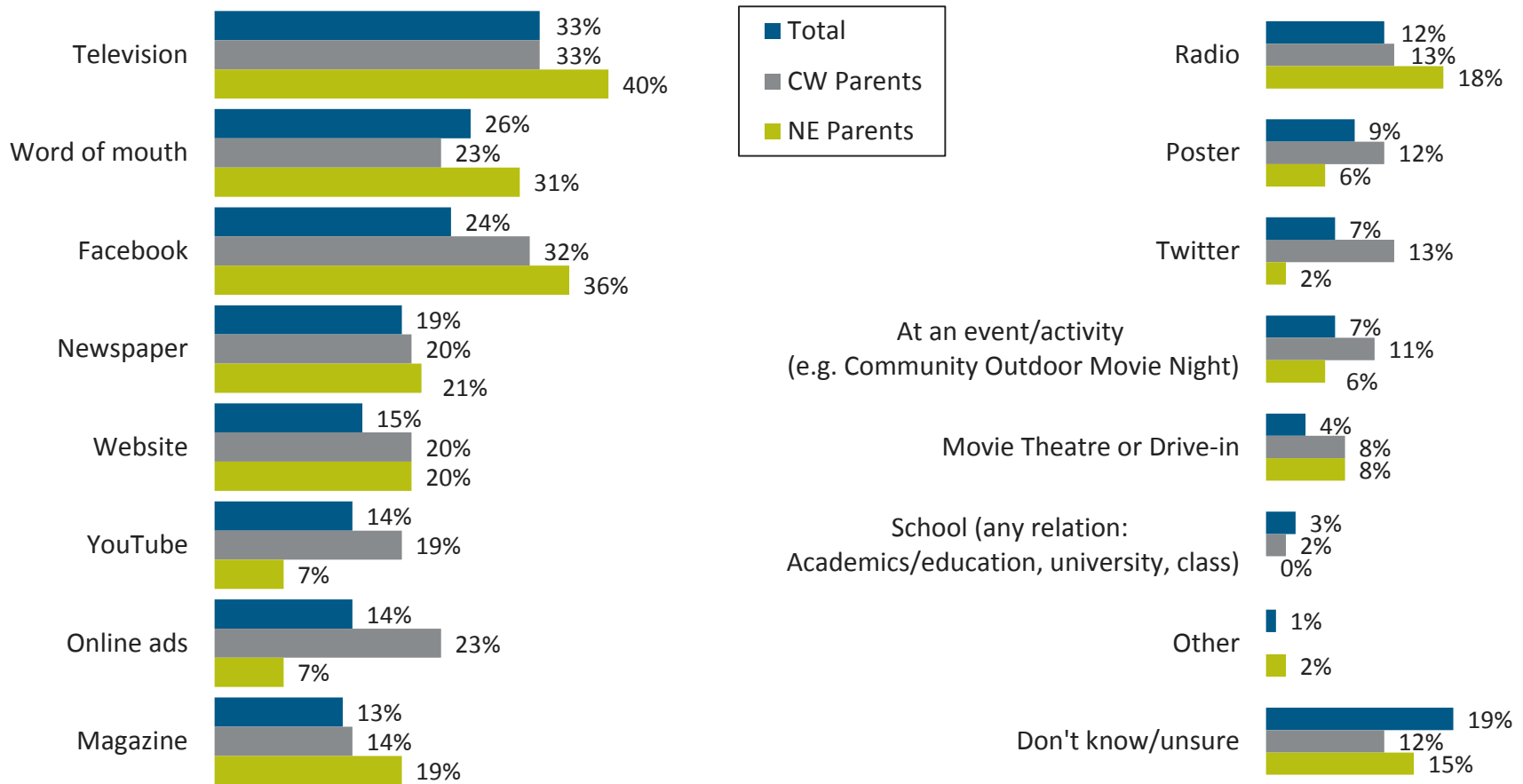
Note: Open-ended question. Answers were categorized based on participants' responses. Respondents able to provide more than response in comment.

Mentions 3% and Under Not Shown

\*Small base size

## SOURCE OF INFORMATION

A wide range of mediums are reported to be the source of information on the impact of smoking on youth; television, however, is the most common mention.



Q7. And, where did you see or hear this information?

Base: Seen, read, or heard about the impact of smoking in the movies on kids and teens Total (n=585); Central West Parents (n=225); North East Parents (n=50)\*

\*Small base size

Note: A list of options were provided and participants were able to click all that applied, allowing them to select more than one option.



# DEMOGRAPHICS

# DEMOGRAPHICS

Gender	
Male	48%
Female	52%
Age	
18-34	28%
35-54	38%
55+	33%
Region	
GTA	47%
Central	10%
East	9%
Southwest	26%
North	8%
Education	
<High School	5%
High School	19%
Post Secondary	41%
University Graduate	35%

Income	
<\$40K	21%
\$40K - <\$60K	15%
\$60K - <\$100K	28%
\$100K+	23%
Employment	
Self employed	6%
Unemployed and not looking for a job/Long-term sick or disabled	5%
Full-time parent, homemaker	6%
Retired	21%
Student	5%
Prefer not to answer	2%

# REGION DEFINITIONS

<b>Central Ontario</b>
Hastings
Prince Edward
Northumberland
Peterborough
Kawartha Lakes
Dufferin
Simcoe
Muskoka
Haliburton
<b>East Ontario</b>
Stormont, Dundas and Glengarry
Prescott and Russell
Ottawa
Leeds and Grenville
Lanark
Frontenac
Lennox and Addington
Renfrew
<b>GTA</b>
Toronto
Durham
York
Peel
Halton

<b>Northern Ontario</b>
Nipissing
Parry Sound
Manitoulin
Sudbury
Greater Sudbury
Timiskaming
Cochrane
Algoma
Thunder Bay
Rainy River
Kenora
<b>Southwest Ontario</b>
Wellington
Hamilton
Niagara
Haldimand-Norfolk
Brant
Waterloo
Perth
Oxford
Elgin
Chatham-Kent
Essex
Lambton
Middlesex
Huron
Bruce
Grey

## Central West

Brant County  
Haldimand Norfolk  
Halton Region  
City of Hamilton  
Niagara Region  
Waterloo Region  
Wellington, Dufferin, Guelph

## North East

Sudbury & District Health Unit  
Algoma Public Health  
Porcupine Health Unit  
Timiskaming Health Unit  
North Bay Parry Sound District Health Unit