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Tobacco sales policies for the 21st century: Is the public on board?

In a study of 1,607 adults in Ontario ("Q2000" see below), it was found that:

- 89% think sales regulations should be at least as strict for cigarettes as for alcohol
- 76% think cigarettes should be kept under the counter in stores

In addition:

- more than two-thirds think fewer stores should sell cigarettes and that these should be regulated
- a majority (51%) think cigarettes shouldn't be sold in grocery stores

Support for new tobacco policies is more probable among:

- women
- nonsmokers
- people who know more about the health effects of active and passive smoking
- people who believe that the government has a responsibility for health promotion programs and policies
- people who think the tobacco industry rarely if ever tells the truth

[Joanna Cohen](#)^{1,2}, [Mary Jane Ashley](#)^{1,2} & Katherine Osterlund. Poster presented at the 7th Annual Meeting of the Society for Research on Nicotine and Tobacco. Seattle, Washington. March, 2001.

¹ Ontario Tobacco Research Unit, University of Toronto, Ontario, Canada

² Department of Public Health Sciences, University of Toronto, Ontario, Canada

"Q2000" (Provincial Survey of Tobacco Use, Knowledge about Health Effects and Attitudes Towards Tobacco Control Measures, 2000)

The "Q2000" is a population-based telephone survey undertaken in Ontario in 2000. The adult population aged 18 years and older was sampled using a two-stage probability-based design. Interviews were conducted by the Institute for Social Research at York University. A total of 1,607 interviews were completed (response rate = 60%). Respondents were asked about:

- smoking behaviours
 - purchasing practices
 - knowledge of health effects of active and passive smoking
 - attitudes and perceptions of the tobacco industry, tobacco control policies and measures to encourage quitting
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¹ Ontario Tobacco Research Unit, University of Toronto, Ontario, Canada

² Department of Public Health Sciences, University of Toronto, Ontario, Canada