



Ipsos Public Affairs



Smoking in Movies

April 2011



Objectives & Methodology

Objectives:

- 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.

Methodology:

- Among Ontarians 18+, 812 interviews were conducted using Ipsos' online omnibus from March 25 to 30, 2011 (results were weighted on region, age, and gender to ensure the sample matched the actual adult population of Ontario). A sample of this size has a margin of error +/-3.1%, 19 times out of 20.



Key Findings

Smoking in Movies

- Half of Ontarians recall having recently seen smoking in movies at least occasionally. This increases among young adults, with close to six in ten recall having seen smoking in movies. However, half also agree that smoking is rarely in movies anymore.
- Overall Ontarians are unsure if exposure to smoking in movies impacts teens, only 48% indicate the statement is true. Likewise, even more are unaware of the role of the tobacco industry in movies.

Support for Policy Initiatives

- All of the policies tested are supported by a majority of Ontarians; smoking should be banned from G, PG and PG14 movies (73%), tobacco logos not being permitted in movies (70%) and anti-smoking ads prior to movies with smoking (68%) receive the highest levels of support.
- Moreover, support for all policy initiatives increases after being told of the effects on teens, particularly support for changing movie ratings.

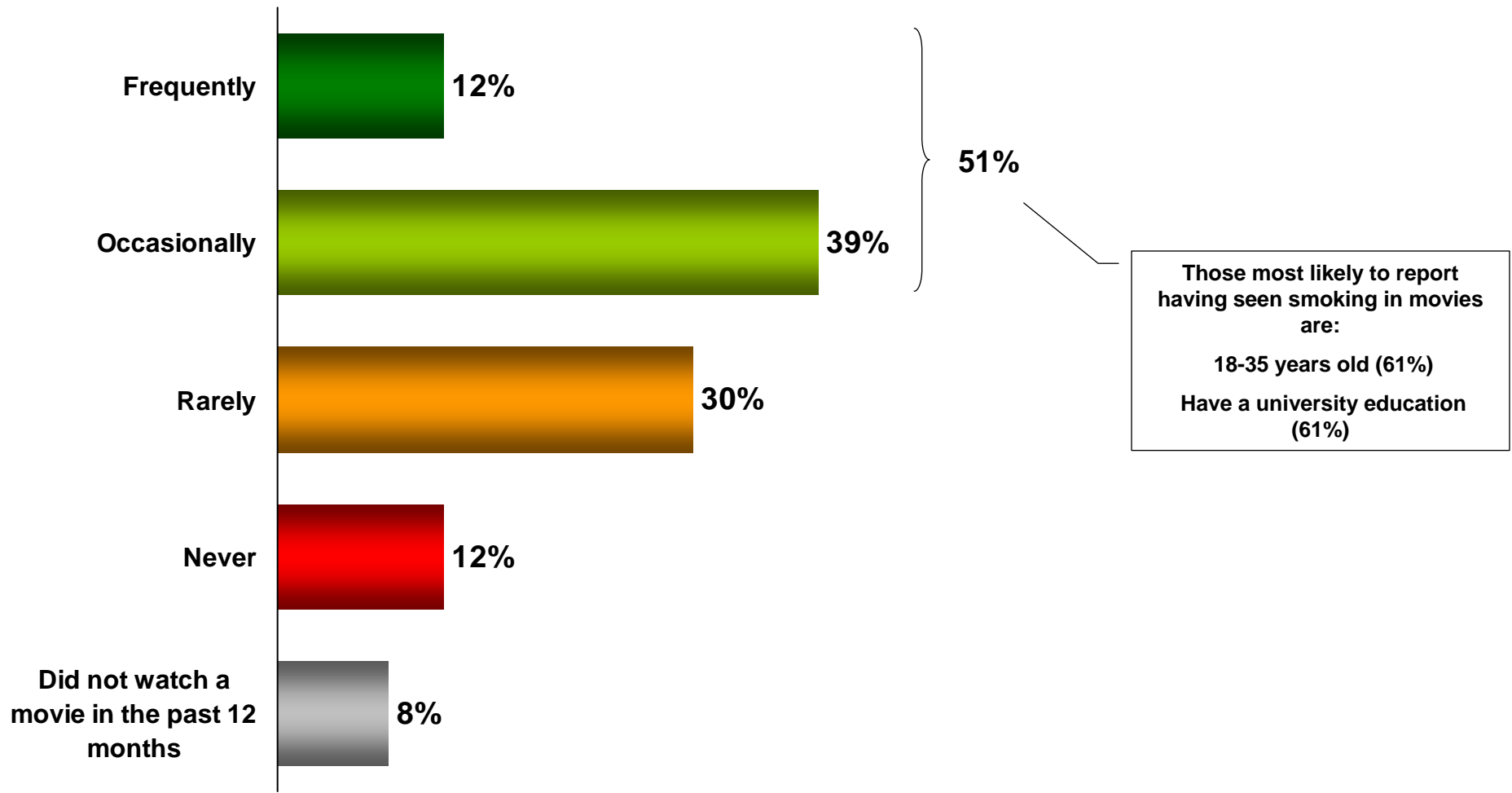


Detailed Findings



Awareness of Smoking in Movies

Half of Ontarians report having recently seen smoking in movies at least occasionally. Young adults are more likely to recall exposure.

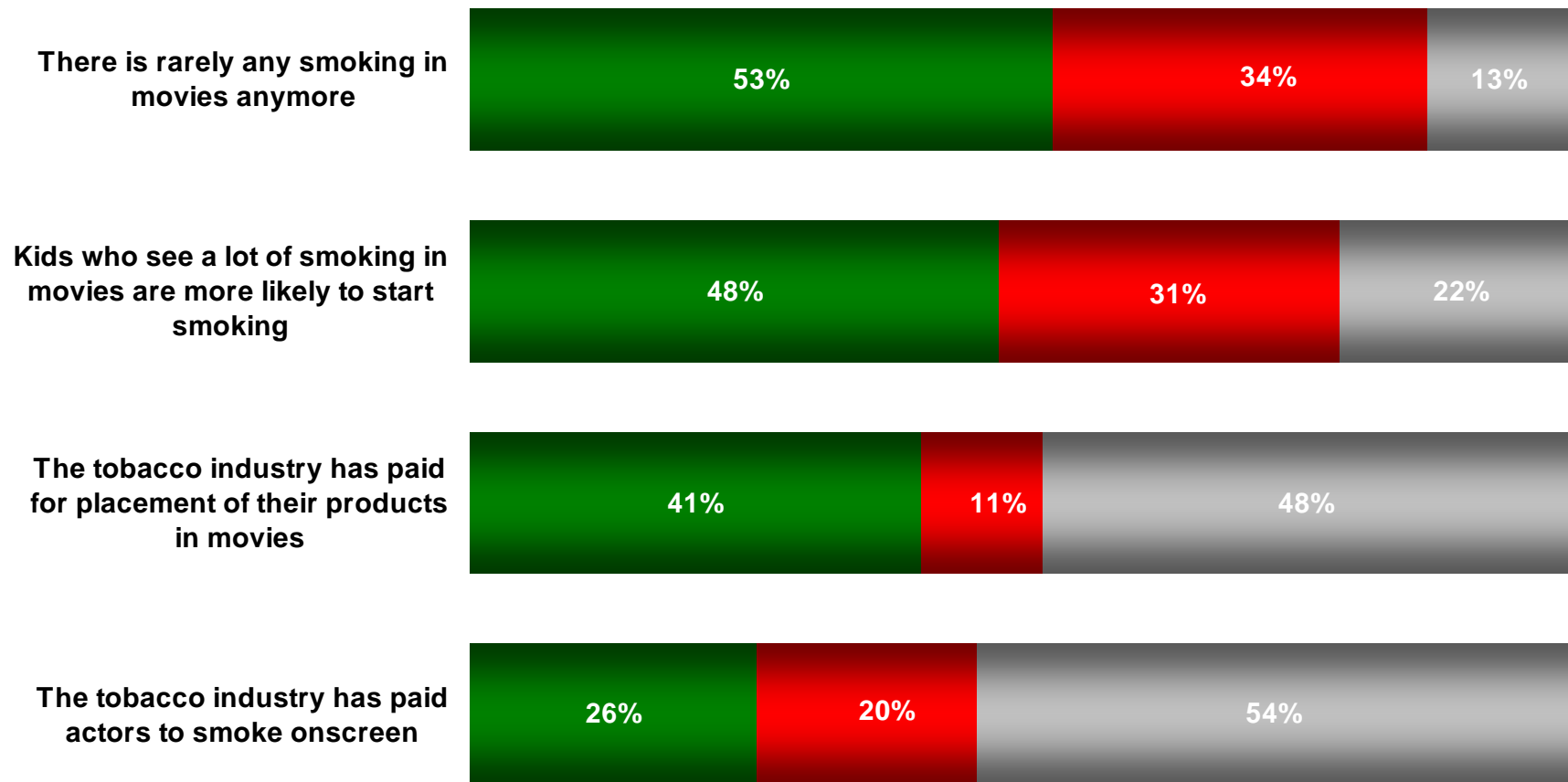




Perception of Smoking in Movies

Awareness of smoking in movies, and the consequences of, is fair at best. Half think there is rarely any smoking in movies anywhere and the same proportion are unsure of a link between exposure and uptake among teens. Moreover, most are unaware of the role of the tobacco industry in movies.

■ True ■ False ■ Don't Know





Perception of Smoking in Movies (by Gender, Age and Region)

Those 35 years and older are more likely to think smoking is rarely in movies anymore, while men and those 18-34 years old are more likely to agree the tobacco industry has paid actors to smoke onscreen. Encouragingly, young adults are more aware of smoking in movies today. Few differences among perception of smoking in movies by region.

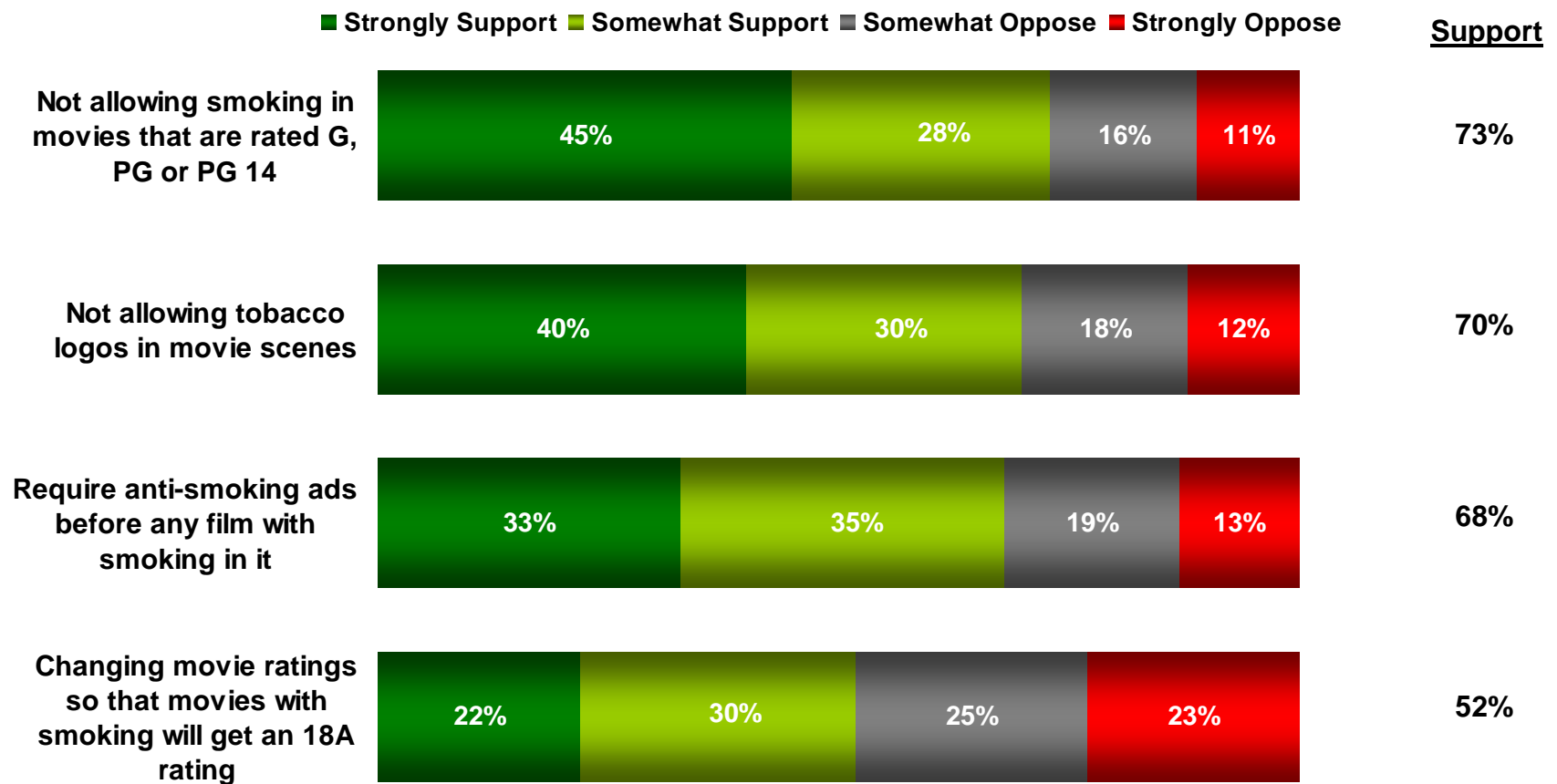
	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
	% True					
There is rarely any smoking in movies anymore	53%	54%	52%	31%	62%	60%
Kids who see a lot of smoking in movies are more likely to start smoking	48%	52%	45%	51%	44%	49%
The tobacco industry has paid for placement of their products in movies	41%	46%	37%	55%	40%	31%
The tobacco industry has paid actors to smoke onscreen	26%	31%	21%	34%	23%	23%

	Total	Region				
		GTA	Central	East	Southwest	North
	% True					
There is rarely any smoking in movies anymore	53%	50%	53%	54%	56%	56%
Kids who see a lot of smoking in movies are more likely to start smoking	48%	50%	42%	46%	46%	51%
The tobacco industry has paid for placement of their products in movies	41%	44%	39%	41%	37%	42%
The tobacco industry has paid actors to smoke onscreen	26%	26%	26%	28%	26%	22%



Public Support of Policy Initiatives

Ontarians generally support each proposed policy change. Banning smoking from movies that are rated G, PG or PG14 received the greatest support, followed by tobacco logos not being permitted in movies and anti-smoking ads prior to movies with smoking.





Public Support of Policy Initiatives (by Gender, Age and Region)

Women, those aged 55+ or Eastern Ontario residents are more likely to support not allowing tobacco logos in movies. Women also have higher levels of support of not allowing smoking in movies, while those age 55+ support changing movie ratings.

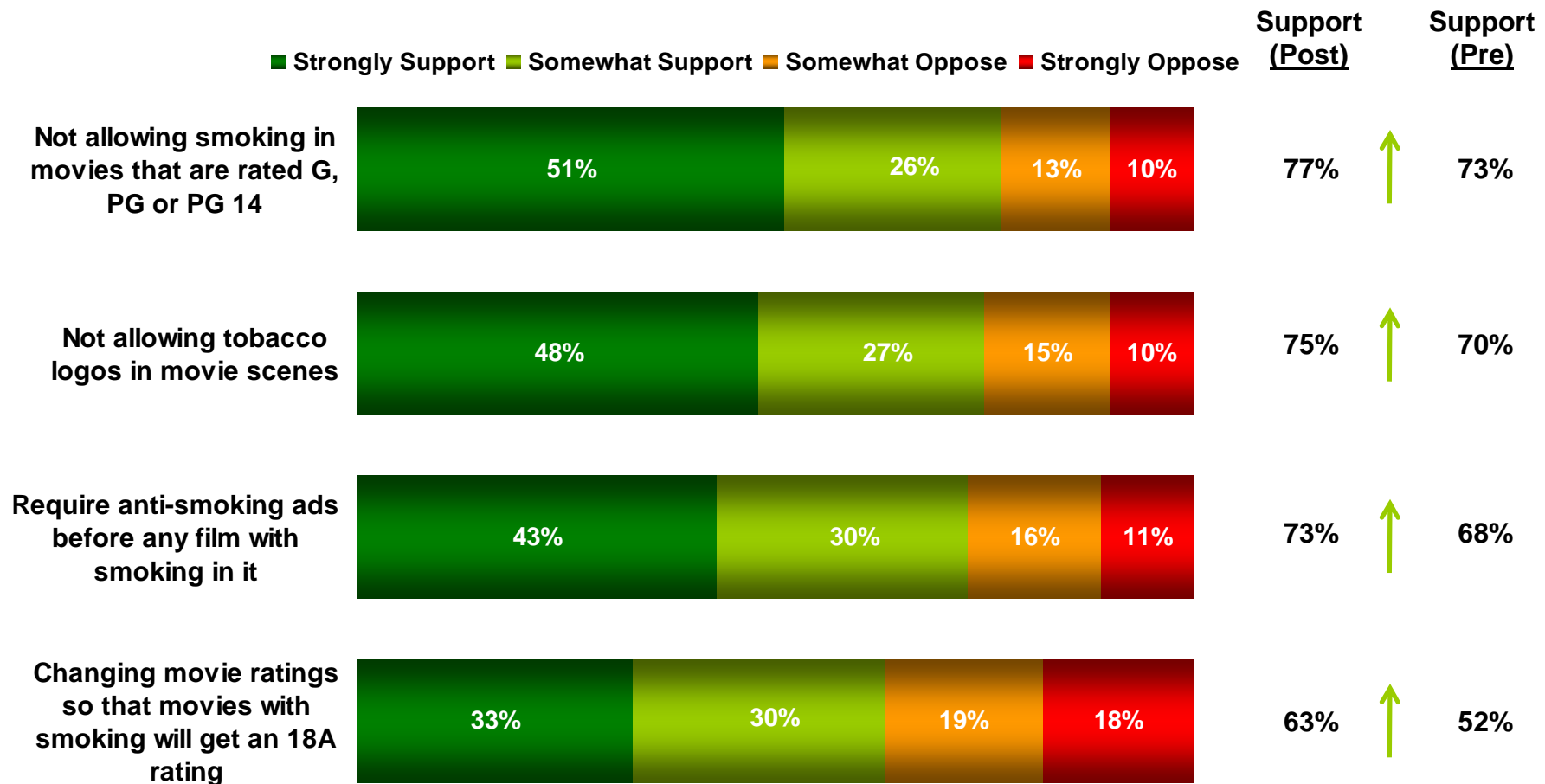
	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
	% Support					
Not allowing smoking in movies that are rated G, PG or PG 14	73%	68%	78%	70%	71%	78%
Not allowing tobacco logos in movie scenes	70%	66%	74%	64%	68%	78%
Require anti-smoking ads before any film with smoking in it	68%	67%	69%	68%	68%	68%
Changing movie ratings so that movies with smoking will get an 18A rating	52%	52%	53%	45%	51%	60%

	Total	Region				
		GTA	Central	East	Southwest	North
	% Support					
Not allowing smoking in movies that are rated G, PG or PG 14	73%	70%	74%	77%	76%	74%
Not allowing tobacco (cigarette) logos in movie scenes	70%	65%	72%	77%	73%	74%
Require anti-smoking ads before any film with smoking in it	68%	69%	63%	65%	70%	67%
Changing movie ratings so that movies with smoking will get an 18A rating	52%	50%	45%	55%	55%	59%



Public Support of Policy Initiatives

After informing respondents that an estimated 130,000 of the 300,000 teenage smokers began smoking as a result of exposure to smoking in movies, support increased for all proposed policy initiatives. Support for changing movie ratings saw the biggest increase.





Public Support of Policy Initiatives (by Gender, Age and Region)

Again, women, those aged 55+ or living in Eastern Ontario are more likely to support various policy initiatives.

	Gender		Age			
	Total	Male	Female	18-34	35-54	55+
	% Support					
Not allowing smoking in movies that are rated G, PG or PG 14	77%	73%	81%	75%	76%	79%
Not allowing tobacco logos in movie scenes	75%	71%	78%	68%	74%	81%
Require anti-smoking ads before any film with smoking in it	73%	70%	76%	73%	70%	76%
Changing movie ratings so that movies with smoking will get an 18A rating	63%	60%	66%	53%	63%	72%

	Region					
	Total	GTA	Central	East	Southwest	North
	% Support					
Not allowing smoking in movies that are rated G, PG or PG 14	77%	76%	72%	79%	79%	75%
Not allowing tobacco logos in movie scenes	75%	72%	70%	80%	76%	79%
Require anti-smoking ads before any film with smoking in it	73%	74%	69%	73%	73%	74%
Changing movie ratings so that movies with smoking will get an 18A rating	63%	62%	55%	64%	65%	67%