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Marketing Regulations—Attitudes and Behaviours

Synthesis of Public Opinion Research

Ontario Tobacco Research Unit

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Introduction

Advertising influences perception of nicotine and tobacco products. This may create different incentives for groups to start using these products. Vaping, for instance, has been marketed as a fun or exciting activity and as a smoking cessation aid. It is important to consider *how* advertising influences perceptions of nicotine and tobacco products; that is, how these products are framed to current and potential consumers and through which mediums they are reached.

This report looks at the types of advertisements and promotional material different populations have been exposed to and how this has influenced perceptions of vaping products, and perceptions of regulations to tackle these concerns. First, we explore which kinds of advertisements different populations have been exposed to. This includes the content of the advertisements and where they were seen or heard. Then, we look at public perceptions of vaping products. This includes the features of vaping products, vaping as a smoking cessation aid, and the social benefits tied to vaping use. Next, we will turn to public opinion on proposed vaping regulations. Lastly, we look at spending habits of both vapers and smokers to explore the influence of cost on use of either product.

Methodology

This report stems from analysis of public opinion research data. Recent public opinion data had been pulled from [Health Canada's database](#), along with two private polls from The Angus Reid Institute and Research Co. A total of 23 reports were found and reviewed for this report. In the end, 10 of these were relevant and used in this report.

The authors of this report used an iterative approach to data extraction, reviewing articles multiple times and making amendments where necessary. First, reports were reviewed and key findings highlighted. Reports were then re-reviewed to look for data points missed upon first read-through and to evaluate relevance of data already highlighted. All relevant data were extracted. Data were then organized according to theme which, like the data extraction process, was iterative. Themes were created, re-named, and data re-organized as the report developed. The public opinion research was reviewed one final time to find other relevant pieces of data that might fit in with the themes in their most recent form.

Notes to the Reader:

- Public opinion research reports will be described when first mentioned in this report. This is to ensure the reader understands important background information such as method of data collection and the populations part of the research sample. Once initially described, opinion research will be referenced using both standard APA and Vancouver formats. Sources used in this report will be included in the reference list using the APA format. Vancouver in-text citations refer to sources as listed in a chart presented in Appendix A. This chart includes key details from each reviewed research report. In this report, the authors use both formats simultaneously and interchangeably.
- Definitions of key terms were drawn from reports. Some definitions were used inconsistently between reports. Below is a list of key terms relevant to this document. Citations are included in the case of a term with inconsistent definitions or to clarify the term definition with a direct quote from a report.

Key Terms

Regular Users (e.g. regular smokers/regular vapers) - those who smoked/vaped at least once a week for the past four weeks [3,15]. Some reports did not explicitly define this term.

- Daily Users (e.g. daily smokers/daily vapers) - those who smoke or vape every day
- Occasional users (e.g. occasional smokers/occasional vapers) or Infrequent users (infrequent smokers/vapers) - these were not used consistently across all polls but denoted non-daily use. Some polls [3,5,15] only made reference to occasional users (i.e. those who did smoke or vape but not on a daily basis). Others [21,22] identified occasional users as those who have used an e-cigarettes within the past 30 days but not daily and infrequent users as those who have not used an e-cigarette over the past 30 days. [6] made a distinction between occasional and infrequent vapers but did not clarify how they were different. Terms will be used in accordance with their sourced report.

One-Time Users (e.g. one-time smokers/one-time vapers) – those who have smoked/vape one time over the course of their lifetime

Ever Users (e.g. ever smokers/ever vapers) – those who have ever tried a cigarette/e-cigarette

Dual Users – those who currently smoke and vape daily or occasionally

Non-Users (e.g. non-smokers/non-vapers) - those who do not currently smoke/vape

- Never-Users (e.g. never-smokers/never-vapers) – those who have never smoked/vaped. In particular, one poll [3] defined *never* smokers as those who are “not currently smoking and have not smoked 100 cigarettes over their lifetime” (p.5)
- Former Users (e.g. former smokers/former vapers) – those who were not smokers/vapers at the time research was conducted but have used either in the past. In particular, one poll [3] defined *former smokers* as those who are “not currently smoking, but have smoked 100 cigarettes over their lifetime” (p.5)

Findings

Reasons for Vaping

Features of Vaping Products

Envionics Research completed a report in March 2019 that looked at vaping attitudes and behaviours of Canadian vapers aged 15 years and older [3]. They touched on knowledge of vaping products, products used by vapers, and vaping behaviours more broadly. Data was collected through an online survey between February 4 and 26, 2019. Participants included youth vapers (age 15-19), young adult vapers (age 20-24), and adult vapers (age 25+). The survey received responses from 2027 participants.

In 2017, Phoenix Strategic Perspectives Inc. (Phoenix SPI) explored Canadians' perceptions of e-cigarette flavours and associated harms with e-cigarette use with a special focus on younger demographics [22]. The study used qualitative and quantitative research methods. The qualitative phase ran 12 focus groups across Toronto, Montreal, and Vancouver. In each city, two groups were run with vapers and two with non-vapers. Youth (age 15-19) and young adults (age 20-24) participated in this research. The survey sample was drawn from Research Now's online panel of Canadians between the ages of 15-24. The sample consisted of 1509 participants.

Regular vapers claim that the best feature of their vape device is that it is easy to use (with 70% in agreement) [3]. Respondents also say that they enjoy the different vaping flavours (55%), size (54%), and the device's colour (30%) [3]. The same report found that ease of use tends to be more important for those of legal age to vape [3], while those below the legal age prioritize vaping flavours, device colours, and their ability to do tricks with their vaping device [3]. Other positive features identified by both vapers and non-vapers include convenience (e.g. ability to use vape indoors; 22) and absence of undesirable smells [22].

Smoking Cessation Aid

In 2018, Corporate Research Associates Inc. conducted qualitative research to explore opinions on regulations for vaping labels [6]. The research relied on multiple phases, however, only the

first is relevant to the current report. For this phase, participants were recruited for focus groups in Toronto, Vancouver, and Montreal between March 19 and 26, 2018. In each city, researchers held one focus group with vapers and one with smokers. All participants were aged 18 or older. Fifty-three (53) participants took part in this phase.

In 2019, Environics Research completed a report that looked at attitudes and behaviours relating to vaping and tobacco use [15]. Data was collected between May 27 and June 25, 2019. Participants were Canadian vapers aged 15 and older. A total of 2043 participants were included study.

Among smokers and vapers, vaping is seen as a healthier and more socially-accepted alternative to smoking [6]. Indeed, focus group participants in Phoenix SPI (2017) [22] recalled seeing advertisements that posture vaping as a smoking cessation aid [22]. Nearly half of dual users picked up vaping to reduce cigarette use or quit smoking altogether [6,15,19,22], and a majority of former smokers vaped to quit smoking and to switch to a safer alternative to smoking [3,15]. The view that vaping can be used to cut down on smoking seems universal as many dual users claimed they were advised to do this by friends, classmates, vape shops, and even doctors and pharmacists [15].

Social Benefits

Phoenix SPI completed a 2018 report to determine groups at-risk for smoking and vaping use [21]. The report relied on qualitative and quantitative research. For the quantitative stage, 8 focus groups and 8 triads (groups of three) were used with smokers/vapers and non-smokers/non-vapers. Four focus groups were held in Toronto and four in Montreal: one with smokers/vapers (age 20-24), one with non-smokers/non-vapers (age 20-24), one with smokers/vapers (age 16-19), and one with non-smokers/non-vapers (age 16-19). Four triads were held with non-smokers and non-vapers: two in Toronto and two in Montreal. Four triads were held at a later date, two in Toronto and two in Ottawa with smokers and vapers. Triad participants were between the ages 13-15. Survey participants were selected from the Asking Canadians online panel. Participants were between the ages of 13 and 24. A total of 3004 participants were used.

Some vaping advertisements have framed vaping as a social activity. These include vaping

lifestyle information (e.g. from Instagram influencers), vaping competitions, and vaping expos/meet-ups/conventions, and ads that otherwise demonstrate the “fun” side of vaping [3,22]. Consumers, particularly younger populations, see vaping as having social benefits and some are incentivized to vape because of these reasons. Youth and young adult populations are encouraged to vape because they see it as a social activity and as something fun and exciting to do [3,15,22]. Some non-vapers said they might want to try vaping because it looks fun and exciting (22%) and because their friends also vape (16%) [21].

Advertisements and Promotional Materials

In 2018, Environics Research Group shared a report looking at attitudes and behaviours related to vaping from Canadian vapers and those who have ever vaped aged 15 and older [19]. Data was collected between December 2017 and February 2018. Researchers used two waves of surveys to collect data: the first had 1312 participants and the second had 950 new respondents and 779 who had also participated in the first wave. Between the two waves, a total of 3041 surveys were completed for this research.

Across age demographics, friends were most commonly the source of first-time exposure to e-cigarettes, however, all together, various forms of advertising – including social media; news sources such as TV, radio, and newspapers; store signs; and YouTube – introduced many to vaping [19]. Adults age 25 and older reported the most frequent first-time exposure to these sources (approximately 21%), followed by young adults (age 20-24; approximately 19%), and youth (age 15-19; approximately 12%) [19]. This positions advertising as an influence in initial vaping perceptions.

The majority of regular vapers (60%) have been able to recall at least one vaping advertisement or promotion when provided with a pre-determined list [15]. Vaping ads are often distributed through social media, in physical vape shops, and on websites [3,15]. A chart comparing exposure to different advertising sources is presented below in Table 1. Numbers represent the proportion of survey participants who have seen or heard an ad from the listed sources. Participants were able to choose multiple options: Data was extracted from Environics Research (2019a) [3] and Environics Research (2019b) [15]:

Table 1: Location of Advertising or Promotional Material About Vaping

Where did you see or hear this advertising or promotional material?	Environics Research (2019a) [3]	Environics Research (2019b) [15]
Social Media	40%	42%
Vape Shops (physical/not online)	31%	37%
Website	30%	34%
TV/Radio/streaming music services (e.g. Spotify)	25%	16%
Convenience store	25%	25%
Outdoor billboards/posters	14%	13%
Email	14%	16%
Newspaper/magazines	12%	11%
Other store that sells cigarettes	12%	12%
In the mail	11%	8%
Bar	9%	10%
At an event	9%	10%
Pharmacy	9%	7%
Recreational facilities	7%	6%
On/inside taxis/public transit	7%	7%
Other	1%	1%

Out of those who saw ads over social media, 27% were exposed over Facebook, 25% over Instagram, 19% on YouTube, 11% on Snapchat, and 7% on Twitter [15].

Phoenix SPI (2017) reported a list of ad content recalled by vaping and non-vaping focus group participants which included the range of products/devices available, with pictures of vaping devices, the range of fruit flavours available alongside pictures of their corresponding fruit, e-cigarettes as a smoking cessation aid, e-cigarettes as a healthy substitute for cigarettes, ads promising consumers that vaping will not yellow their teeth, ads promoting the fun side of vaping (e.g. vape tricks), and discounts on vaping products [22]. A survey from Envionics Research (2019a) [3] asked vapers 15 and older to recall all the different types of promotional material seen over the past month. Participants were able to record multiple answers. Participants were exposed to advertisements which had information about a particular brand of vaping device (43%), information about vaping devices in general (35%), links to purchase vaping devices online (35%), vaping lifestyle information (e.g. from Instagram influencers; 28%), access codes for discounts on vaping products (19%), instructional vaping content (16%), vaping competitions (15%), and vaping expos/meet-ups/conventions (14%) [3].

Target Audiences

In the Phoenix SPI (2017) focus groups, vapers and non-vapers often agreed that youth and smokers trying to quit are the main target audiences for vaping companies [22]. In comparison, survey participants consider current vapers and people trying to quit smoking as the main targets of vaping ads [15]. Lastly, a survey of dual users, former smokers, and never smokers reported that the majority see people who already vape as the target audience (75%), followed by people who smoke cigarettes and are trying to quit (68%), and people who do not smoke cigarettes or vape (42%) [3].

Vaping as a cessation aid has already been explored in the *Smoking Cessation Aid* subsection in Reasons for Vaping. Marketing directed at younger populations will now be explored here.

Younger demographics have greater exposure to vaping advertisements [3]. Young adult vapers (age 20-24) had the greatest recall of recent vaping advertisements compared to their youth (age 15-19; 63%) and adult counterparts (age 25+; 55%) [15]. Over a thirty-day period, 32% of youth vapers (age 15-19), 37% of young adult vapers (20-24) and 24% of adult vapers (age 25+) had seen or heard advertisements for vaping products [3]. Further, different age demographics have varying exposure to advertisements through social media [19]. Youth and young adult vapers are more likely to see vaping advertisements through social media compared to adult vapers [15, 19]. Over half (54%) of those below the provincial legal age to vape have been exposed to advertisements over social media (although only 36 participants were included in this sample) [3]. Lastly, youth (age 15-19) and young adult vapers (age 20-24) have had more exposure than adult vapers to advertisements that feature vaping lifestyle [3]. The focus group series run in Phoenix SPI (2017) asked participants to comment on non-descript vaping flavours (e.g. “unicorn puke”, “golden ticket”) [22]. Many participants agreed that these names are used to target younger populations [22].

Not only do vaping advertisements frame vaping differently, companies may also target sites accessed by certain audiences. Many vapers believe companies are using social media content to reach customers. Indeed, two different polls found that approximately six in ten vapers (62% and 59%) said they saw social media content that was sponsored by a company [3,15]. It is not

always easy to pick out sponsored content, and companies may use accounts with a high follow rate to promote vaping products. Youth (age 15-19) and young adults (age 20-24) primarily follow their friends and family over social media, however large proportions of these age demographics follow other profiles including music acts (47%), YouTubers (45%), public figures (44%), retail brands (31%), news sites (30%), athletes (29%), Hollywood stars (28%), comedians (28%), social causes (24%), and bloggers (21%) [21]. Some of the above groups may promote vaping through personal content and/or sponsored content.

Attitudes Toward Regulations

Research Co. shared results from a short online survey in 2019 that worked to gather input on e-cigarette regulations, such as flavour bans, and bans in public spaces [11]. Data was collected between October 21 and 23, 2019. One thousand (1000) Canadian adults (age 18+) participated in this survey.

The Angus Reid Institute (2020) surveyed Canadians to determine which regulations, if any, they would be in support of to reduce vaping incidence [18]. The Angus Reid Institute reported disagreement between age groups on their support for a complete ban on vaping products [18]. The majority of Canadians age 55 and older (61%) believe this is a good idea while 53% of millennials disagree [18]. Nine in ten Canadians do, however, support a ban on vaping advertisements in areas with a lot of traffic from younger populations [18]. This might include bus shelters, parks, and digital spaces (e.g. social media) [18]. A majority of Canadians would support stricter regulations on vaping flavours. Polls from Research Co. and the Angus Reid Institute found majority support for bans on flavoured vaping products (57% and 60%, respectively) [11,18]. The Angus Reid Institute survey did, however, observe a generational gap and found this was relatively less supported among those aged 18-34 years [18]. The survey found widespread support (82%) for a restriction on flavoured vaping products to be sold exclusively at adult-only stores to reduce youth access [18].

Focus group participants in Corporate Research Associates Inc. (2018) [6] were asked about labelling information more broadly (e.g. permitted ingredients) of which they gave a mixed response. Some articulated a concern over a lack of vaping regulation and raised questions

about product safety; others suggested this means vaping risks are unknown; and some suggested that a lack of regulations mean vaping is safe to use and does not require regulations [6]. Research Co. found substantial support for vaping products with nicotine to include warning labels identical to cigarette packaging [11].

Spending

Phoenix SPI shared results from a qualitative research project in late 2018 [5]. Data was collected using focus groups between October 29 and November 20 of that same year. A total of 20 focus groups were run with adult current and former smokers (age 25+). Groups were run in Mississauga, Winnipeg, Edmonton, Montreal, and St. John's. Four groups were held in each city – two with current smokers and two with former smokers. A total of 164 people participating in this study.

EnviroNics Research (2019c) explored ways to prevent tobacco use and support tobacco cessation [7]. Researchers relied on both quantitative and qualitative research for this project. First, 510 Canadian adult daily smokers (age 18+) completed an online quantitative survey. Then, an 80-person subsample was used to complete a qualitative journaling exercise to explore daily habits, emotions, and thoughts related to smoking.

Cost is routinely identified among the main considerations in deciding which vaping or smoking products to use or quit using. There are mixed beliefs on the affordability of vaping. Vapers consider the upfront investment in vaping products expensive as the initial purchase can be more than \$50 [6]. The price of liquids, however, is seen as less expensive than cigarettes and are bought less frequently [6]. Despite the high initial cost, vaping is seen by some as cheaper in the long term [6]. Indeed, vapers admitted the lower cost of vaping products was an incentivizing factor to some in choosing to vape rather than smoking cigarettes, although this response was given less frequently than citing feelings of curiosity and wanting to stop smoking [6]. Focus groups run with smokers and vapers separately found that participants in both groups perceived vaping as being more affordable than smoking [6]. On the other hand, some smokers participating in the EnviroNics Research (2019c) [7] qualitative journaling exercise said they believe vaping was too costly.

Two polls looked at average spending on vaping products by current vapers [3,19]. According to Environics Research (2019a) [3], regular vapers spend on average \$48/month on vaping devices and \$54/month on vaping liquids. Spending on vaping liquids varies with vape use. Daily vapers spend on average \$65/month on liquids while non-daily vapers spend approximately \$44/month [3]. Twelve percent of regular vapers spend more than \$100 on vaping devices and liquids [3]. In comparison, [19] reported that a group consisting of daily and occasional vapers spend an average of \$64-\$70/month on vaping devices and \$45-\$47/month on vaping liquids. The initial cost of vaping devices has deterred some occasional users from purchasing a device [6]. This group would be more likely to make the investment with increased vape use and will instead borrow vaping devices from friends [6]. Among current and former smoking populations, 30% said the price on e-cigarettes with nicotine was a reason not to try it [8].

This same study reported that a group of daily and occasional smokers spend an average of \$120/month on cigarettes [19]. On the more extreme end, smokers have lamented their total spending on cigarettes. One participant in a qualitative journaling exercise wrote that they “hate that [they] spend close to 400 dollars a month on it” (p. 32) while referring to their smoking habits [7]. Despite similar average monthly spending habits between vapers and smokers, current vapers point to the cost of cigarettes as a reason for never smoking again [5].

Discussion and Conclusion

It is difficult to determine the exact impact of advertisements on vaping perception and behaviours. We can, however, see noticeable trends within vaping communities and link these to advertising content. In general, advertisements for vaping have been distributed among many different avenues both online and in-person. Younger demographics are more likely to first hear about vaping through their friends than are older demographics. After first-time exposure, social media plays a large role in advertising, especially for youth and young adults, and is the most recalled source. This difference in exposure may stem from a generational gap in social media use.

Both youth and smokers trying to quit are believed to be among the main target audiences of vaping advertisements. Vaping is commonly regarded as a smoking cessation aid and many participants said they first took up vaping to reduce cigarette use. Advertisements have indeed marketed vaping as a cessation aid. It should be noted, however, that health professions (e.g. doctors, pharmacists) have also been reported to recommend vaping as a smoking alternative. Younger populations said they enjoy the fun side of vaping which includes the flavours, the colours, and the tricks they can do with their vapes. Many younger demographics have mentioned that vaping is cool and describe it as a social activity to enjoy with their friends. Unsurprisingly, this maps on well to some of the reported advertisement content such as the available flavours, the ability to do tricks, and various vaping lifestyle information. Perceptions of vaping discussed by both smokers trying to quit and youth speak to the influence of vaping advertisements but also, in the case of smokers trying to quit, influences from credible sources such as health professionals.

Many Canadians seem to have observed a link between marketing and youth uptake and have said they would support efforts to reduce youth access. More than eight in ten Canadians would support restricting flavoured vaping products to adult-only stores and banning advertisements from areas frequented by youth. Canadians gave mixed responses to outright banning vaping. Together, this may suggest that negative opinions of vaping are primarily driven by perceived negative health impacts of vaping on youth.

Although only a small proportion of people have first been exposed to vaping through advertisements and promotional materials, marketing initiatives are common beyond first contact with vaping products for users and non-users alike. Regulating advertisements may serve to limit exposure to populations with the greatest risk of vaping uptake.

References

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- Environics Research. (2019a). *Vapers Panel Survey to Measure Attitudes and Behaviours Regarding Vaping Products: Final Report*. (POR 083-18). Reference number from annotated list: [3].
- Environics Research. (2019b). *Vapers' Panel Survey to Measure Attitudes and Behaviours Regarding Vaping Products*. (POR 141-18). Reference number from annotated list: [15].
- Environics Research. (2019c). *Smoking Behaviour Journey Map*. (POR 119-18). Reference number from annotated list: [7].
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- Phoenix SPI (2018a). *Peer Crowd Analysis and Segmentation for Vaping and Tobacco*. (POR 074-17). Reference number from annotated list: [21].
- Phoenix SPI. (2018b). *Exploratory Research on Smoking Cessation: Final Report*. (POR 054-18). Reference number from annotated list: [5].
- Phoenix SPI. (2017). *Qualitative/Quantitative Research on E-cigarette Flavours and Risk Perception*. (POR 088-16). Reference number from annotated list: [22].
- Research Co. (2019). *Three-in-Four Canadians Back Temporary Ban on Vaping Products. Private Poll*. Reference number from annotated list: [11].

Appendix A – Annotated Resources List

Reference #	Code	Title	Objective	Publish Date	Research Methods	Inclusion Criteria	Sample Size	Author	Timeline	Locations
1	POR 013-18	Break It Off: Tobacco Cessation Creative Concepts Testing	This research aimed to gather feedback on the Break It off campaign, including message effectiveness.	Sep-18	Focus groups (6)	Young adult smokers (age 20-24) living in Canada	n=44	Phoenix SPI	July 24-26, 2018	St. Johns, Montreal, Saskatoon
2	POR 067-18	Qualitative and quantitative research on perceptions of nicotine: final report	The specific objectives of the research were to gather information from Canadians about their knowledge of the health hazards and risks associated with smoking and nicotine, as well as test reactions to the hypothetical concept of a very low nicotine content cigarette. The project was divided into three phases.	Mar-19	Qualitative: Phase one - focus groups (15); Phase Three - focus groups (2); Quantitative: Phase two - surveys	Phase one: youth (16-19) non-smokers; young adult (20-24) non-smokers; and, adult (40-55) smokers. Phase two: youth (aged 13-14), youth (age 15-19), young adults (age 20-24) and smokers. Phase three: youth (16-18) and young adults (19-24) who occasionally vape or may be susceptible to trying it.	Phase one, n=126; Phase two, n=3234; Phase three, n=17	Earnscliffe Strategy Group	Qualitative phase: December 3-6, 2018; follow-up quantitative phase: March 19, 2019; Quantitative phase: February 11-March 7, 2019	Qualitative phase: Toronto, Halifax, Montreal, Winnipeg, Vancouver; Quantitative phase: Canada (online); follow-up qualitative phase: Toronto
3	POR 083-18	Vapers panel survey to measure attitudes and behaviours regarding vaping products : final report	The research aimed to gather information on the attitudes and behaviours of Canadians who are regular vapers aged 15 years and older with respect to vaping products. This includes awareness and knowledge of vaping products, vaping behaviours, and devices and e-liquids used by Canadian vapers.	Mar-19	Surveys	Youth vapers (age 15-19), young adult vapers (age 20-24), and adult vapers (age 25+)	n=2027	Environics Research	February 4-26, 2019	Canada (online)
4	POR 037-18	Vaping Prevention Concepts Testing : final report	Researchers assessed reactions to concepts considered for Health Canada's Health Risks of Vaping Products Public Awareness Marketing Campaign from their target audience.	Apr-18	Focus groups	Phase one: youth 13-15, and one with non-vaper and non-smoker at-risk youth; and phase 2 used six focus groups with youth (13-15) and youth (16-18) who do not currently smoke cigarettes or vape	Phase one, n=92; Phase two, n=54	Corporate Research Associates Inc.	Phase One: September 17-20, 2018; Phase Two: November 26-28, 2018	Phase one: Vancouver, Winnipeg, Toronto, Montreal, and Halifax; Phase Two: Montreal, Toronto, and Moncton

Reference #	Code	Title	Objective	Publish Date	Research Methods	Inclusion Criteria	Sample Size	Author	Timeline	Locations
5	POR 054-18	Exploratory research on smoking cessation : final report	The purpose of this poll is to explore experiences related to smoking and cessation.	Dec-18	Focus groups	Adult smokers and former smokers	n=164	Phoenix SPI	October 29 - November 20, 2018	Mississauga, Winnipeg, Edmonton, Montreal, and St. John's
6	POR 099-17	Evaluation of possible labelling elements for vaping products - phase 1 and phase II : final report	Researchers explored regulatory requirements for the labelling of vaping products.	Apr-18	Focus groups	Smokers/vapers age 18+	Phase one, n=53; Phase two, n=46	Corporate Research Associates Inc.	Phase one: March 19-26, 2018; Phase two: June 25-28, 2018	Phase one: Toronto, Vancouver, and Montreal; Phase two: Toronto, Montreal, Vancouver
7	POR 119-18	Smoking Behaviour Journey Map	Researchers were looking at ways to prevent tobacco use and methods of support for cessation.	Mar-19	Phase one - surveys; Phase two - quantitative journaling	Adult (age 18+) daily smokers who have been smoking for at least five years, Canadian	Phase one, n=510; Phase two, n=80	Environics Research	Quantitative phase: March 7-15, 2019; Qualitative phase: March 14-20, 2019.	Quantitative phase: Canada (online); qualitative phase: Canada (online)
8	POR 093-18	Smokers and Recent Quitters' Awareness and Perceptions of Options to Minimize Harms from Tobacco Products	This research aimed to gather information on attitudes and behaviours of Canadian cigarette smokers and recent quitters toward other tobacco and nicotine products (e.g. e-cigarettes, nicotine patches).	Jun-19	Surveys	Current and former smokers at least 18 years of age	n=3006	Phoenix SPI	February 22 - March 14, 2019	Canada (online)
9	POR 126-18	Qualitative Testing of Revised Health Warnings for Cigarette Packages and on Cigarettes: 2019	This research looked at the effectiveness of different cigarette warnings to promote tobacco use awareness.	Apr-19	Focus groups (40)	Youth non-smokers aged 15-19, youth smokers aged 15-19, young adult smokers aged 20-24, or adult smokers aged 25 and older.	n=369	Corporate Research Associates Inc.	March 18-29, 2019	Toronto, Vancouver, Halifax, and Montreal

Reference #	Code	Title	Objective	Publish Date	Research Methods	Inclusion Criteria	Sample Size	Author	Timeline	Locations
10	POR 058-18	Public Opinion Research on Noticeability of Health Information Messages and Effectiveness of Health Warnings for Tobacco Labelling	The study looked at the effects of Health Information Messages and Health Warnings on impact factors such as ad recall and credibility/believability and the best way(s) to convey health hazards to improve messaging.	Mar-19	Survey	Canadians age 16+ who are daily or occasional smokers	n=3000	Environics Research	January 28 - March, 2019	Canada (online)
11	Private Poll	Three-in-Four Canadians Back Temporary Ban on Vaping Products. Private Poll.	This poll asked participants if they would support a ban on e-cigarettes in public spaces, want a warning sign on vaping products, and support a ban on flavoured vaping products.	Nov-19	Surveys	Canadian adults (age 18+)	n=1000	Research Co.	October 21-23, 2019	Canada (online)
12	POR 014-19	Advertising evaluation of Youth Vaping Prevention Campaign - post ACET : methodological report	Contacted Health Canada for full report. Summary not available.	N/A	N/A	N/A	N/A	N/A	N/A	N/A
13	POR 026-19	Online qualitative testing of draft health warnings for cigars, pipe tobacco, smokeless tobacco and toxic statements for smokeless product packaging - 2019	This research looked at opinions toward health warning labels to ensure they are effective at informing Canadians on relevant hazards.	Aug-19	Focus groups (15)	Current or former cigar, pipe tobacco and smokeless tobacco users age 18+	n=111	Narrative Research	July 15-22, 2019	British Columbia, Alberta, Manitoba, Ontario, New Brunswick, Prince Edward Island, Nova Scotia, Newfoundland and Labrador, and Quebec.

Reference #	Code	Title	Objective	Publish Date	Research Methods	Inclusion Criteria	Sample Size	Author	Timeline	Locations
14	POR 025-19	Qualitative testing of new health information messages, including placement options, as well as the thematic linking of labelling elements – 2019 : final report	Participants were asked to give feedback on Health Information Messages mock-ups.	Oct-19	Focus groups (15)	Daily or occasional cigarette smokers age 15+	n=132	Quorus Consulting Group Inc.	July 13-27, 2019	Toronto, Winnipeg, Edmonton, St. John's and Quebec City
15	POR 141-18	Vapers' Panel Survey to Measure Attitudes and Behaviours Regarding Vaping Products	Researchers aimed to receive feedback on vaping- and tobacco-related attitudes and behaviours.	Jul-19	Surveys	Canadian vapers age 15+	n=2043	Environics Research	May 27 - June 25, 2019	Canada (online)
16	POR 139-18	Privy Council focus groups asking about smoking and vaping, among other things. available in three separate reports on the National Library	The study looked at attitudes and perceptions of current events such as the environment, vaccines, and vaping. (Note, only the third cycle was included for this report.)	Aug-19	Focus groups (12)	Canadians age 18+	n=109	Phoenix SPI	June 6-26, 2019	Surrey, Fredericton, Sorel, Belleville, Edmonton, Victoria
17	POR 130-18	2019 Canadian cannabis survey	The survey looks at Canadian cannabis use and habits	Jun-19	Surveys	Canadians aged 16+	n=10,000	Advanis Inc.	April 4 - June 17, 2019	Canada (online)
18	Private Poll	Vanquishing vaping? Support for tougher regulations rise as positive views of e-cigarettes go up in smoke.	The survey looked for feedback on vaping behaviours in Canada, especially for youth.	Jan-20	Surveys	Canadian adults (age 18+)	n=1655	Angus Reid Institute	December 2-4, 2019	Canada (online)

Reference #	Code	Title	Objective	Publish Date	Research Methods	Inclusion Criteria	Sample Size	Author	Timeline	Locations
19	POR 047-17	Longitudinal Vaper Panel Survey to Measure Attitudes and Behaviours regarding Vaping Products	This project gathered information on attitudes and behaviours of Canadian vapers and ever users aged 15 and older on vaping products.	Apr-18	Surveys (two waves)	Canadian vapers and ever users aged 15+	First wave, n=1312; Second wave, n=1729	Environics Research Group	Wave 1: December 15-29, 2017; Wave 2: February 1-14, 2018	Canada (online)
20	POR 014-18	Testing of Relative Risk Statements for Vaping Products	The main objective of this research is to evaluate perceptions of risk statements that can be used in the sale of vaping products.	Sep-18	Focus groups (16)	Adult vapers (18+), adult smokers (18+), youth never-users (age 15-19), or young adult (20-24) non-users	n=124	Corporate Research Associates Inc.	August 1-16, 2018	Toronto, Vancouver, Saskatoon, Montreal
21	POR 074-17	Peer Crowd Analysis and Segmentation for Vaping and Tobacco	The report aimed to highlight groups at-risk for smoking and vaping that Health Canada can use to inform tobacco/vaping strategies. (Note, the sample was drawn from the Asking Canadians online panel.)	Nov-18	Qualitative - focus groups (8) and triads (8); Quantitative - surveys	Qualitative - smoker/vapers and non-smokers/non-vapers between 13-24 years; Quantitative - Canadians between 13-24 years	Qualitative, n=88; Quantitative, n=3004	Phoenix SPI	Qualitative: February 12-13, 2018; Triads: February 24, 2018 + June 2, 2018; Quantitative: March 26-April 24, 2018.	Qualitative: Toronto, Montreal, Ottawa; Quantitative: Canada (online)
22	POR 088-16	Qualitative/Quantitative Research on E-cigarette Flavours and Risk Perception	This study explored Canadians' perceptions on e-cigarette flavours, and perceptions of harms associated with e-cigarette use with a special focus on youth and young adults. (Note, the sample was taken from Research Now's panel of online Canadians.)	Apr-17	Focus groups (12), surveys	Vapers and non-vapers between 15-24 years of age	Focus groups, n=N/A; surveys, n=1509	Phoenix SPI	Qualitative: January 30 - February 2, 2017; Quantitative: March 1-20 2017	Qualitative: Toronto, Montreal, Vancouver; Quantitative: Canada (online)
23	POR 019-19	Health Care Providers' Views and Experiences with Smoking Cessation and Alternative Nicotine Products	Researchers wanted to gather information on perspectives and experiences of healthcare providers with respect to nicotine products. (Note, participants were sampled from SmartPoint Research's online panel of providers.)	Nov-19	Surveys	Healthcare providers	n=1125	Phoenix SPI	August 2-30, 2019	Canada (online)