

Is Canada ready for a Smoke-Free Generation?

Results from our 2026 national poll with Abacus Data

The following topline report was prepared by Abacus Data for the Lung Health Foundation on behalf of the National Lung Health Alliance, Canada's leading lung health advocacy group. This research was performed with the goal of gauging Canada's readiness for federal policies that address the issues of tobacco, vaping, and nicotine addiction.

Lung Foundation

June 2026



Methodology

These findings are based on an online survey of 1,910 Canadians aged 18 and older from May 28 to June 2, 2026. A random sample of panelists was invited to complete the survey from a set of partner panels based on the PureSpectrum exchange platform. These partners typically use double opt-in survey panels, blended to reduce potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is $\pm 2.24\%$, 19 times out of 20. The margin of error will be larger for data that is based on sub-groups of the total sample.

The data were weighted according to census data to ensure the sample matched Canada's population according to age, gender, educational attainment and region. Totals may not add up to 100 due to rounding.



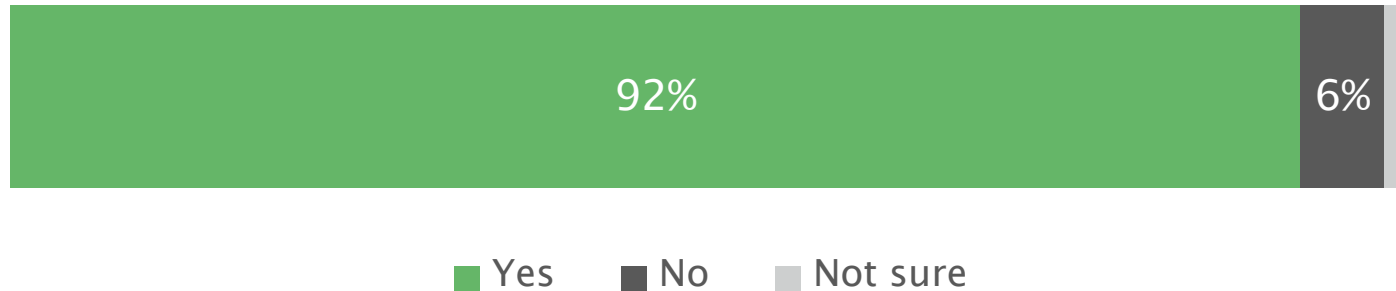
KEY FINDINGS

- **92% of Canadians agree smoking and vaping are harmful to health.**
- **96% say it is important to prevent today's children from ever taking up smoking or vaping.**
 - Agreement is high across all demographics but particularly acute among those 60+, SK/MB, and those who voted LPC in the last federal election.
- **76% think nicotine addiction is a serious problem in Canada.**
 - Men are less likely than women to feel nicotine addiction is a serious problem in Canada, though the majority still believe it to be a serious issue.
- **80% think the government should do more to stop youth from using nicotine products.**
 - Agreement is higher for those who voted LPC, and lower among men and those 30–44. Again, a strong majority of all groups believe in government intervention.
- **89% support stronger rules to keep tobacco and vaping products out of the hands of youth. 7% oppose.**
 - Support for stronger rules to keep tobacco and vaping products out of the hands of youth is highest among those 60+ (94%), SK/MB (97%) and LPC voters (93%).
- **86% support stronger laws to protect future generations from nicotine addiction.** Canadians prefer to take action on this by limiting products rather than a phased in ban.
- **76% support a law that stops people born in 2009 or later from ever buying tobacco or vaping products.**
- **85% support the government restricting the sale and use of vape flavours that appeal to children and youth.**
 - For both solutions, support tends to be higher among those in SK/MB and LPC voters, along with those 60+, and lower for those 30–44, living in Alberta, and those who voted CPC.



Do you think smoking and vaping are harmful to health?

Nearly all Canadians agree that smoking and vaping is harmful to one's health.
This is high across all demographics, particularly for those 60+.



	TOTAL	GENDER		AGE				REGION						INCOME			2025 VOTE		
		Male	Female	18-29	30-44	45-59	60+	BC	AB	SK/MB	ON	QC	ATL	<\$50K	\$50K - \$100K	\$100K+	CPC	LPC	NDP
Yes	92%	90%	93%	87%	89%	91%	97%	89%	91%	96%	91%	92%	92%	91%	91%	92%	89%	94%	94%
No	6%	8%	5%	9%	8%	7%	2%	9%	6%	2%	6%	7%	5%	6%	7%	7%	8%	5%	4%
Not sure	2%	2%	2%	4%	3%	2%	1%	2%	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%

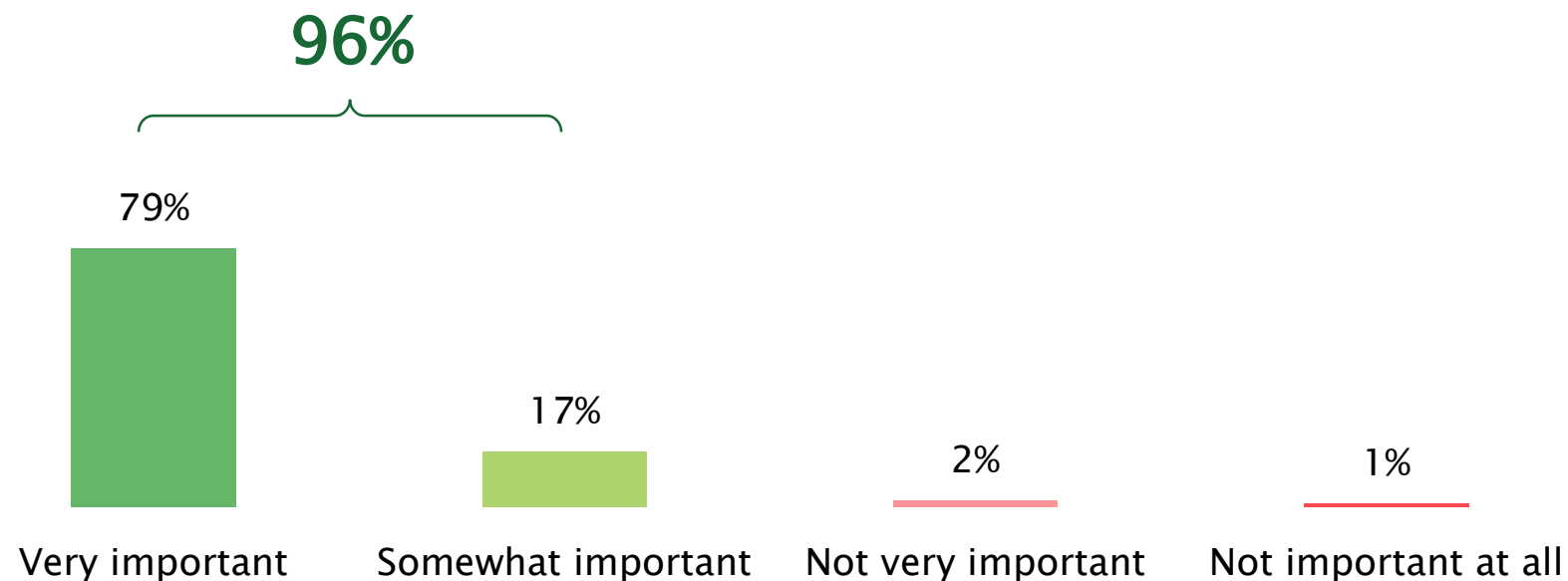
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How important is it to prevent today's children from ever taking up smoking or vaping?

Nearly all Canadians find it important to prevent today's children from every taking up smoking or vaping.



Agreement is high across all demographics but particularly acute among those 60+, SK/MB residents, and those who voted LPC in the last federal election.

	TOTAL	GENDER		AGE				REGION						INCOME			2025 VOTE		
		Male	Female	18-29	30-44	45-59	60+	BC	AB	SK/MB	ON	QC	ATL	<\$50K	\$50K - \$100K	\$100K+	CPC	LPC	NDP
[NET] Important	96%	95%	97%	96%	95%	95%	99%	95%	92%	99%	98%	97%	93%	94%	96%	98%	94%	98%	97%
[NET] Not important	4%	5%	3%	4%	5%	5%	1%	5%	8%	1%	2%	3%	7%	6%	4%	2%	6%	2%	3%

[BASE] n=1,910





How important is it to prevent today's children from ever taking up smoking or vaping?

Importance in preventing children from ever taking up smoking/vaping

	TOTAL	REGION						AGE				GENDER		INCOME			2025 VOTE		
		BC	AB	SK/MB	ON	QC	ATL	18 to 29	30 to 44	45 to 59	60 +	Male	Female	<\$50K	\$50K – \$100K	>\$100K	CPC	LPC	NDP
NET: Important	96%	95%	92%	99%	98%	97%	93%	96%	95%	95%	99%	95%	97%	94%	96%	98%	94%	98%	97%
Very important	79%	79%	73%	84%	78%	83%	84%	71%	73%	81%	89%	75%	84%	77%	80%	81%	73%	85%	83%
Somewhat important	17%	15%	19%	15%	20%	14%	9%	25%	22%	14%	10%	20%	14%	18%	16%	16%	20%	14%	14%
NET: Not important	4%	5%	8%	1%	2%	3%	7%	4%	5%	5%	1%	5%	3%	6%	4%	2%	6%	2%	3%
Not very important	2%	2%	5%	0%	2%	2%	5%	3%	3%	3%	1%	3%	2%	3%	3%	2%	3%	2%	3%
Not important at all	1%	4%	3%	0%	0%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	3%	0%	0%

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Do you think nicotine addiction is a serious problem in Canada?

3 in 4 Canadians think that nicotine addiction is a serious problem in Canada.

Men are less likely than women to feel nicotine addiction is a serious problem in Canada, though the majority still believe it to be a serious issue.



■ Yes ■ No ■ Not sure



	TOTAL	GENDER		AGE				REGION						INCOME			2025 VOTE		
		Male	Female	18-29	30-44	45-59	60+	BC	AB	SK/MB	ON	QC	ATL	<\$50K	\$50K - \$100K	\$100K+	CPC	LPC	NDP
Yes	76%	74%	78%	76%	71%	80%	76%	77%	73%	80%	76%	75%	79%	75%	77%	76%	72%	78%	84%
No	13%	16%	9%	14%	17%	11%	10%	15%	17%	6%	12%	15%	8%	13%	13%	13%	16%	10%	7%
Not sure	11%	10%	12%	10%	12%	9%	14%	8%	10%	14%	12%	10%	13%	12%	10%	12%	12%	11%	8%



Do you think the government should do more to stop youth from using nicotine products?

4 in 5 think the government should do more to stop youth from using nicotine products.

Agreement is higher for those who voted LPC, and lower among men and those 30–44. Again, a strong majority of all groups believe in government intervention.

80%

11%

9%

■ Yes ■ No ■ Not sure

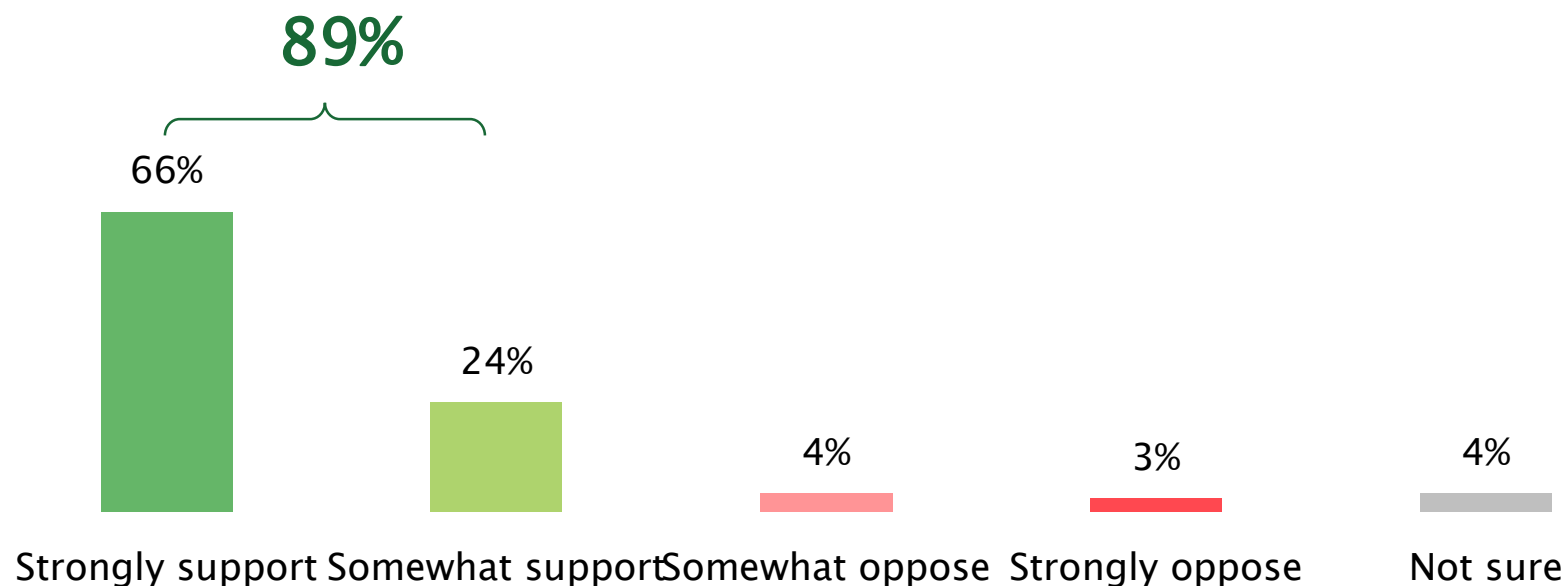


	TOTAL	GENDER		AGE				REGION						INCOME			2025 VOTE		
		Male	Female	18–29	30–44	45–59	60+	BC	AB	SK/MB	ON	QC	ATL	<\$50K	\$50K – \$100K	\$100K+	CPC	LPC	NDP
Yes	80%	79%	81%	81%	72%	82%	84%	81%	72%	88%	79%	84%	78%	78%	80%	83%	75%	84%	86%
No	11%	13%	9%	12%	18%	8%	7%	13%	16%	4%	11%	10%	8%	13%	10%	10%	17%	6%	6%
Not sure	9%	7%	11%	6%	9%	10%	9%	6%	12%	9%	10%	6%	14%	9%	10%	7%	9%	9%	8%



Would you support or oppose stronger rules to keep tobacco and vaping products out of the hands of youth?

There is high support for stronger rules to keep tobacco and vaping products out of the hands of youth.



Support for stronger rules to keep tobacco and vaping products out of the hands of youth is highest among:

- Those 60+ (94%)
- SK/MB residents (97%)
- LPC voters (93%)

	TOTAL	GENDER		AGE				REGION						INCOME			2025 VOTE		
		Male	Female	18-29	30-44	45-59	60+	BC	AB	SK/MB	ON	QC	ATL	<\$50K	\$50K – \$100K	\$100K+	CPC	LPC	NDP
[NET] Support	89%	88%	91%	87%	86%	88%	94%	88%	83%	97%	89%	91%	90%	85%	90%	92%	86%	93%	86%
[NET] Oppose	6%	8%	5%	8%	7%	8%	4%	7%	11%	2%	6%	6%	5%	10%	5%	5%	9%	3%	6%

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Would you support or oppose stronger rules to keep tobacco and vaping products out of the hands of youth?

There is high support for stronger rules to keep tobacco and vaping products out of the hands of youth

	TOTAL	REGION						AGE				GENDER		INCOME			2025 VOTE		
		BC	AB	SK/MB	ON	QC	ATL	18 to 29	30 to 44	45 to 59	60 +	Male	Female	<\$50K	\$50K – \$100K	>\$100K	CPC	LPC	NDP
NET: Support	89%	88%	83%	97%	89%	91%	90%	87%	86%	88%	94%	88%	91%	85%	90%	92%	86%	93%	86%
Strongly support	66%	65%	60%	67%	65%	69%	66%	61%	56%	68%	74%	62%	69%	62%	65%	70%	57%	72%	69%
Somewhat support	24%	23%	22%	30%	24%	22%	24%	26%	30%	20%	20%	25%	22%	23%	25%	22%	29%	21%	17%
NET: Oppose	6%	7%	11%	2%	6%	6%	5%	8%	7%	8%	4%	8%	5%	10%	5%	5%	9%	3%	6%
Somewhat oppose	4%	4%	3%	2%	4%	4%	2%	5%	3%	5%	2%	4%	3%	5%	3%	2%	4%	2%	5%
Strongly oppose	3%	3%	8%	0%	2%	2%	3%	3%	5%	3%	1%	4%	2%	5%	2%	2%	5%	0%	2%
Not sure	4%	4%	6%	1%	5%	3%	4%	5%	7%	5%	2%	5%	4%	4%	4%	4%	5%	4%	8%

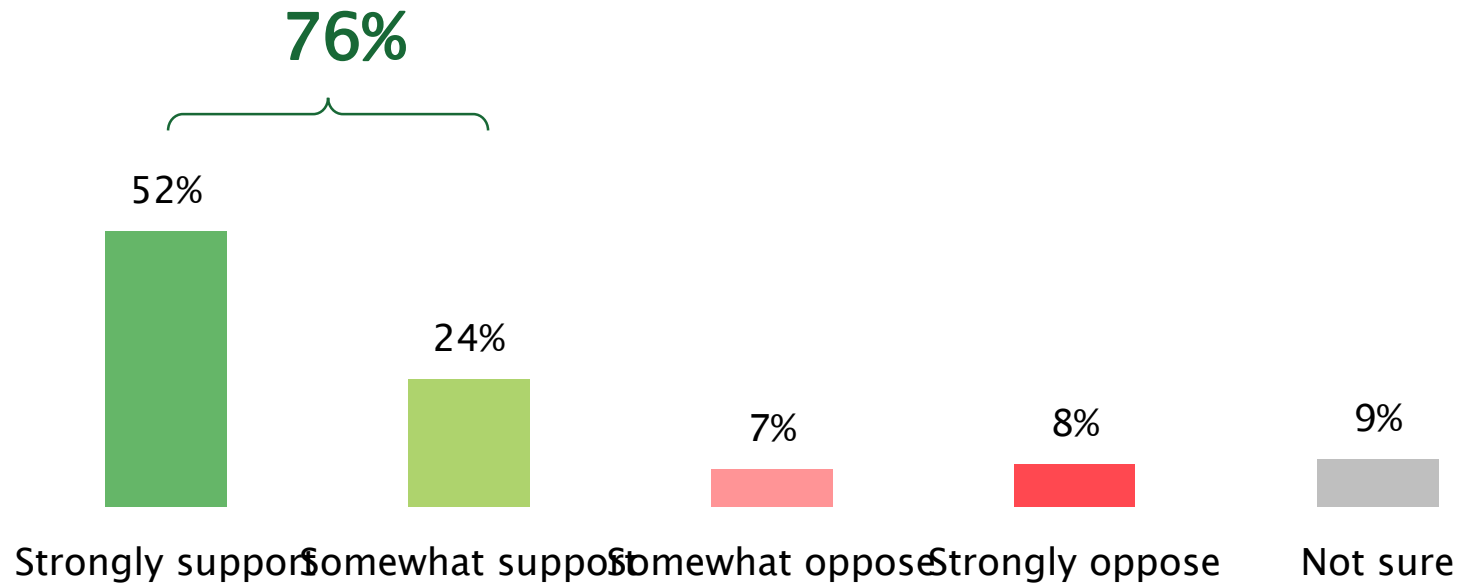
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Would you support or oppose a law that stops people born in 2009 or later from ever buying tobacco or vaping products?

Support for a law that stops people born in 2009 or later from ever buying tobacco or vaping products is also very high– three-quarters of Canadians support it.



	TOTAL	GENDER		AGE				REGION						INCOME			2025 VOTE		
		Male	Female	18-29	30-44	45-59	60+	BC	AB	SK/MB	ON	QC	ATL	<\$50K	\$50K – \$100K	\$100K+	CPC	LPC	NDP
[NET] Support	76%	74%	78%	80%	71%	78%	76%	76%	69%	82%	75%	80%	72%	69%	79%	79%	73%	80%	73%
[NET] Oppose	15%	18%	12%	14%	19%	14%	13%	15%	20%	9%	16%	13%	13%	20%	12%	14%	19%	12%	16%

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Would you support or oppose a law that stops people born in 2009 or later from ever buying tobacco or vaping products?

Support for a law that stops people born in 2009 or later from ever buying tobacco or vaping products is also very high

	TOTAL	REGION						AGE				GENDER		INCOME			2025 VOTE		
		BC	AB	SK/MB	ON	QC	ATL	18 to 29	30 to 44	45 to 59	60 +	Male	Female	<\$50K	\$50K – \$100K	>\$100K	CPC	LPC	NDP
NET: Support	76%	76%	69%	82%	75%	80%	72%	80%	71%	78%	76%	74%	78%	69%	79%	79%	73%	80%	73%
Strongly support	52%	56%	50%	49%	52%	53%	52%	52%	46%	54%	56%	50%	55%	49%	54%	55%	47%	57%	52%
Somewhat support	24%	20%	18%	33%	23%	27%	20%	28%	25%	24%	20%	24%	23%	20%	25%	25%	26%	23%	21%
NET: Oppose	15%	15%	20%	9%	16%	13%	13%	14%	19%	14%	13%	18%	12%	20%	12%	14%	19%	12%	16%
Somewhat oppose	7%	9%	5%	7%	8%	7%	7%	5%	10%	7%	7%	9%	6%	9%	8%	5%	8%	7%	12%
Strongly oppose	8%	7%	15%	2%	8%	6%	7%	8%	9%	8%	6%	9%	7%	11%	5%	9%	11%	5%	4%
Not sure	9%	9%	11%	9%	9%	7%	15%	6%	10%	8%	11%	8%	10%	11%	8%	7%	9%	9%	11%

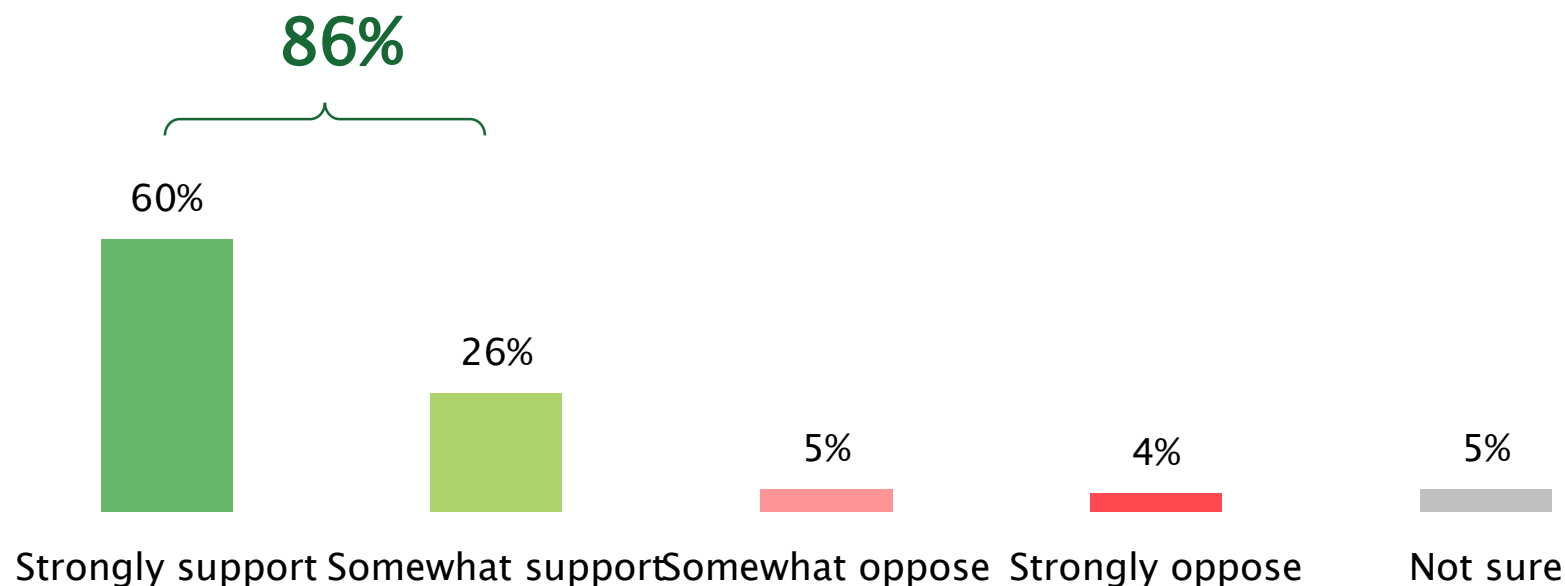
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Overall, do you support or oppose stronger laws to protect future generations from nicotine addiction?

Overall, there is strong support for stronger laws to protect future generations from nicotine addiction– 86% support this.



Support is higher among:

- SK/MB residents (96%)
- Those making over \$100K (91%)
- LPC voters (91%)

And lower among:

- Those 30–44 (81%)
- AB residents (74%)
- Those making under \$50K (80%)
- CPC voters (80%)

	TOTAL	GENDER		AGE				REGION						INCOME			2025 VOTE		
		Male	Female	18–29	30–44	45–59	60+	BC	AB	SK/MB	ON	QC	ATL	<\$50K	\$50K – \$100K	\$100K+	CPC	LPC	NDP
[NET] Support	86%	84%	87%	84%	81%	87%	89%	86%	74%	96%	83%	91%	88%	80%	86%	91%	80%	91%	85%
[NET] Oppose	10%	12%	8%	11%	12%	10%	7%	11%	16%	3%	11%	7%	8%	15%	8%	7%	14%	5%	11%

[BASE] n=1,910





Overall, do you support or oppose stronger laws to protect future generations from nicotine addiction?

Overall, there is strong support for stronger laws to protect future generations from nicotine addiction

	TOTAL	REGION						AGE				GENDER		INCOME			2025 VOTE		
		BC	AB	SK/MB	ON	QC	ATL	18 to 29	30 to 44	45 to 59	60 +	Male	Female	<\$50K	\$50K – \$100K	>\$100K	CPC	LPC	NDP
NET: Support	86%	86%	74%	96%	83%	91%	88%	84%	81%	87%	89%	84%	87%	80%	86%	91%	80%	91%	85%
Strongly support	60%	60%	58%	58%	59%	63%	59%	65%	51%	57%	65%	56%	63%	53%	61%	64%	52%	67%	63%
Somewhat support	26%	26%	16%	39%	25%	28%	29%	19%	30%	30%	24%	28%	24%	27%	25%	27%	28%	25%	21%
NET: Oppose	10%	11%	16%	3%	11%	7%	8%	11%	12%	10%	7%	12%	8%	15%	8%	7%	14%	5%	11%
Somewhat oppose	5%	5%	6%	2%	7%	5%	6%	8%	6%	5%	4%	6%	5%	8%	5%	3%	7%	4%	10%
Strongly oppose	4%	6%	10%	1%	4%	2%	3%	3%	6%	5%	3%	5%	3%	7%	3%	3%	7%	1%	1%
Not sure	5%	4%	9%	1%	6%	2%	4%	5%	7%	3%	4%	4%	5%	5%	6%	2%	6%	4%	4%

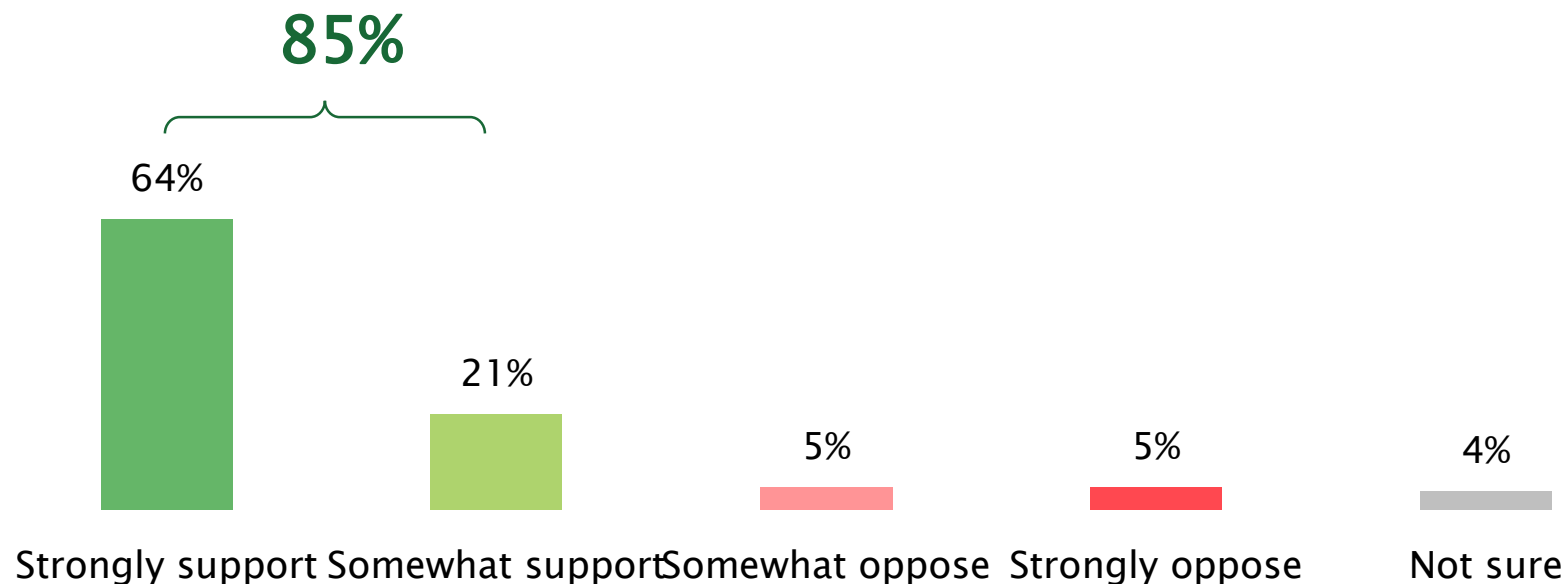
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Do you support or oppose the federal government restricting the sale and use of vape flavours that appeal to children and youth, such as candy, fruit, dessert, and other sweet flavors?

The majority also supports the government restricting the sale and use of vape flavours that appeal to children and youth – 85% support this.



Support is higher among:

- Those 60+ (92%)
- SK/MB residents (93%)
- LPC voters (91%)

Lower among:

- Those 30–44 (78%)
- AB residents (76%)
- CPC voters (82%)

	TOTAL	GENDER		AGE				REGION						INCOME			2025 VOTE		
		Male	Female	18–29	30–44	45–59	60+	BC	AB	SK/MB	ON	QC	ATL	<\$50K	\$50K – \$100K	\$100K+	CPC	LPC	NDP
[NET] Support	85%	84%	86%	85%	78%	85%	92%	85%	76%	93%	85%	87%	87%	83%	86%	87%	82%	90%	85%
[NET] Oppose	10%	12%	9%	11%	16%	11%	5%	12%	16%	3%	10%	11%	7%	13%	9%	10%	14%	7%	10%

[BASE] n=1,910





Do you support or oppose the federal government restricting the sale and use of vape flavours that appeal to children and youth, such as candy, fruit, dessert, and other sweet flavors?

Majorities also support the government restricting the sale and use of vape flavours that appeal to children and youth

	TOTAL	REGION						AGE				GENDER		INCOME			2025 VOTE		
		BC	AB	SK/MB	ON	QC	ATL	18 to 29	30 to 44	45 to 59	60 +	Male	Female	<\$50K	\$50K – \$100K	>\$100K	CPC	LPC	NDP
NET: Support	85%	85%	76%	93%	85%	87%	87%	85%	78%	85%	92%	84%	86%	83%	86%	87%	82%	90%	85%
Strongly support	64%	66%	60%	71%	64%	63%	63%	54%	55%	66%	76%	62%	66%	64%	65%	63%	56%	72%	64%
Somewhat support	21%	19%	16%	22%	21%	24%	24%	31%	23%	19%	16%	23%	20%	19%	21%	24%	25%	18%	22%
NET: Oppose	10%	12%	16%	3%	10%	11%	7%	11%	16%	11%	5%	12%	9%	13%	9%	10%	14%	7%	10%
Somewhat oppose	5%	4%	5%	1%	5%	7%	4%	6%	8%	6%	2%	6%	5%	4%	6%	5%	6%	5%	4%
Strongly oppose	5%	8%	10%	2%	5%	4%	3%	5%	8%	5%	4%	6%	4%	8%	4%	5%	8%	2%	6%
Not sure	4%	2%	8%	3%	5%	2%	6%	4%	7%	4%	3%	4%	5%	4%	5%	3%	5%	4%	4%

[BASE] n=1,910



Thank You