



POR # 272-06

Canadians' Recall of Tobacco Industry Advertising and Purchase Patterns of Cigarettes

March 30, 2007

Prepared for:

Health Canada

HC POR 06-48
200 Eglantine Driveway
Jeanne Mance Building, Tunney's Pasture
Ottawa, Ontario K1A 0K9 PL 1910A
por-rop@hc-sc.gc.ca

Ce rapport est aussi disponible en français sur demande

Contract # H 1011-060042
Contract awarded: November 30, 2006

**Prepared by:
Decima Research**

Proprietary Warning

The information contained herein is proprietary to Health Canada and may not be used, reproduced or disclosed to others except as specifically permitted in writing by the originator of the information. The recipient of this information, by its retention and use, agrees to protect the same and the information contained therein from loss, theft or compromise. Any material or information provided by Health Canada and all data collected by Decima will be treated as confidential by Decima and will be stored securely while on Decima's premise (adhering to industry standards and applicable laws).



Toronto

2345 Yonge Street
Suite 405
Toronto, Ontario
M4P 2E5

t: (416) 962-2013
f: (416) 962-0505

Ottawa

160 Elgin Street
Suite 1820
Ottawa, Ontario
K2P 2P7

t: (613) 230-2200
f: (613) 230-9048

Montreal

1080 Beaver Hall Hill
Suite 400
Montreal, Quebec
H2Z 1S8

t: (514) 288-0037
f: (514) 288-0138

Vancouver

21 Water Street
Suite 603
Vancouver, British Columbia
V6B 1A1

t: (604) 642-2295
f: (604) 642-2549

www.decima.com

info@decima.com

Table of Contents

Introduction	4
Executive Summary	5
Sommaire.....	7
Detailed Results.....	9
Advertising Recall.....	9
Smoking Habits	11
Purchase of Cigarettes.....	16
Conclusions	20
Appendices	21
Appendix A: Methodology	21
Appendix B: Questionnaire	23

Introduction

Decima is pleased to present the following report to the Tobacco Control Programme of the Healthy Environments and Consumer Safety Branch of Health Canada. This report summarizes the results of a telephone survey conducted to evaluate Canadians' awareness of tobacco product advertising such as billboards, ads in printed media or on the internet, and signs posted in bars or at retail outlets, as well as to discover Canadian smokers' purchase patterns. The research was required to establish a baseline of awareness ahead of the Supreme Court of Canada decision on sections 19 and 22 of *The Tobacco Act*, and a subsequent anticipated increase in advertising.

Specifically, Decima was commissioned to conduct a study on behalf of Health Canada designed to achieve the following objectives:

- To establish a baseline of Canadian's recall of tobacco product advertising; and
- To capture data from cigarette smokers (daily and occasional) on their cigarette purchasing patterns.

The research was conducted via telephone surveys with a representative sample of Canadian adults 18 years of age or older using the Decima teleVox national omnibus study which was in field for four waves: November 30 to December 11, 2006, January 11 to 22, 2007, February 11-22, 2007, and March 8-11, 2007. A random sample of 6113 adult Canadians responded to the telephone surveys. A sample of this size yields a margin of error of +/-1.3%, 19 times out of 20. This report summarizes the results from all four waves of the research.

This report begins with an executive summary of the key findings, followed by the detailed results. The detailed results are presented in three main parts:

1. Advertising Recall
2. Smoking Habits
3. Purchase of Cigarettes

Provided under separate cover is a set of detailed banner tables that present the results for all telephone survey questions. In some tables and charts the percentages may not sum to exactly 100%, due to rounding.

A more detailed description of the methodology used to conduct this research is provided in Appendix A.

Executive Summary

The research prime at the Health Canada Public Opinion Research and Evaluation Directorate was Amanda Hayne-Farrell, Senior Public Opinion Research Advisor. The research was conducted in the fall of 2006 and winter of 2007 under contract # H 1011-060042, POR # 272-06 and HC POR-06-48.

Advertising Recall

Most Canadians (79%) have not seen tobacco advertising or ads sponsored by the tobacco industry promoting tobacco products recently. Those who did see an ad tend to recall where they saw it (81%), while recall of the specific brand advertised was not as strong (43%).

Among the one in five who do recall having seen them, the top three locations Canadians recall seeing tobacco ads are in magazines (40%), billboards (21%), and posted on walls in retail stores (19%).

Many do not recall which newspaper or magazine the advertisement was in (41%), or which brand sponsored the ad (57%).

Smoking Habits

When it comes to smoking habits, most Canadians avoid tobacco products. Three-quarters (78%) of Canadians do not smoke at all, and almost all Canadians say they do not use any chewing tobacco, pinch or snuff (98%), nor do they smoke pipes, cigars, bidis, kreteks or herbal cigarettes (95%).

Purchase of Cigarettes

The most common place for Canadian smokers to buy their cigarettes is a small grocery store or corner store (62%), and they usually buy packs of 25 cigarettes (60%).

Canadians smoke a large variety of tobacco. Peter Jackson (9%) is the brand most often smoked, especially by those in Quebec (15%). Canadian/Canadian Classic (8%), Number 7 (7%), and DuMaurier-Regular (6%) are also popular.¹

¹ These differences are not statistically significant

Research Firm: Decima Research
Contract # H 1011-060042
Contract awarded: November 30, 2006

For more information on this study please email por-rop@hc-sc.gc.ca

Sommaire

Dans le cadre de cette étude, la personne-ressource de la Division de la recherche sur l'opinion publique et de l'évaluation de Santé Canada était Amanda Hayne-Farrell, conseillère principale en recherches sur l'opinion publique. Cette recherche a été effectuée à l'automne 2006 et à l'hiver 2007 en vertu du contrat numéro H 1011-060042 et dans le cadre du projet numéro ROP-06-48.

Rappel de la publicité

La plupart des Canadiens (79 %) n'ont pas vu récemment de publicités sur le tabac ou de commandites de l'industrie du tabac faisant la promotion des produits du tabac. Les répondants qui ont vu une publicité se rappellent généralement où ils l'ont vue (81 %), mais le pourcentage de répondants qui se rappellent précisément la marque annoncée n'est pas aussi élevé (43 %).

Chez le cinquième des répondants qui se rappellent avoir vu ces publicités sur le tabac, les trois endroits qui reviennent le plus souvent sont les magazines (40 %), les babillards (21 %) et des affiches dans les magasins (19 %).

De nombreux répondants ne se rappellent pas dans quel journal ou magazine ils ont vu la publicité (41 %) ou quelle marque commanditait la publicité (57 %).

Usage du tabac

Concernant l'usage du tabac, la plupart des Canadiens évitent les produits du tabac. Les trois quarts (78 %) des Canadiens ne fument pas du tout. En outre, presque tous les Canadiens affirment ne pas prendre de tabac à chiquer ou à priser (98 %) et ne pas fumer la pipe, le cigare, la bidi, le kretek ou la cigarette à base d'herbe (95 %).

Achat de cigarettes

Les fumeurs canadiens achètent le plus souvent leurs cigarettes dans une petite épicerie ou un dépanneur (62 %) et ils achètent habituellement des paquets de 25 cigarettes (60 %).

Les Canadiens fument une grande variété de marques de tabac. Les cigarettes de marque Peter Jackson (9 %) sont les plus populaires auprès des répondants, particulièrement des Québécois (15 %). Les marques

Canadian/Canadian Classic (8 %), Number 7 (7 %), et DuMaurier – Format régulier (6 %) sont également populaires.²

Société : Centre de Recherche Décima

Numéro de contrat : H 1011-060042

Date d'octroi : le 30 novembre 2006

Pour de plus amples renseignements sur cette étude, veuillez envoyer un courriel à l'adresse suivante : por-rop@hc-sc.gc.ca

² Ces différences ne sont pas statistiquement significatives

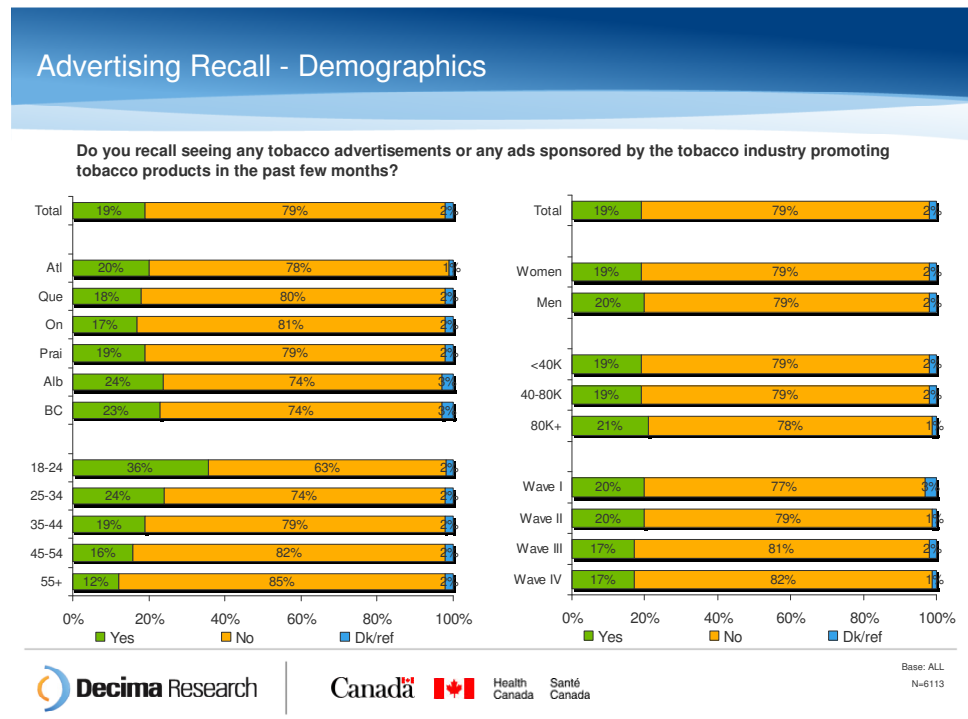
Detailed Results

Advertising Recall

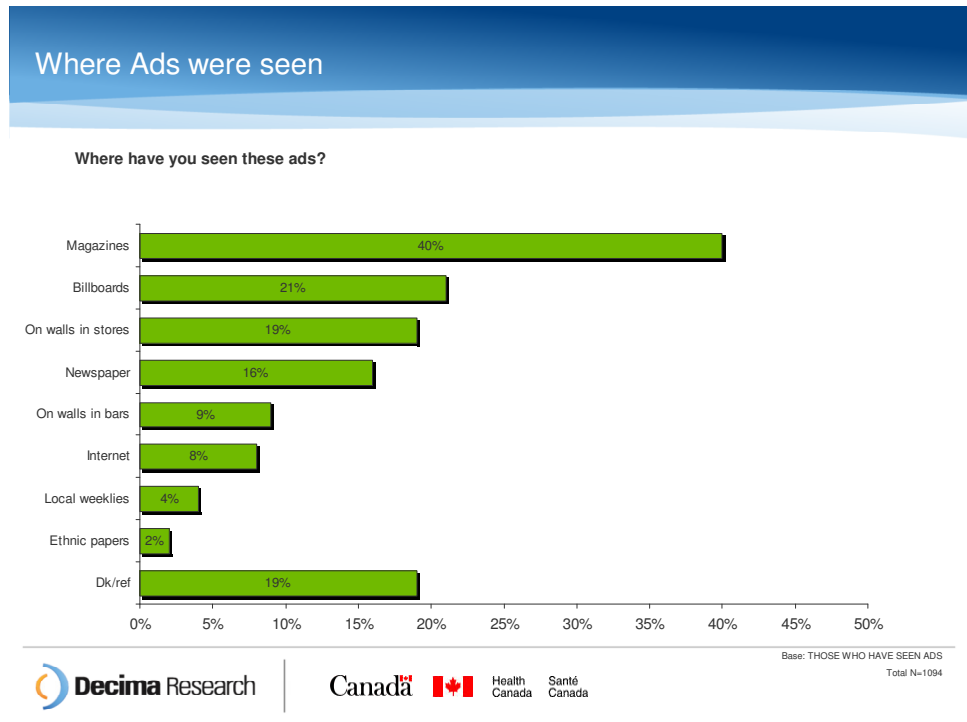
Most Canadians (79%) have not seen tobacco advertising or ads sponsored by the tobacco industry promoting tobacco products recently, and if they have, they often do not recall where they saw it or for which brand they saw the ad.

One in five (19%) Canadians recall seeing tobacco advertising in the past few months. Recall of tobacco industry advertising decreases as age groupings increase. While more than a third (36%) of those younger than 24 recall seeing ads, that drops to a quarter (24%) for those ages 25-34 and further to one in five (19%) among those 35-44 and again to 16% among those 45 to 54 years of age. Canadians over the age of 55 are least likely to recall seeing any ads (12%). Albertans (24%) and British Columbians (23%) are more likely than those in central and eastern Canada to have seen ads. Also, those in non-CMA areas (21%) are more likely than those in CMA (18%) areas to recall seeing tobacco ads.

When comparing the four waves, there is only a slight difference in recall numbers between the first two waves and the last two waves: In waves one and two, recall was at 20%, compared to 17% in waves three and four.



The top three locations Canadians recall seeing tobacco ads are in magazines (40%), billboards (21%), and posted on walls in retail stores (19%). The youngest segment (18-24) recall seeing tobacco ads in magazines (52%) and posted on walls in bars (19%) more often than Canadians 35 and older. More than double the percentage of Canadians in the fourth wave recall seeing tobacco ads on the Internet than those in the second wave (13% and 6% respectively).

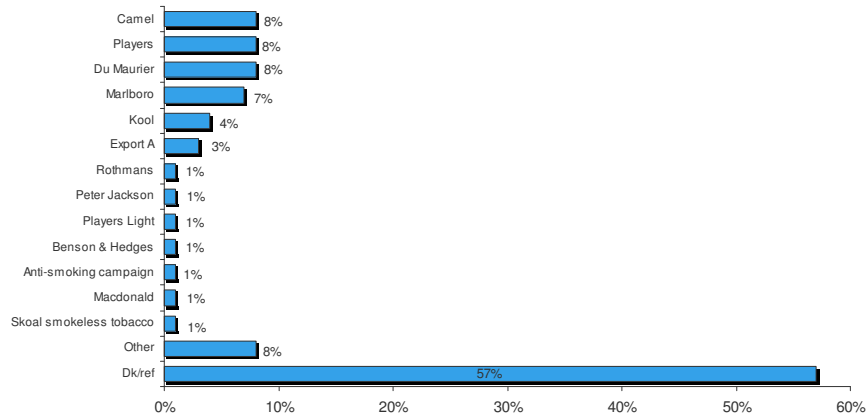


And although one-fifth (19%) of Canadians remember seeing advertisements, many do not recall which newspaper or magazine the advertisement was in (41%), or which brand sponsored the ad (57%).

Camel, the most recalled sponsor by Canadians (8%), is recalled more often by Canadians ages 18-34 (12%) than those over 35 (5%). Regionally, Canadians living in the Prairies (13%), British Columbians (11%), and Ontarians (10%) most often recalled Camel.

Which Brands?

Which brand(s) of tobacco product do you recall sponsoring this advertising?



Note: Responses with less than 1% overall are not shown

Base: THOSE WHO HAVE SEEN ADS
Total N=1094



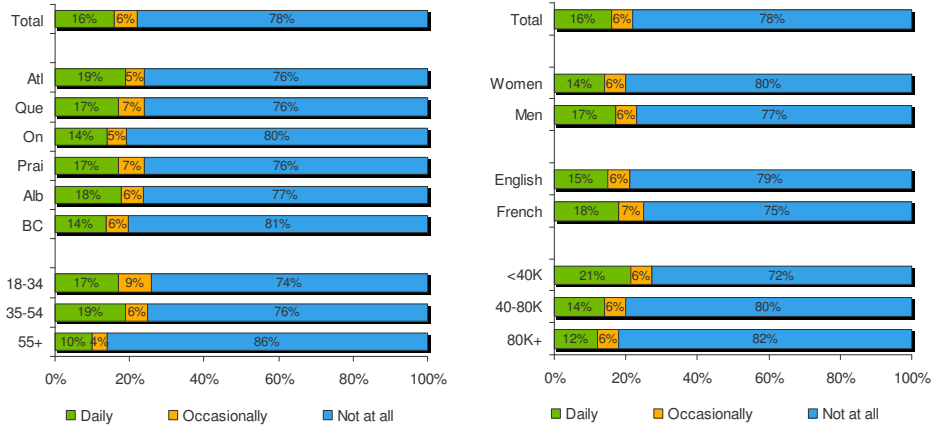
Smoking Habits

When it comes to smoking habits, most Canadians avoid tobacco products. One in six (16%) Canadians are daily smokers and another 6% smoke on occasion. Three-quarters (78%) of Canadians do not smoke at all, and over the past 30 days, almost all Canadians say they did not use any chewing tobacco, pinch or snuff (98%), nor did they smoke pipes, cigars, bidis, kreteks or herbal cigarettes (95%).

Household income and education appear to be factors when it comes to smoking. Canadians with annual household incomes below \$40,000 are more likely to be daily smokers (21% vs. 13%). As well, Canadians with high school education or less (24%) or a college education (18%) are more likely to be daily smokers, current students (10%) are more likely to be occasional smokers, and Canadians with a university (87%) or post graduate (88%) education are more likely to not smoke at all.

Do You Smoke - Demographics

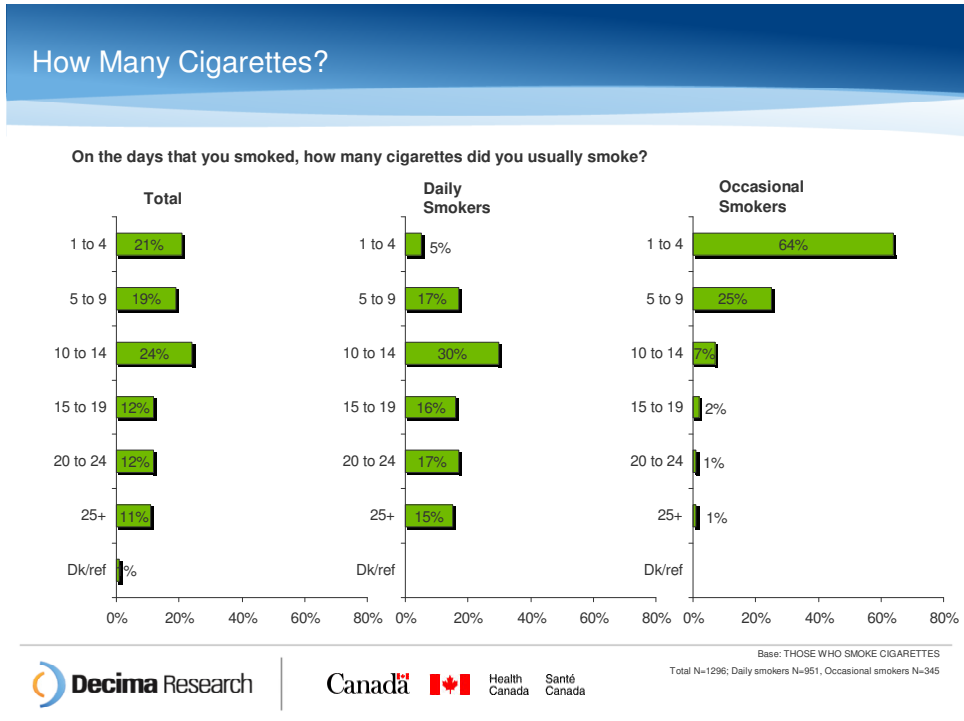
At the present time, do you smoke cigarettes daily, occasionally or not at all?



Health Canada / Santé Canada

Base: ALL
N=6113

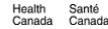
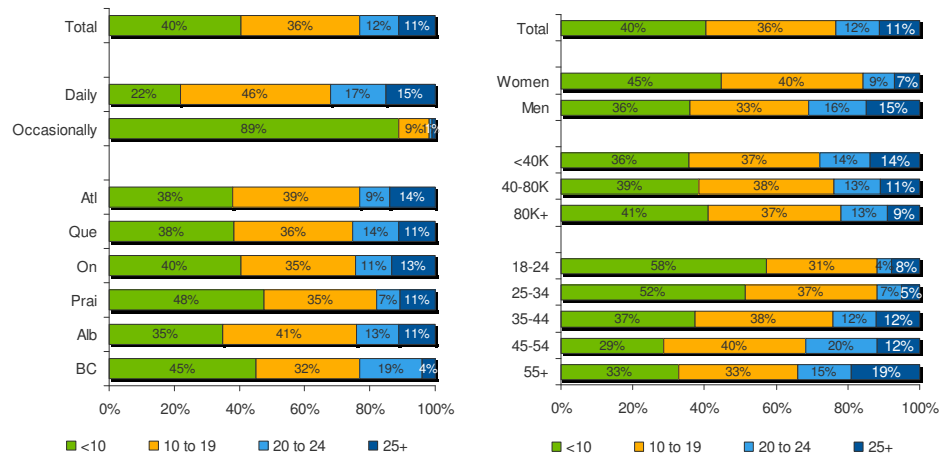
The majority of occasional smokers (89%) smoke less than ten cigarettes a day on the days they smoke and only one in nine occasional smokers (11%) smoke ten cigarettes a day or more, only 22% of daily smokers smoke less than 10 cigarettes a day, 46% smoke between 10 and 19 and a third (32%) smoke 20 cigarettes or more daily.



Women smokers tend to smoke less cigarettes than men: 45% of women smoke less than 10 cigarettes per day compared to 36% of men and while 16% of women smoke more than 20 cigarettes daily (7% more than 25), fully twice as many men smoke that much with 16% smoking between 20 and 24 cigarettes and 15% smoking more than 25 cigarettes daily.

Number of Cigarettes - Demographics

On the days that you smoked, how many cigarettes did you usually smoke?

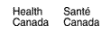
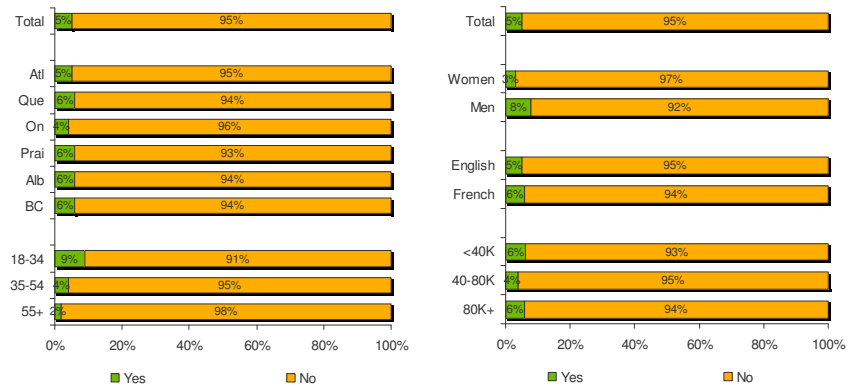


Base: THOSE WHO SMOKE CIGARETTES
Total N=1266

Other tobacco products are not as prevalent as cigarettes. Only one in twenty Canadians smoked pipes, cigars, bidis, kreteks or herbal cigarettes in the 30 days preceding this survey. Chewing tobacco, pinch and snuff were only used by 1% of the population in the 30 days preceding this survey; there are no demographic differences.

Pipes, Cigars, Bidis, Kreteks or Herbal Cigarettes - Demographics

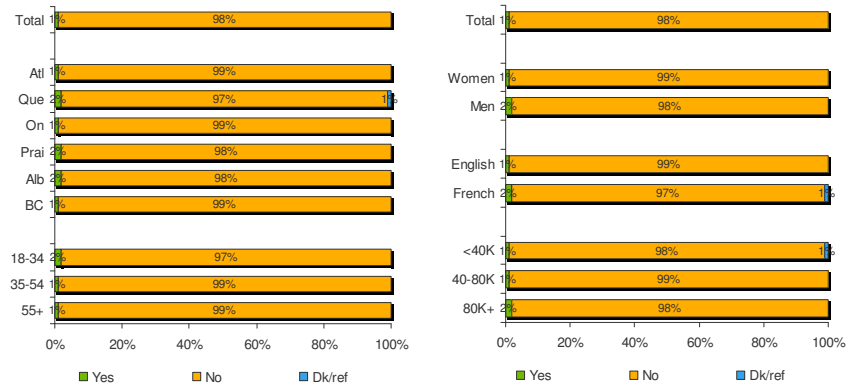
In the last 30 days, did you smoke pipes, cigars, bidis, kreteks or herbal cigarettes?



Base: ALL
N=6113

Chewing Tobacco, Pinch, Snuff - Demographics

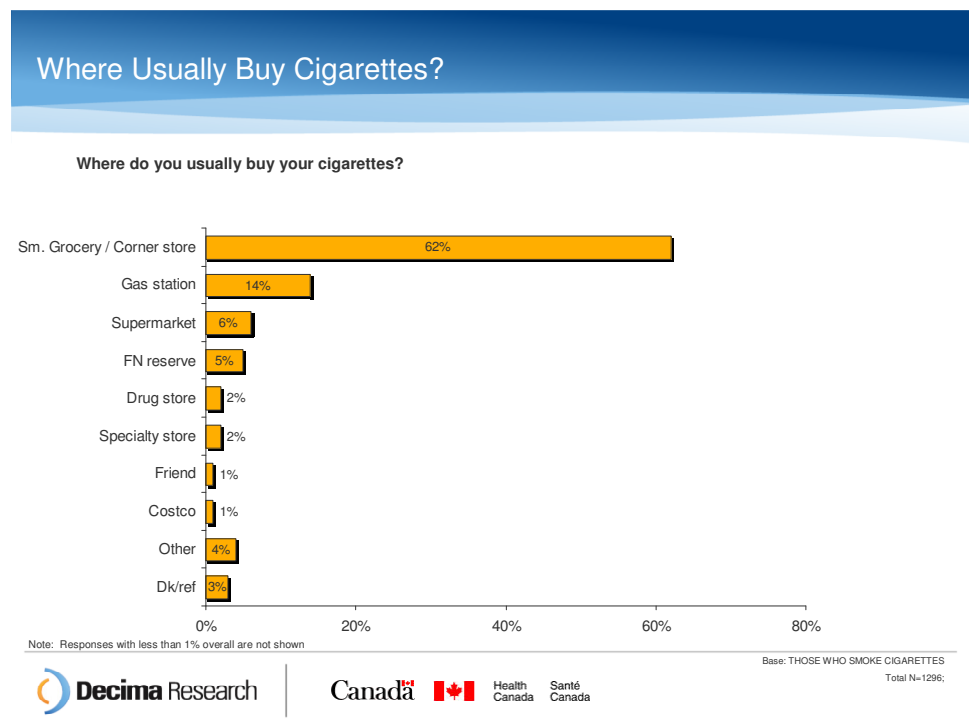
In the last 30 days, did you use any chewing tobacco, pinch or snuff?



Base: ALL
N=6113

Purchase of Cigarettes

A small grocery store or corner store (62%) is the most common place for Canadian smokers to buy their cigarettes. Canadians in Atlantic Canada (72%), Quebec (78%), and Ontario (62%) more often buy their cigarettes at small grocery stores or corner stores, while Canadians in the Prairie provinces (34%), Alberta (32%), and British Columbia (23%) are more likely than the average (14%) to purchase cigarettes at a gasoline station. Canadians aged 18-34 (21%) are more likely than those 35 and older (11%) to purchase cigarettes from a gasoline station, while those who are 55 and older are more likely than younger Canadians to buy from a supermarket (11% vs. 4%).

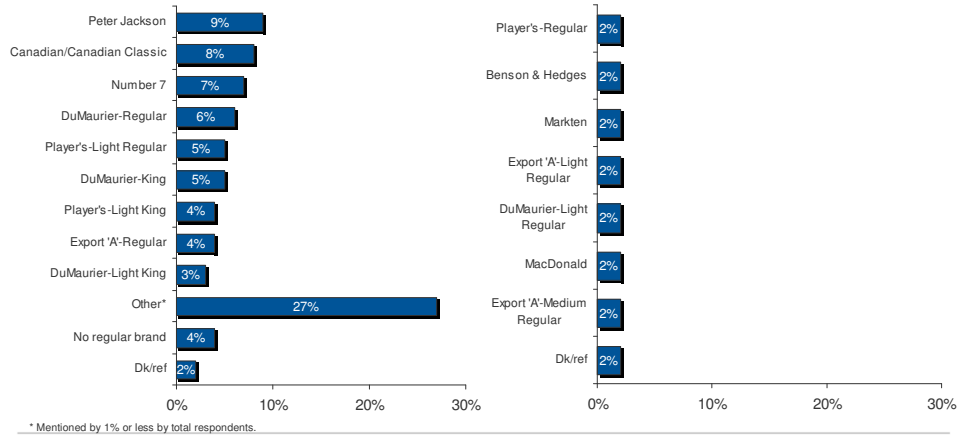


Canadians smoke a large variety of tobacco brands. Peter Jackson (9%) is the brand most often named by Canadians, especially those in Quebec (15%). Canadian/Canadian Classic (8%), Number 7 (7%), and DuMaurier-Regular (6%) are also popular.³ Regionally, Albertans usually smoke Canadian/Canadian Classic (21%), while Manitobans/Saskatchewanians and Albertans smoke Number 7 (22% and 14% respectively). Canadians with a college education or less (10%) usually smoke Peter Jackson, while those with a post grad education tend usually smoke DuMaurier-Regular (17%).

³ These differences are not statistically significant

Usual Brand?

What brand of cigarettes do you usually smoke?

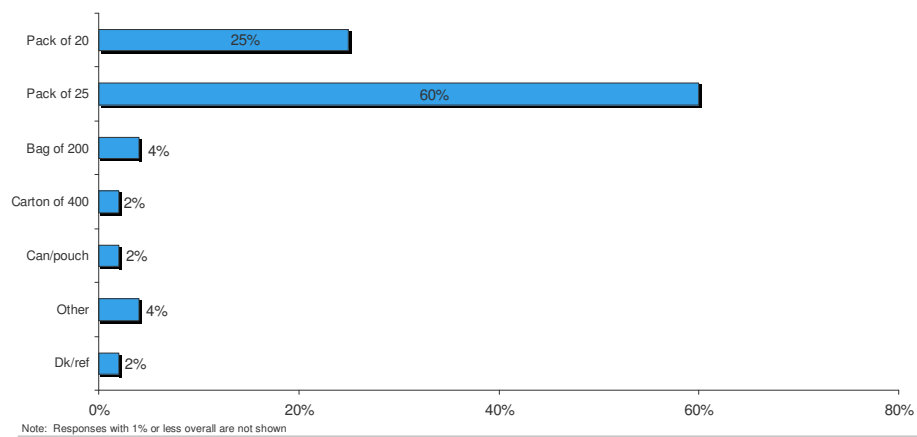


Base: THOSE WHO SMOKE CIGARETTES
Total N=1296

Most Canadian smokers usually buy packs of 25 cigarettes (60%). British Columbians, however, tend to purchase packs of 20 (76%), rather than packs of 25 (10%). Quebecers are most likely to purchase bags of 200 cigarettes (7%).

Usual Pack Size?

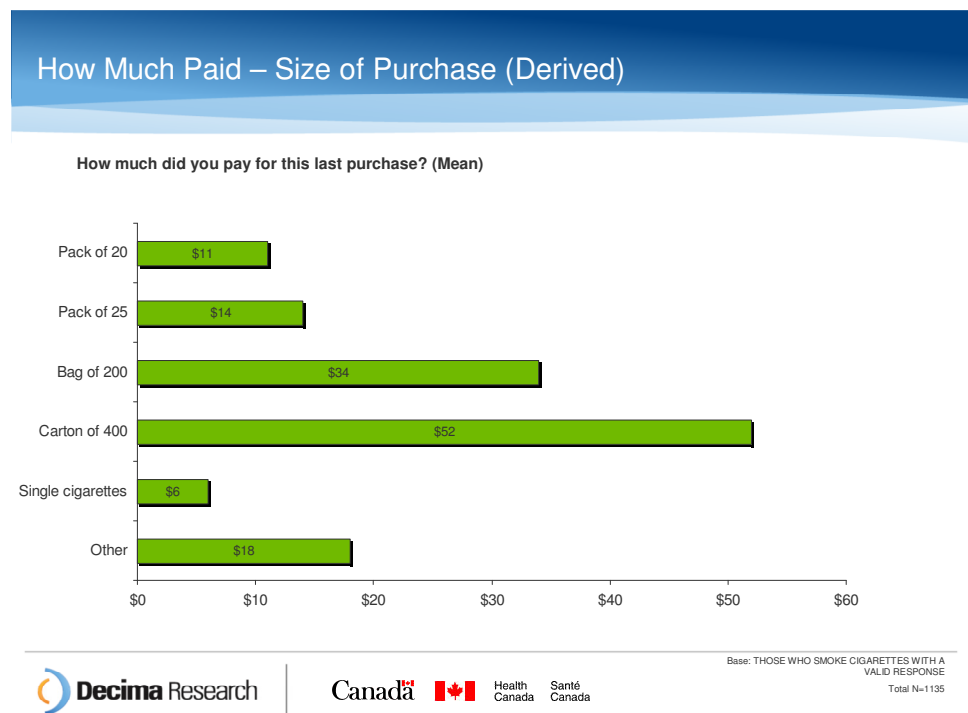
What pack size of cigarettes do you usually buy?



Base: THOSE WHO SMOKE CIGARETTES
Total N=1296

Most smokers (63%) tended to have paid between \$5 and \$10 for their last purchase of cigarettes. Those who buy packs of cigarettes on average paid \$11-\$14 for their last purchase, while those who bought a carton on average spent \$52.

Although respondents were asked which size of cigarette pack they bought for their last purchase, (i.e. pack of 20 or 25, bag or carton), they were not asked how many packs they may have bought at that time. Therefore, when asked how much they paid for their last purchase, this does not necessarily represent the price of one pack of cigarettes, but could be what they paid for any number of packs they bought.



Canadian smokers spent on average \$15 on their last cigarette purchase. Older Canadians tended to have bought a larger volume of cigarettes during their last purchase, as they spent significantly more on their last purchase: Smokers under the age of 24 said they spent on average \$9, while those over the age of 55 spent on average \$21.

Smokers in the Prairie provinces (\$18) and Alberta (\$19) spent the most, while those in Quebec spent the least (\$14). There are no significant differences between income levels.

How Much Paid – Demographics

How much did you pay for this last purchase? (Mean)



Base: THOSE WHO SMOKE CIGARETTES WITH A VALID RESPONSE
Total N=1135

Conclusions

Despite the limited opportunities for advertising, about one out of every five Canadians claims to have seen an advertisement for tobacco products lately. However, recall is also not very specific: those who recall seeing tobacco advertising often do not remember where exactly they saw it or which brand was advertised.

Recall goes down by age: While more than a third of those younger than 24 recall seeing ads, that drops to a quarter for those ages 25-34 and further to one in five among those 35-44 and again to one in six among those 45 to 54 years of age. Canadians over the age of 55 are least likely to recall seeing any ads. Albertans and British Columbians are more likely than those in central and eastern Canada to have seen ads.

Those who do recall, tend to say they saw them in an unspecified magazine, on billboards or on posters in retail stores.

About one in six Canadians smoke daily and another one in twenty on occasion; almost eight in ten Canadians are non-smokers. Other tobacco products such as chewing tobacco, pinch or snuff are sparingly used, while smoking pipes, cigars, bidis, kreteks or herbal cigarettes is a little more prevalent, with one in twenty Canadians indicating they smoke one of these or more.

Cigarettes are mostly bought in corner stores and small groceries in packs of 25. The most common brand is Peter Jackson, but this research shows that Canadians smoke quite a variety of brands. Canadian/Canadian classic, Number 7 and DuMaurier (regular) are also popular brands.

Appendices

Appendix A: Methodology

Data Collection

Health Canada commissioned fifteen questions in the Decima teleVox national omnibus study which was in field for four waves: November 30 to December 11, 2006, January 11 to 22, 2007, February 11-22, 2007, and March 8-11, 2007. A random sample of 6113 adult Canadians responded to the telephone surveys. A sample of this size yields a margin of error of +/- 1.3%, 19 times out of 20. A breakdown of sample size and margin of error is as follows:

Wave	Date	N Size	Margin of Error
1	November 30 to December 11, 2006	2047	+/-2.2%
2	January 11 to 22, 2007	2021	+/-2.2%
3	February 11 to 22, 2007	1021	+/- 3.1%
4	March 8 to 11, 2007	1024	+/- 3.1%

Respondent Qualification

Interviewers must adhere to quotas to ensure that an accurate representation of male and female respondents, 18 years of age or older, are obtained within each region.

All interviewing across the country is conducted by fully bilingual interviewers. The language of interview is “as it falls” on a national basis, which means that the respondent has the opportunity to complete the interview in either English or French, which ever they prefer.

Sampling

Each week a random sample is generated and the quotas are disproportionately allocated by region as follows:

Region	N=1000	
	Interviews	Error interval
Atlantic	100	+/- 9.8%
Quebec	250	+/- 6.2%
Ontario	325	+/- 5.4%
Manitoba/Saskatchewan	100	+/- 9.8%
Alberta	100	+/- 9.8%
British Columbia	125	+/- 8.8%
Total Canada	1,000	+/- 3.1%

Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are instilled to maintain an adequate number of completed interviews in Canada's three largest markets; Toronto, Vancouver and Montreal. The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to the 2001 Census data.

For the three waves of research (six weeks in total), the regional sample sizes and margins of error were as follows:

Region	N=6113	
	Interviews	Error interval
Atlantic	630	+/- 3.9%
Quebec	1,527	+/- 2.5%
Ontario	1,962	+/- 2.2%
Manitoba/Saskatchewan	617	+/- 4.0%
Alberta	606	+/- 4.0%
British Columbia	771	+/- 3.5%
Total Canada	6,113	+/- 1.3%

Sampling Techniques

The Decima teleVox uses the most up-to-date and accurate sample available on the market. Every Canadian household that has a telephone number has an equal chance of being selected for the study. New exchanges are added monthly.

Quality Control

Decima Research experience and expertise in public opinion and market research extend to the quality and standards of the Decima teleVox. Interviews are conducted by experienced staff who are thoroughly briefed by supervisors to ensure a complete understanding of the questionnaire content and flow. Detailed interviewing instructions form the basis for all briefings and are strictly adhered to, guaranteeing quality and efficiency in results.

Appendix B: Questionnaire

English

1. Do you recall seeing any tobacco advertisements or any ads sponsored by the tobacco industry promoting tobacco products in the past few months? Please take into account anything you may have seen on billboards or the internet/web, or posted on walls in bars or stores, or seen in a newspaper or magazine.

Yes

No

2. Where have you seen these ads?

billboards → go to question 4

internet/website banner → go to question 4

posted on walls in bars → go to question 4

posted on walls in retail stores → go to question 4

newspaper → go to question 3

local weeklies → go to question 3

magazine → go to question 3

ethnic papers → go to question 3

3. In which newspapers or magazines did you see these ads?

4. Which brand(s) of tobacco product do you recall sponsoring this advertising?

Access smokeless tobacco

Copenhagen smokeless tobacco

Skoal smokeless tobacco

American Spirit

Camel

Malboro

Kool

Salem

Newport

Other – Specify _____

Smoking Status

ASK ALL

5. At the present time, do you smoke cigarettes daily, occasionally or not at all?

Daily

Occasionally

Not at all

6. In the last 30 days, did you use any chewing tobacco, pinch or snuff?

Yes

No

7. In the last 30 days, did you smoke pipes, cigars, bidis, kreteks or herbal cigarettes, ?

Yes

No

ASK Q8 IF Q5=DAILY OR OCCASSIONALLY – OTHERS SKIP TO NEXT SECTION

8. On the days that you smoked, how many cigarettes did you usually smoke?

- 1 1-4 cigarettes
- 2 5-9 cigarettes
- 3 10-14 cigarettes
- 4 15-19 cigarettes
- 5 20-24 cigarettes
- 6 25+ cigarettes

9. Where do you usually buy your cigarettes?

- 1 I buy them at a small grocery / corner store
- 2 I buy them at a supermarket
- 3 I buy them at a drug store
- 4 I buy them at a gasoline station
- 5 I buy them from a friend or someone else
- 6 I buy them from a First Nations Reserve
- 7 I buy them by mail order
- 8 I buy them from the internet
- 9 Other – specify _____

10. What pack size of cigarettes do you usually buy?

- 1 Pack of 20 cigarettes
- 2 Pack of 25 cigarettes
- 3 Bag 100 cigarettes
- 4 Bag 200 cigarettes

- 5 Box 150 cigarettes
- 6 Carton (400 cigarettes)
- 7 Other – specify _____

11. What brand of cigarettes do you usually smoke?

- 1 Belmont
- 2 Craven "A" - King
- 3 Craven Menthol - King
- 4 DuMaurier - King
- 5 DuMaurier - Regular
- 6 DuMaurier - Light King
- 7 DuMaurier - Light Regular
- 8 DuMaurier - Extra Light King
- 9 DuMaurier - Extra Light Regular
- 10 DuMaurier - Ultra Light King
- 11 DuMaurier - Ultra Light Regular
- 12 DuMaurier - Special King
- 13 DuMaurier - Special 100
- 14 Export "A" - Regular
- 15 Export "A" - Medium Regular
- 16 Export "A" - Light Regular
- 17 John Player's - Special
- 18 Matinee - Extra Mild King
- 19 Matinee - Extra Mild Regular
- 20 Matinee - Slims King
- 21 Number 7
- 22 Player's - Light King
- 23 Player's - Light Regular
- 24 Player's - Regular
- 25 Player's - Extra Light King
- 26 Player's - Extra Light Regular
- 27 Player's - Light Smooth
- 28 Rothmans - King
- 29 Rothmans - Special Mild King
- 30 Other _____
- 31 No regular brand

12. Where did you last buy your cigarettes?

- 1 I buy them at a small grocery / corner store
- 2 I buy them at a supermarket
- 3 I buy them at a drug store
- 4 I buy them at a gasoline station

- 5 I buy them from a friend or someone else
- 6 I buy them from a First Nations Reserve
- 7 I buy them by mail order
- 8 I buy them from the internet
- 9 Other – specify _____

13. What pack size of cigarettes did you last buy?

- 1 Pack of 20 cigarettes
- 2 Pack of 25 cigarettes
- 3 Bag 100 cigarettes
- 4 Bag 200 cigarettes
- 5 Box 150 cigarettes
- 6 Carton (400 cigarettes)
- 7 Other – specify _____

14. What brand of cigarettes did you last buy?

- 1 My usual brand
- 2 Belmont
- 3 Craven "A" - King
- 4 Craven Menthol - King
- 5 DuMaurier - King
- 6 DuMaurier - Regular
- 7 DuMaurier - Light King
- 8 DuMaurier - Light Regular
- 9 DuMaurier - Extra Light King
- 10 DuMaurier - Extra Light Regular
- 11 DuMaurier - Ultra Light King
- 12 DuMaurier - Ultra Light Regular
- 13 DuMaurier - Special King
- 14 DuMaurier - Special 100
- 15 Export "A" - Regular
- 16 Export "A" - Medium Regular
- 17 Export "A" - Light Regular
- 18 John Player's - Special
- 19 Matinee - Extra Mild King
- 20 Matinee - Extra Mild Regular
- 21 Matinee - Slims King
- 22 Number 7
- 23 Player's - Light King
- 24 Player's - Light Regular
- 25 Player's - Regular

- 26 Player's - Extra Light King
- 27 Player's - Extra Light Regular
- 28 Player's - Light Smooth
- 29 Rothmans - King
- 30 Rothmans - Special Mild King
- 31 Other _____

15. How much did you pay for this last purchase? (record what they say)

\$ _____

Français

1. Au cours des derniers mois, avez-vous vu des publicités sur le tabac ou des commandites de l'industrie du tabac faisant la promotion des produits du tabac? Veuillez tenir compte de tout ce que vous avez vu sur des babillards, sur Internet/le Web, sur des affiches dans les bars et les magasins ou dans des journaux et des magazines.

Oui
Non

2. Où avez-vous vu ces publicités?

Babillards → passez à la question 4
Internet/Bannière Web → passez à la question 4
Affiches dans les bars → passez à la question 4
Affiches dans les magasins → passez à la question 4

Journaux → passez à la question 3
Journaux hebdomadaires locaux → passez à la question 3
Magazines → passez à la question 3
Journaux de groupes ethniques → passez à la question 3

3. Dans quels journaux ou magazines avez-vous vu ces publicités?

4. Vous rappelez-vous quelle(s) marque(s) de tabac commanditai(en)t cette publicité?

Tabac sans fumée Access
Tabac sans fumée Copenhagen
Tabac sans fumée Skoal
American Spirit

Camel
Malboro
Kool
Salem
Newport
Autre – Veuillez préciser _____

Usage du tabac

POSEZ À TOUS

5. Actuellement, fumez-vous la cigarette tous les jours, à l'occasion ou jamais?

Tous les jours
À l'occasion
Jamais

6. Au cours des 30 derniers jours, avez-vous pris du tabac à priser ou à chiquer?

Oui
Non

7. Au cours des 30 derniers jours, avez-vous fumé la pipe, le cigare, la bidi, le kretek ou la cigarette à base d'herbe?

Oui
Non

POSEZ Q8 SI Q5=TOUS LES JOURS OU À L'OCCASION – SINON, PASSEZ À LA PROCHAINE SECTION

8. Les jours où vous fumez, environ combien de cigarettes fumez-vous?

1 1 à 4 cigarettes
2 5 à 9 cigarettes
3 10 à 14 cigarettes
4 15 à 19 cigarettes
5 20 à 24 cigarettes
6 25 cigarettes et plus

9. Où achetez-vous habituellement vos cigarettes?

1 Je les achète dans une petite épicerie/au dépanneur
2 Je les achète au supermarché
3 Je les achète à la pharmacie
4 Je les achète à la station-service
5 Je les achète d'un ami ou d'une autre personne
6 Je les achète sur une réserve des Premières Nations
7 Je les commande par la poste
8 Je les achète sur Internet
9 Autre – Veuillez préciser _____

10. Quel format de paquet de cigarettes achetez-vous généralement?

- 1 Paquet de 20 cigarettes
- 2 Paquet de 25 cigarettes
- 3 Sac de 100 cigarettes
- 4 Sac de 200 cigarettes
- 5 Boîte de 150 cigarettes
- 6 Cartouche (400 cigarettes)
- 7 Autre – Veuillez préciser _____

11. Quelle marque de cigarettes fumez-vous généralement?

- 1 Belmont
- 2 Craven "A" - Format long
- 3 Craven Menthol – Format long
- 4 DuMaurier – Format long
- 5 DuMaurier – Format régulier
- 6 DuMaurier –Légère, format long
- 7 DuMaurier – Légère, format régulier
- 8 DuMaurier - Extra légère, format long
- 9 DuMaurier - Extra légère, format régulier
- 10 DuMaurier - Ultra légère, format long
- 11 DuMaurier - Ultra légère, format régulier
- 12 DuMaurier – Spéciale, format long
- 13 DuMaurier - Spéciale 100
- 14 Export "A" - Format régulier
- 15 Export "A" - Medium, format régulier
- 16 Export "A" - Légère, format régulier
- 17 John Player's - Spéciale
- 18 Matinée - Extra douce, format long
- 19 Matinée - Extra douce, format régulier
- 20 Matinée – Slims, format long
- 21 Number 7
- 22 Player's - Légère
- 23 Player's - Légère, format régulier
- 24 Player's – Format régulier
- 25 Player's - Extra légère, format long
- 26 Player's - Extra légère, format régulier
- 27 Player's – Légère veloutée
- 28 Rothmans – Format long
- 29 Rothmans – Spéciale douce, format long
- 30 Autre _____
- 31 Aucune marque régulière

12. Où avez-vous acheté des cigarettes la dernière fois?

- 1 Je les ai achetées dans une petite épicerie/au dépanneur
- 2 Je les ai achetées au supermarché
- 3 Je les ai achetées à la pharmacie
- 4 Je les ai achetées à la station-service
- 5 Je les ai achetées d'un ami ou d'une autre personne
- 6 Je les ai achetées sur une réserve des Premières Nations
- 7 Je les ai commandées par la poste
- 8 Je les ai achetées sur Internet
- 9 Autre – Veuillez préciser _____

13. De quel format était le dernier paquet de cigarettes que vous avez acheté?

- 1 Paquet de 20 cigarettes
- 2 Paquet de 25 cigarettes
- 3 Sac de 100 cigarettes
- 4 Sac de 200 cigarettes
- 5 Boîte de 150 cigarettes
- 6 Cartouche (400 cigarettes)
- 7 Autre – Veuillez préciser _____

14. Quelle marque de cigarettes avez-vous achetée la dernière fois?

- 1 Ma marque habituelle
- 2 Belmont
- 2 Craven "A" - Format long
- 3 Craven Menthol – Format long
- 4 DuMaurier – Format long
- 5 DuMaurier – Format régulier
- 6 DuMaurier –Légère, format long
- 7 DuMaurier – Légère, format régulier
- 8 DuMaurier - Extra légère, format long
- 9 DuMaurier - Extra légère, format régulier
- 10 DuMaurier - Ultra légère, format long
- 11 DuMaurier - Ultra légère, format régulier
- 12 DuMaurier – Spéciale, format long
- 13 DuMaurier - Spéciale 100
- 14 Export "A" - Format régulier
- 15 Export "A" - Medium, format régulier
- 16 Export "A" - Légère, format régulier
- 17 John Player's - Spéciale
- 18 Matinée - Extra douce, format long

- 19 Matinée - Extra douce, format régulier
- 20 Matinée – Slims, format long
- 21 Number 7
- 22 Player's - Légère
- 23 Player's - Légère, format régulier
- 24 Player's – Format régulier
- 25 Player's - Extra légère, format long
- 26 Player's - Extra légère, format régulier
- 27 Player's – Légère veloutée
- 28 Rothmans – Format long
- 29 Rothmans – Spéciale douce, format long
- 30 Autre _____

15. Combien cet achat vous a-t-il coûté? (Entrez le montant)

_____ \$