

Executive Summary

Results of the **Manitoba Follow-Up Survey on the Tobacco Retail Environment: 2006** suggest legislation affecting Manitoba's tobacco merchandising displays, specifically power walls, has had an impact in some respects. Although the majority of adults continue to recall seeing a power wall, significantly fewer youth admit to having seen cigarette packages displayed in vertical rows highlighting certain brands.

There has been a significant rise in support for legislative restrictions on the display of tobacco and tobacco-related products. Specifically, just over two-thirds of adults now provide some degree of support for such restrictions, with particular backing for the federal and provincial governments restricting the display of tobacco-related products. Moreover, whereas last year two-thirds of adult non-smokers supported the government restricting tobacco display advertising, currently almost three-quarters provide backing. Furthermore, while only one-third of adult smokers in 2005 supported legislative changes to restrict the display of tobacco products, currently one-half offer backing. A slight majority of youth, believe the government should restrict the display of tobacco products.

On the other hand, retailer support for restricting tobacco merchandising displays continues to be minimal. In addition, retailers who anticipated a sales impact from the tobacco legislation were indeed correct in their prognostications, though sales loss predictions were overestimated. As well, costs for renovating retail locations to meet requirements of the new Manitoba law were underestimated slightly.

Consistent with previous results, **convenience** continues to be the most important factor determining where adult smokers purchase cigarettes. Indeed, proximity to home continues to be the paramount geographic consideration motivating smokers. As was the case last year, **gas stations** and **convenience stores** are the primary usual purchase locations, although adults aged 55 or older tend to make their cigarette purchases at **grocery stores**. The importance of convenience to smokers is perhaps reflected in the fact that one-third say they would smoke fewer cigarettes if they had to travel farther to purchase them.

Research firm: Corporate Research Associates, Inc.

Contract Number: H1011-060018/001/CY

Award Date: August 17, 2006

For further information, please contact Health Canada at por-rop@hc-sc.gc.ca

