



POR # 272-06

Executive Summary

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

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Prepared for:

Health Canada

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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.

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